



Ray Edwards Show, Episode 286

Catch and Release Leadership

Ray: *Ray Edwards Show* episode 286, Catch and Release Leadership.

Speaker 1: *The Ray Edwards Show.* Lead your destiny by design. Start, run, and grow your own internet-based business and create the life of your dreams. You can do it. This is *The Ray Edwards Show.*

Ray: Well here we are. It sounds like we're doing a fishing show, catch and release. Well we're in Northwest Territory, fishing is appropriate.

Sean: We're going fishing. Actually, I don't fish. I would like to point out how awesome our voices sound.

Ray: Yes, and why is that? Have we suddenly been doing vocal exercises?

Sean: Absolutely. No, we actually spent a few minutes and got our mixer and our compressor limiter gates, and inputs and output volumes all set up right. So now it's all working.

Ray: Yes, because you set it up. [laughs] The guy who actually has some knowledge of such things. What a concept.

Sean: Yes. So, tip of the week is have your sound set up properly.

Ray: There you go, tip of the week. Okay let's back up to the beginning of the show and let's talk about why this episode is called Catch and Release Leadership and why we're wanting to talk about how to start a movement. So think of this, you want to build a business, an organization, a church or a body of work that has long term significance and impact.

But, you're forced to focus on short-term gains and key people come and go. Loyal people seem hard to find. And this kind of situation is the situation that most businesses are in. Its hard to get momentum. It's hard to get sustained growth happening when you're dealing with all this short term focus, and personnel going in and out of your business and out of your life. If only there was some way of leading that was simpler, more elegant, less stressful and more effective so that people didn't leave. So that you could focus on long term gains and long term goals.

Well once upon a time, there was a man in a backwoods town living under the oppressive weight of a corrupt political system and this man found a way to turn world upside-down with little more than a mission and a dozen volunteer workers. One of whom was extraordinarily corrupt.

Sean: Yes. He came to regret that.

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Ray: He did. He ended up spilling his guts. We'll come back to the story in just a few moments but that is the problem that we're going to tackle on this week's episode.

Speaker 1: Now, simple hack-

Ray: Nope. [laughs]

Speaker 1: Putting your first things first and creating prosperity with purpose, this is spiritual foundations, spiritual foundations.

Ray: This week I'd like to just touch on something. I'm not gonna go in-depth. I might actually do a show that is about this subject. So those of you who are not into the spiritual foundations part of the podcast, I'll warn you ahead of time so you don't have to listen to that entire episode. But, for now I want to talk about the promises made to Abraham and how they still belong to believers today. So, if you're a Christian, you believe that Jesus is the Messiah that the Jewish people were waiting for, and the Jewish people know that there were certain promises given to Abraham who is recognized as the father of three different faiths, the Jewish faith, the Muslim faith, and the Christian faith. Promises were given to Abraham that he would be blessed in order to be a blessing and some people will argue that that is all spiritual.

When in the New Testament Paul is writing about the fact that we are heirs to the promises of Abraham, we're heirs of the world, we are the beneficiaries of all of those promises but many if not most, New Testament scholars will argue, "Well, that's spiritual promises. That's the promise of the Messiah. ", and I would say, "Yes, it is the promise of the Messiah and everything that he brought, God doesn't change." So the promises that he made to Abraham, he fully intended to keep and is keeping and those promises belong to the church, the people of God and they're not just spiritual and I'll tell you how you can tell this.

I'll make this quick. You can do your own homework and check me out on this but it says of Abraham that God blessed him and made him rich in silver, and gold, and cattle. That sounds very unspiritual to me. That sounds like actual money. So, what about being blessed to be a blessing? Did that mean that Abraham was supposed to get all this wealth and then give it away, because that's not what he did. He grew his wealth, he grew his company of people who worked for him and who were remunerated or paid for such work and thereby, they were blessed. So, I believe and I'll be expounding on this in my upcoming book, *Permission to Prosper*, there's a whole chapter devoted to this. This is why this is on my mind right now.

