

Marketplace Outreach for “Integrity” Broadcast

Dear Pastor:

Greetings and I hope this letter finds you and your ministry doing well. I wanted to take this opportunity to invite you to join myself and CCN in one of the most exciting ministry opportunities I have ever been a part of. It is a marketplace and community outreach for the early part of 2006, that has the potential to:

- Bring hundreds and in some cases thousands of seekers to your church and introduce them to all that your church has to offer
- Give you and your congregation the tools to follow up with them in small group settings
- Give you a cohesive short-term focused strategy for growth and life change for your entire congregation and their friends from the community
- Give you a system of content for that strategy that includes sermon outlines, small group material, and video aids
- Create a sense of community in the congregation as they all focus on the same issues of life change for a short period of time
- Show how spiritual growth and character change impact one’s success and effectiveness in the real world of work and significant relationships

Early next year, CCN and I will be conducting a satellite broadcast event that will be available to you on the CCN network and will help bridge the gap between spiritual growth and people’s work lives. The topic will be “Integrity: The Courage To Meet the Demands of Reality.” In this 2 hour event, designed for outreach to the business community, we will be taking a look at how character integrity is the bedrock of success in all of life, especially in one’s life of work, career, or leadership. The broadcast will feature experts from the world of business and leadership, and will be a 100% seeker-friendly presentation of how integrity and character lead to effectiveness, profits and good outcomes.

Featuring guests Ken Blanchard, Bill Hybels, John Maxwell, Zig Ziglar, and Ronnie Lott, it will center around a model of character that I have taught and worked with in both Christian and secular organizations for several years, from Fortune 25 companies to small businesses. Having been endorsed by many business leaders and embraced by secular companies, it will be seen as valuable training for your community, becoming a natural and comfortable event for your congregation to invite friends and co-workers to. Here are a few of the kinds of comments business leaders have made about the material that will

be presented. I share them to show you the interest that the business community has in this material:

"The number one characteristic that people want leaders to demonstrate is integrity - people who walk their talk and live a life of character. In *Integrity*, Henry Cloud looks at those "personal issues" that make people successful by giving them a path to follow. Let Henry Cloud teach you how to live an authentic life. This is a must-read!"

Ken Blanchard, Co-Author, *The One-Minute Manager*

"Integrity" is often quoted as the most important attribute among business leaders, but it may also be the least understood. We often dismiss integrity as honesty or ethics alone and assume that we demonstrate those values every day. Dr. Cloud paints a very different picture of integrity that goes beyond simply telling the truth. He shows that success in business is about trust, having the courage to face our own weaknesses and to better understand those around us. Dr. Cloud has presented a valuable approach that should be practiced by anyone in a leadership position. He makes it clear that it is only through strength of character, or integrity, that sustainable results can be achieved.

Jim Keyes

President and Chief Executive Officer

7-Eleven, Inc.

"Post Enron, the super star CEO is dead. A new era is born called "Integrity". This marvelous book is where the new world of business is headed. If you want to lead, be part of, or work in a successful company, this book has got to become part of your life!"

David Kirkpatrick

Former President, Paramount Pictures

"There are many leadership books that deal with competency, chemistry, and calling, but very few on the essential of character. Henry is an expert in helping leaders see how their character development affects their relationships and their effectiveness. His character model has been proven in hundreds of leaders' lives, including my own, and in several Fortune 500 companies. It is simple enough to be learned and understood in the short amount of time it will take you to read this book, and yet challenging enough to help you grow over a lifetime."

Denis Beausejour

Consultant and former Global Vice President of Marketing, The Procter & Gamble Company.

“If the business world and it’s leaders had the insight and character development that this book espouses, we would not have seen the tragedies of Enron, WorldCom, or Adelphia.”

Anthony D. Thomopoulos

Former President ABC Broadcasting and former Chairman, United Artists Pictures

Integrity: Character That Delivers Reality Results

Too often, both Christians and seekers do not hear about or see the connection between biblical values, transcendent faith, spiritual growth and the real life of work. This event will help illustrate that connection by showing a model of character that is built around the following six abilities:

1. The Ability To Create and Maintain Trust (Which Leads To Working Relationships That Have The Highest Commitment)
2. The Ability To Be Oriented Toward The Truth (Which Leads To Finding and Operating in Reality)
3. The Ability To Work in a Way That Gets Results and Finishes Well (Which Leads To Reaching Goals, Profits, or the Mission)
4. The Ability To Embrace, Engage, and Deal With The Negative (Which Leads to Ending Problems, Resolving Them or Transforming Them)
5. The Ability To Be Oriented Towards Growth (Which Leads To Increase)
6. The Ability To Be Transcendent (Which Leads To Belonging to the Bigger Picture and A Larger Mission and Purpose)

Based on that model of character integrity, the strategy that we invite you to take part in is the following, or whatever variation best fits your own strategic needs and plans:

- **Invite:** Show the Integrity broadcast and mobilize your congregation to invite their friends, companies, co-workers, HR departments, management teams, departments, and the like to an exciting leadership training event

- **Preach:** At the event and through your own outreach methods (mailers, Web site, advertisements, etc.), invite everyone to join you for “Six Weeks of Integrity” as you teach through the character model for the following weeks. To support that endeavor, I will provide you with downloadable sermon outlines which will include the biblical, spiritual and theological content that show how these aspects of character are God’s values and are talked about in the Scriptures. “Six Weeks of Integrity” will be an exciting campaign of spiritual growth for your entire church as you lead them through these foundations of character change.
- **Get Together:** We will also supply small group study questions for small groups to get together and discuss during the Six Weeks of Integrity. These questions will give both Christians and seekers a chance to take some huge steps in character growth that will affect not only their work, but their marriages, relationships, and other issues of life. In addition, as they are centered in spiritual content, they will foster great discussions about God, the bible, character, and real life.
- **Read Together:** Harper Collins and CCN will make the book available at a big discount so that your entire church and their friends in the community can “be on the same page,” studying character and integrity together.
- **Share The Tools:** CCN will produce video support materials besides the broadcast that can be used in the small groups, or inserted into and played during your sermons, as well as a special edition for your congregation to take back and use in their own companies and management teams that gives character training for their business. It will further increase the interest and empower them to be helpful in their workplace.

Character Counts

People have heard their entire lives that “character counts.” They desire integrity in themselves, and in the people with whom they work. They have felt its effects, suffered when it has not been present, and benefited when it has. They know it is real.

But, often, we do not connect the dots with how integrity of character really works day to day, and how it affects our real results in the areas of life that matter to us most. We do not think that the way to more profits or better fruit is a shift in our own character makeup, or if we do, we often do not know where to begin. Nor do we know sometimes how to make the personal shifts that will make our relationships more fruitful.

In this campaign, we will help people do exactly that. We will help them get the results that they have not been able to obtain, and even solve persistent problems that

have turned into patterns over the years and have appeared to have no answer. We will help introduce them to the character traits that God designed each person to live, so that they might “always prosper” in whatever they put their hands to (Deut. 6:24). In doing so, my hope is that they will also find out that it is God who invented these very ways and desires that kind of life for all of us. But, without character, the tree cannot yield good fruit. Join us as we make next winter and spring something different. Instead of another year of broken New Year’s Resolutions, make it a year of “character growth,” the only kind of resolution that will enable us to live up to the rest. God Bless,

Henry Cloud, Ph.D.
Los Angeles