

Purpose, Parameters, and People | Daniel P. Kinkade

Organizing Ideas for Maximum Effectiveness

Psalm 78:72 (ESV), “With upright heart he shepherded them and guided them with his skillful hand.”

Purpose: Your Why

Why am I doing this, and what difference will it make?

Key Factors:

- Decide your purpose before you do anything else, and don’t change it.
- Write it down.
- Keep it before you as a reminder of the burden that led you to this point.

Things to keep in mind:

- An unsettling burden leads to purpose.
- Purpose keeps you going when challenges come.
- Influential leaders build everything on their purpose.

Parameters: Your How

How will I organize this to best set it up for success?

Key Factors:

- Think timeline, resources, and environment.
- These factors can shift with unexpected circumstances but try your best to be consistent.
- Ineffective parameters can confuse and blur the purpose.

Things to keep in mind:

- Have a start and end date in mind. Even if it is an ongoing project, task, or group, allow the “end date” to serve as an effective evaluation tool or healthy checkpoint.
- Plan for more resources (location, materials, and hospitality [such as food and gifts]) than you need.
- Relational environments encourage growth and effective communication.

People: Your Who

Who needs to be sitting at the table?

Key Factors:

- Invite people early, give them time to process the ask, and make it easy for people to say no.
- Know the dynamics in the room; don’t allow one person to dominate.
- The wrong people in the wrong environment can easily cloud the purpose and parameters. The right people on the right bus in the right seat make all the difference.

Things to keep in mind:

- Foster a welcoming environment that encourages vulnerability and conversation.
- People can change. Champion them when you see growth and course correct with love and grace.
- Don’t treat people like products or a commodity.