I believe that we are heirs to all the promises of Abraham. That includes salvation and that's all we got that would be a fantastic deal, that I would take in a heartbeat and have no regress. But, it doesn't just include, that includes all the other aspects of the Kingdom. It includes prosperity in terms of salvation, in terms of health, in terms of happiness, in terms of wealth, in terms of fulfillment. The whole offer of prosperity that comes from God, it's worse than people fear. [laughs]



They say, "Well, you're saying that by getting saved, we're getting this prosperity so you're preaching the prosperity gospel." Listen to this carefully, there's no such thing as a prosperity gospel. There's just the gospel, and the gospel includes prosperity and that includes all sorts of things that are over and above what you're thinking that you're already upset about. It's not just money, it's health, it's healing, its wholeness, it's happiness, it's pursuing the things that God is putting your heart's desires. If you want to be an artist, if you want to express yourself through music, through athletics, through architecture, it's all included in the package.

Sean: Speaking of salvation-

Ray: Yes?

Sean: - Do you want a rabbit trail? A very interesting rabbit trail?

Ray: Let's.

Sean: All right. So this may be Sean's rant of the week, I don't know.

Ray: Hippity-hop hippity-hop.

Sean: Hippity-hop hippity-hop. So, I've been studying the history philosophy, as you know and one of the things in the Christian world that we people often ask or maybe not ask but, or at least somewhat aware of, is that the modern day Christian message of salvation. You didn't really hear Jesus preach that very much, right?

Ray: There was never a turn or burn sermon.

Sean: And if you think about it, he didn't ever use the term salvation very much.

Ray: Nope.

Sean: Well, I think I know why.

Ray: This is already getting really interesting. [laughs]

Sean: The term salvation apparently, I don't know if it's the Latin version of it that we use now but, it comes from the Greek. The Greek idea of salvation spawns out of their declining view of the world at the time of Jesus. A couple hundred years, 300 years or so before Jesus, 400 years before Jesus, the Greeks were like on top of the world, even though Romans suffer doing everything, but they were like the height of civilization. Well, about 200 years before Jesus that all starts to change. They get conquered, they're a colony of Rome they do all this sort of stuff. If you listen and read their philosophers during this period, their philosophy becomes very pessimistic and very escapist.



This world is evil, corrupt we're no longer, basically it looks like we're no longer in control of our country and our fate, and so now our philosophy has shifted to an escapist ideology which a term was coined for that "Salvation." The philosophical idea of salvation is that we need salvation from this horrible dark, evil world. It did not mean a cleansing of your sins necessarily. It meant to be rescued from hell and it's interesting that Jesus never talks about his own ministry in those terms.

Ray: So, what conclusion do you draw from this, Dr. Edwards?

Sean: He was not preaching salvation in the context that the people at that time would have understood because he believes the world is good and should be redeemed, and you don't need to be saved from it, instead it needs to be redeemed. And so, what did he preach? The Kingdom has come. The kingdom of God is at hand which is miracles, healings, restitutions, promises, wealth, it's restoration of all the good things on earth. No, we don't want salvation. We don't want to be pulled from the planet that God made for us. Jesus was like, "No, the Kingdom of God is at hand." He doesn't preach salvation, he preaches redemption of where we are. Don't pull him out, redeem where you are.

Ray: If you have trouble with this, if this bothers you and you think that's not right, well latch onto this, the letters that the Apostle John wrote to the churches. First John, Second John, Third John, and the beginning of the Gospel of John, we're all about clearing up this mistaken idea that the world is fundamentally evil because this was a heresy that was circulating in the early church called Gnosticism. The Gnostics believe that the physical world was evil and-

Sean: Straight from Plato.

Ray: - and the spiritual world was the only good world. And they believed that so much that they believed Jesus never actually came in the flesh, he was just a ghost.

Sean: That the Christ couldn't actually have suffered death much less. I mean he could never have been flesh much less suffered death.

Ray: So this is why John in those letters and in his Gospel is making it clear that Christ became flesh and came into the world to redeem the world.

Sean: Right, and I think it's interesting that now once the church became very Greek over the centuries, and adopted more and more Greek philosophy, we adopted the salvation mentality which was not the mentality of Jesus.

Ray: Now that we've lost all of our listeners, [laughs] those who are still with us, interesting things to think about, yes?

Sean: Yes.



Speaker 1: Now simple hacks that make life cheaper, easier, and faster, Ray's tip of the week.

Ray: And by the way, this makes the phrase, "You are heirs of the world." make a lot more sense.

Sean: Yes it does, doesn't it? [laughs]

Ray: So this week's tip of the week.

Sean: Tip of the week.

Ray: I've discovered a new meditation app. I've been using Calm which I love. Calm is fantastic but there's another meditation app worth checking out, it's called Headspace.

Sean: Think I've heard of that.

Ray: The cool thing about it is that it comes with little cartoon movies that demonstrate the principles of meditation and it's narrated by a guy with a really cool British accent.

Sean: Oh that's always helpful.

Ray: It makes everything better. It just does. Let's be honest. We got to give them credit for some things. [laughs] Check it out, it's Headspace. They have a free 10-day program where you can try out the meditation practice they recommend for 10 days. If you like it, then you got to pay for it which is good because that supports commerce and business, and gives people jobs and makes us all prosperous.

Sean: Trading value for value, being ethical, capitalism.

Ray: Yes, that's what it's all about. All right time for a quick success story.

Sean: Oh this is new.

Ray: Student success story, this came about kind of an odd way. One of our students is named Jen Gordon and she sent me a gift. She had asked, "Maybe I could be a guest on your podcast?" and I had responded very politely, "We don't really have a place for that to happen." Then she sent me a gift and when she sent me the gift, I knew I had to speak with her. So this week's interview, this week's success story is with Jen Gordon. Let's get right to it.

I thought we would just begin by having you talk a little bit about the story of jengordon.com which I think is super interesting. I don't know anybody else who in their About Page has a picture of a gravestone they found in their backyard.



Jen: Yes that, there's a story there. I don't actually know the whole story there but there's been a lot of stories made up about how it got there.

Ray: How did you come to find it?

Jen: We were doing some yard work and I always thought it was just some kind of stepping stone and we started digging around, and realized it had kind of a very gravestone shape. We unearthed it, flipped it over, and found a good old Colonel Beck. We don't know exactly what's happening in that space of the yard but his gravestone was there. [augh]

Ray: He may or may not be there.

Jen: He may or may not be there, yes.

Ray: Well, his mortal remains.

Jen: His mortal remains. They may or may not be there but it was definitely a story. I think there was some screaming.

Ray: Have you ever been tempted to just find out for sure?

Jen: Our neighbor across the street has some information on the family that lived in the house prior to a few families before we got there, and she said that she thought it was an extra. I don't know why you'd get an extra done but this is a quirky neighborhood, Ray and so really nothing surprises me anymore.

Ray: When I get the impression when you started your blog, you were not writing about design and such things?

Jen: No.

Ray: So how did you come to find yourself in the world of being a digital artist and a freelance designer?

Jen: Well, it evolved really, I started out working as a freelance artist. I worked full time for Yahoo for a while and then, got pregnant with my first daughter, and started working freelance. I just found everything I was learning so fascinating that I started wanting to write about things that I was learning. That season of writing has passed but I feel like there's some new things that I'm writing about now that aren't as design related.

I worked freelance for about 12 years until I started working full time for the company I'm working for now. I started off whenever the iPhone came out, doing a lot of iPhone design whenever that was very new and then, I got interested in internet marketing whenever I created -- Have you ever read REWORK?



Ray: Yes.

Jen: Basically, I came up with a piece of REWORK through a lot of my bubble design work. It was whenever mobile design was just starting to be a thing in the design world and I had created so many different designs that I had basically bunch of templates created for mobile app design. I put it out there as the mobile design starter kit and I was like, "Wow, how do I sell this?" And so, that's what got me interested in landing page design and it was when Unbounce was first coming onto the scene. And so, I could easily build landing pages and start split testing them, and things like that.

It's just things have just evolved. I started out just as a regular UI UX visual designer and then I started doing mobile design, and then from there I really, really fell in love with the niche of landing page design, and learning all about what you do, and partnering with writers like you to learn how to sell things online. That's kind of where I'm at now. The company that I'm working for now, I lead the design department but you know, I still have this other project we may talk about that keeps me in that world of marketing and selling things online.

Ray: Now just because I know a few people got lost. Explain what UI UX design is about.

Jen: Just user interface design, so it could be for web applications or just front-end websites. User interface design is where basically, pardon me, user experience design is where I'm trying to make it easy for you to navigate a site.

Ray: There's a crying need for more people who specialize in that, in my opinion because a lot of websites are really not easy to navigate. But that's a whole different podcast. So what happened recently that resulted in me inviting you to be on the show was -- I'm just going to tell a whole embarrassing story, I got a note from a friend and said, "This person you may or may not know of named Jen has this thing that she's made and I was wondering if you'd like to talk about it, and maybe have her on your show." and my knee jerk response was "No." and usually, that response is right because I get lots of requests and I just can't possibly honor them all.

And then, you sent me a couple of Hope Decks. I was just so knocked out by them I thought, "I goofed. I need to have Jen on the show." These are beautiful and I just wonder if you give this story about how you came up with the idea for, what is a Hope Deck and how you came up with the idea for it?

Jen: Well, the Hope Deck is a collection of 60 postcards and its all inspirational quotes primarily from Scripture. I say inspirational quotes, they're verses that people find inspirational. There's a couple in there that aren't but most of them are Bible verses that I created designs for. The Hope Deck really actually didn't start out as the Hope Deck.



It started out as a typography experiment in the beginning. This is how God does things, right?

It's like, "I really want to hone my typography skills." and he's like, "No, actually you're going to create a thank-you gift for friends who've walked with you during a really dark season." That's really what started to happen as I was like, "I want to work with some Scripture and I want to do some cool typography.", like, "Hey, I think I'll ask some of my friends," who you know I've just been through like some serious hardship over the past few years. I mean, people have just loved on me really well.

I think I'll ask these friends, what is their favorite scripture? What is their favorite verse? I was really interested to know.

People started sending me their favorite verses, and for each person and for each verse I created a card. When I was finished, I had them printed and then I would on the card that went with a specific person, I wrote a personal note and gave it to him and just let him know. Part of it was an exercise of gratitude, part of it was just being reminded that I wasn't completely alone during that season. It was a reminder that God had been with me.

When I gave these to my friends, they were delighted and then they were like, "Can I buy one for this person?" or "Can I get one for that person?" and I was like, "I had some extras because I had more printed than what I distributed to my little friend group." So I gave away what I had and then I had some more printed, and it evolved that way.

Ray: Well, they are stunningly designed and as I was slipping through them, I began to realize, "This is such a great way to send a note of encouragement, or inspiration, or just let somebody know I'm thinking of them." I just really fell in love with the whole concept. And so, I wanted to have you on, that you tell the story of the Hope Deck and people can order these now online, right?

Jen: Yes, you can go to hopedeck.com and like you said they're a great gift. Usually people buy at least two because they'll keep one for themselves and give one to a friend or something like that.

Ray: I do recommend that you buy two and there's a neat video on the site at hopedeck.com that shows you how you use them. I mean, people are going to come up with their own ideas and own thoughts.

Jen: People have come up with so many things, Ray. I could not have come up with the ways some people have like, some of the things are actually very, very sad, sort of touching, I mean lining hospital room walls, people using them at retreats. Like this lady created this really cool prayer room, she had like these old wooden pallets that she glued some clothespins, too. And then, she put the cards in each of the



clothespins and put these beautiful lights all around. I was just blown away. It's just incredible the different ways people have used them.

Ray: That is so cool. I don't know, does everybody get the love notes?

Jen: Yes, I've been putting the love notes and all of them, as well.

Ray: So explain those.

Jen: Well, I used to, when the girls were younger, I would put little love notes in their lunches just like on a post-it note or whatever. I just love doing that. I just love leaving a little sweet note, or even if it was just like a little drawing or something silly, I love leaving a little love note. And I thought, "Why not? What a great little surprise to find in your lunch when you get to work or whatever." I don't know it kind of goes along with The Hope Deck just a way to love on people.

Ray: Well it's a beautiful thing and I really recommend that if you're listening to this and this makes any dent in your heart, you feel like, "I'd love to see that.", go take a look. Go to hopedeck.com. We'll put links in the show notes to the site. Watch the video and just order some cards. You really can't appreciate how much impact these cards have until you hold the deck in your hands. I recommend you grab a deck in or a couple because you're going to want to give a deck away and you're going to want to use one for yourself. So Jen, thank you so much for agreeing to come on the show.

Jen: Thank you, Ray. I just appreciate it more than you know.

Speaker 1: And now our feature presentation.

Ray: All right. I always enjoy hearing from successful independent business owners and entrepreneurs, inspires me, makes me happy. I'm made happy by my own podcast. Does that make me weird?

Sean: No.

Ray: Good.

Sean: Makes you human.

Ray: I'm going to eliminate the phrase from my vocabulary, I'm only human.

Sean: Yes, seriously because what we should really be saying is like-

Ray: I am human.

Sean: - I'm human. Watch out, world.

Ray: Get back. [laughs] Get back to where you once belong.

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Sean: That's right.

Ray: All right. Catch and Release Leadership, how to start a movement? This actually grew out of a book that I'm reading which I believe if you want to start a movement and that movement could be a church, it could be an organization, it could be a charity, it could be a business, it could be your own platform as an influencer in the world, the way to do it is not the top-down do it by the masses way of operating.

This all came about because I was having a discussion with a friend of mine who asked me recently. I was telling him about my mission that I feel that I'm on to help mentor, or foster, or enable, or empower, or somehow support one million Kingdom-minded millionaires, not necessarily salvation-minded but Kingdom minded millionaires. [laughs] Listen. Let's get something straight, I want people saved.

Sean: Oh yes, don't misconstrue the whole salvation talk about-

Ray: I believe Jesus is the Son of God, died according to the Scriptures, buried according to the Scriptures, resurrected according to the Scriptures.

Sean: Paid for sins, all that fun stuff.

Ray: It's just that sometimes we have ideas that weren't there to start with. Anyway, my friend asked me, "You have this big goal of a million millionaires, I think the way to achieve it might be a counter-intuitive way you haven't thought of. Have you heard of a book called *The Master Plan of Evangelism?*" and I laughed because I had heard of that book and I had read it, and I had heard of it and read it because of you, Sean.

Sean: Yes, because of me. Well, I found out about it because of the community, Christian community I was a part of in college and they pretty much built their entire ministry off of the vision from that book. And to this day I think they have the best-structured community that I'm aware of.

Ray: Now, for those of you who are not Christians, and maybe you're an atheist or an agnostic, please don't tune us out, if not already, if you didn't tune us out for the earlier stuff and you're probably going to stick with us for this. This is a manual I believe for growing any organization doing any kind of leadership and it's a beautiful framework for how to do this and-

Sean: It's tiny.

Ray: It's a small book. You can read it quickly but it's powerful, maybe you could describe-

Sean: I don't know if you can read it quickly.



Ray: Okay.

Sean: [laughs] It's a small book, there aren't as many words in it as you might think. [laughs]

Ray: It's written by a guy named Robert Coleman and he has eight parts to his framework. I would like to walk through them quickly.

Sean: Go ahead.

Ray: If you don't mind, I'd love your input because you actually walked this out building, helping to build and sustain an organization in a place that was really not totally conducive to that organization.

Sean: No. To speak to that point, to speak to the power of what Robert Coleman is talking about specifically when it comes to Christian ministry but again, this goes to any community, or mission, or organization that you're building because of the principles that we're going to talk about in this framework, and in this book is that this Christian organization had at least one small group community of each gender in every dorm on an extremely liberal anti-Christian campus. They were everywhere and they were influencing the culture of that campus because of it.

Ray: And would you say that the influence they were exerting was in an adversarial way?

Sean: Absolutely not, no. It was just, they were everywhere.

Ray: Now think of it this way, if you have a business or a mission or a message you want to get out, and you want to get it everywhere especially if it's not common to the culture and you want to do it in a way that's not confrontational or adversarial, this may be a good model for you to follow and it starts with the concept that you're not trying to amass millions of followers because this really just models the strategy of Jesus who selected, that's the first step is selection, he selected 12 guys.

Sean: Right so what we're talking about here is and one of the things that Robert Coleman points out in his book that I think is really interesting and if you're not a Christian this won't mean as much to you but if you are, it will. It was saying that Jesus looking at his plan to redeem the planet, like we're talking earlier, not save people from it but to redeem the planet and to redeem humanity, he looked at every model, if you want to think about it, for global conquest but global conquest of peace, not violence or anything like that.

But how to get the Kingdom across the entire planet? So that people can be redeemed whole and set free. He looked at everything. He looked at all of them from the beginning of time to the end of time. He looked at every structure, program, concept, idea and He picked the one He knew would not fail and that was He had 12 disciples and you know the point that Coleman points out in this book is that Jesus

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ministered, and preached, and spoke, and engaged with the masses like we are on a podcast or an event but the bulk of His time and energy went into living life and training these 12 men.

Ray: So there were 12 and then inside the 12, there was an inner circle and that was 3, Peter, James and John and those were His confidants.

Sean: Yes. Those were the three He took up on the Mount of Transfiguration. There are several things that He just did with them and I can't remember them all.

Ray: And things that he told them that He did not tell the other nine disciples. So there's the 12, the 3 and then there was the 70 which He sent out to do all the things that he was doing, healing, casting out devils, raising the dead, doing all those amazing things and then, there were the multitudes, the thousands. It's interesting that He didn't concentrate on continuing to build those audiences of thousands, he often retreated from those.

Sean: And then at one point, He just said some stuff that he knew would-

Ray: Drive them away.

Sean: Right. And you can tell just from reading the Gospels that he was moved by compassion and he wanted to teach to the multitudes but His emphasis was on His disciples, and Coleman points out it's not sexy, it's not exciting, it's not a big 10,000 person conference, it's not the thing that we usually say, "Hey, this is world-changing." At first, it was small and insignificant, and the Romans and the Jews thought they had dealt with it by crucifying Jesus and persecuting his followers like, "Well that was easy to stamp out." but it wasn't.

Ray: The apparent failure of His plan was the key to its success.

Sean: And because He invested so heavily in those 12 men, they were so dedicated to Him because of it, they went on and virtually all of them except for John gave their lives for His message and it turned the world upside down.

Ray: Yes. So, the first recommendation I would make is just get this book and read it even if you're not a believer, if you're totally not into the religious thing at all, you have to look at history and acknowledge. This was the most successful formation of a movement ever.

Sean: Ever. And also, to think about it it may be one of the only nonviolent expansions of a religious ideology because most the time -- And the Christians later became guilty of this too but quite often faiths are spread through violence and Christianity did that in the later years but in its inception it was a completely nonviolent-



Ray: And let's keep in mind those periods of violence, those were aberrations that were a departure from the actual heart of the faith. The steps that Coleman talks about our selection, picking your 12 association which is doing life with them.

Sean: It's not necessarily teaching every day of every minute. It's just letting them follow you around and ask you questions.

Ray: Yes. And then, there's consecration which sounds really holy and spiritual but what it really just means is to set apart.

Sean: It's to say you guys are special or you, women whatever.

Ray: And on the part of the disciples, if you think of your people as your disciples, don't get into weirdness on me here-

Sean: Think of of an apprentice.

Ray: Disciple simply means one who's under discipline who's learning-

Sean: Who's learning.

Ray: - or apprenticing. So, you have your apprentices. If they're consecrating themselves to you that just means they're saying, "What I'm learning from this individual is special. I'm going to accord it some special time." Then, there's impartation and that can sound spooky but think of it as this, the transference of abilities and skills-

Sean: And knowledge and wisdom.

Ray: - that the only way to get it is through this process of associating, doing life together, setting apart the time and energy to do this and then, being willing to receive what the person has to offer, what you have to offer your people. Then, there's demonstration. So this is where you often hear people say of certain leaders, they'll say, "That person when you know them in private life, they're not who they are on the stage." and that's very disappointing that's what leads people to say, "Never meet your idols because they will fall." but there are a few leaders of whom people say, "Who that person is when you see them on the stage or on TV or on their podcast or in public, that's who they are in their private life as well."

Sean: And then even in the context of the Jewish idea of discipleship demonstration also means watch me, emulate me in what I'm doing so I'm going to show you how to do what we're doing and you need to emulate me.

Ray: And the Apostle Paul if you think about he was the Hebrew of Hebrews and trained by the top rabbi of the time, other than Jesus. And Paul even says to the churches at one point, "Look at me, imitate me-"



Sean: "As I imitate Christ."

Ray: Yes. Then, there is delegation, this is the scary part. Jesus took these 12 people-

Sean: Especially if you've taken broken people and you've associated with them and you know all of their brokenness, faults and failures.

Ray: And Jesus knew all of their faults and failures and He delegated the kingdom to them.

Sean: He said, "Okay." It happened several times. First it was just the 12, then he empowered more than the 12, but there were instances where He said, "Okay you've been with me long enough, I give you the power to do what I'm doing. Go and do it."

Ray: We normally, most of us are afraid to do this especially entrepreneurial types, we want to be in control of everything so we micromanage instead of doing this radical delegation of our co-kingdom and saying, "Okay. I've shown you what to do. Now go do it." And then, there is supervision. That's not micromanaging. If you think about it, there was an episode where the disciples came back and said, "Hey, we tried to do what you did. We tried to cast out this devil and it didn't work."

Sean: Why? Tell us why.

Ray: And He did and it was the right answer.

Sean: This is obviously very spiritual discussion because he's analyzing Jesus and Christianity but these things as we've been saying can apply to any organization, that any anyone with a mission, anyone with a vision, anyone with a purpose.

Ray: The last step is reproduction which is-

Sean: Sorry I thought we had already gone through them all.

Ray: No, that's just the last one. Reproduction is just you've gotten your people to the point that they can now go do what you just did, they can make apprentices.

Sean: And to really understand in the Jewish culture too, when Jesus said to the disciples, "Come follow me," that was a Jewish saying, a Jewish idiom that basically meant, "Hey I think you can do what I do. So, come follow me and learn from me, and to do what I do." And so it wasn't just a "Hey come follow me. Come hang out with me." it was an invitation to be brought into His life and to be taught to do what He was doing and there was a saying back then that said, "May you be caked in the dust of your master" meaning that you followed your disciple so closely that as they walked through the dust and the roads, that the dust they kicked up as they walked



would cake you because that's how closely you followed your master around and studied what they were doing.

Ray: Yes. So how does this relate to you as somebody who's maybe not religious, you're leading a business, or you're leading a charity, or a movement, or you just want to spread your ideas in the world well think of it like in context of what I began speaking about which is this mission to help create a million millionaires. I'm selecting the people that I'm going to work most closely with.

This was a key thing to understand about the Jewish culture and why Sean was just talking about because in that culture you did not go around to the rabbis saying, "Please mentor me. I want to be your apprentice." You had to be chosen. It went that way. You choose the people and when you choose them, choose carefully because you're saying, "I'm going to associate with you. I'm going to do life with you. We're going to set time apart, we're going to work, I'm going to teach you the business, I'm going to teach you how we what our processes are."

Sean: And then, even on a deeper, even if you're not religious but on a spiritual level, it's, "I'm going to teach you to think about these things like I think about these things."

Ray: I'm going to, in other words, transfer my wisdom to you so that you have the same wisdom, and I'm going to train you, I'm going to supervise you, I'm going to help you when you hit stumbling blocks but the ultimate goal is to get these people to a point they can go and choose their 12.

Sean: Right, and this is scary as a business model because what it means for employers is that you basically just have to assume that at some point probably every one of your employees will need to be like, not let go as in being fired, but let them press the-

Ray: Release.

Sean: Yes, release let them spread their wings.

Ray: It's especially scary for some people if you're going into the business with that intention. I mean, we have an intention as we bring more people on our team. We want them to grow to the point that they're ready to go out on their own.

Sean: They might not all do that but we don't want to build a prison when we hire people.

[laughter]

Sean: And we want people to feel free to be part of our organization and then, when they feel like it's time for them to move on do their own thing that they feel empowered, and blessed, and encouraged to do so because I think you get the best



people that way. I mean starts from a purely self-interested standpoint you're going to get the most out of people when they like you and they feel free around you. [laughs]

Ray: Which if you think about it, if we would go back to a story of Jesus thinking that he picks the 12 best people that were available is kind of scary.

Sean: It's kind of [laughs] -- Yes. Anyway won't go down that road, but really what is interesting is that so many people, I think they get afraid they do accidentally, maybe subconsciously build prisons in the organization.

Ray: Because they don't want the good people to leave.

Sean: They're afraid that if "If this person leaves, I'm never going to find someone that's going to be able to do the job in the same way." Maybe you won't be able to find someone who can do the job in the exact same way but honestly, that's a poverty mentality. That's saying there's only one person that can do this and I must hold on to them as much as like a poor beggar holds on to a \$5 bill or whatever, a loaf of bread and no that's not what we're doing.

Ray: Ultimately having a poverty mentality is saying we're playing a zero-sum game that for you to win, I have to lose, and vice versa and that's really not how economics work.

Sean: No.

Ray: This is a model that I strongly recommend you consider for your business, for your organization, for your movement and we've said it half a dozen times now, but you do not have to be a Christian to use this model of building a movement or an organization and if you think about the multiplicative power of this-

Sean: Right, we didn't even talk about that.

Ray: Let's walk through what that means.

Sean: Right. We talked about it doesn't what Jesus did and what this model, it doesn't prioritize the big 10,000 person meetings or conferences, or whatever, or the huge blog following, Facebook following. It emphasizes working on a small group of people and at face value doesn't seem like it's going to work. It seems like you need to reach a wider audience and if you do the math, let's not even talk about 12 disciples, let's say, 1 disciple. Let's say you take one apprentice in your business, organization, ministry, or whatever and you decide that over the course of one year, you are going to disciple this person.

Through that process, you're going to teach them to do the same thing. You're going to teach them what you do, how to think like you think, and then how to equip them to train other people. Now, if you think about it to do all that in one year, that's a very



intentional apprenticeship. It's not just a "Oh, come be my intern for nine months." [laughs] That's a very intentional, like I need to make sure that at the end of this year you're at a place where you can be deployed to do these things but if you do that one person a year and you teach them to do the same thing, theoretically, if everyone does that, after 20 years you've actually only disciplined 20 people but the multiplicative effect of all those people then going into disciplining other people or apprenticing other people is that over one million people will have been reached after 20 years by your work.

One million, and that's lasting. That's not just a "I like that Facebook post." [laughs] That's lasting investment into an idea and a way of doing life business or whatever it is.

Ray: Stunning. Highly recommended as a leadership book, *The Master Plan of Evangelism* by Robert E. Coleman. Check it out.

Sean: All right. If you found the show helpful, please subscribe the show through the Apple podcast app and in iTunes. Please leave a rating and a review. Make sure to put your real name and website, and we could mention you. To get the transcript and/or show notes, please go to RayEdwards.com/286.

Ray: I have a thought to leave you with this week and it is a quote from a really good book. The quote is this. "Do not despise the day of small beginnings." I pray that until we meet again next week, you are blessed with prosperity and long life which is my way of saying live long and prosper. Ciao.

Speaker 1: Thank you for listening. This has been *The Ray Edwards Show*. Find the archives of this weekly show at rayedwards.com/podcast or on iTunes. Contact Ray at rayedwards.com. This podcast copyright by Ray Edwards International Incorporated. All rights reserved. Each week we bring you a message of prosperity with purpose and freedom and remembering that true freedom is available to all through Jesus Christ.

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