

Holly Tate:

Welcome to the Vanderbloemen Leadership podcast. I'm your host, Holly Tate, Vice President of Business Development here at Vanderbloemen. On today's episode, William Vanderbloemen interviews Jeff Henderson, lead pastor of Gwinnett Church and Sugar Hill in Buford, Georgia. Jeff is also an entrepreneur, speaker and business leader. Since 2003, he has helped lead three of North Point Ministries churches in the Atlanta area. Jeff was also recently named by Forbes magazine as one of the 20 speakers you shouldn't miss.

Holly Tate:

Prior to serving as a pastor, Jeff worked in marketing with the Atlanta Braves, Callaway Gardens, Lake Lanier Island Resorts and Chick-fil-A, where he led the company's sports and beverage marketing efforts. Jeff has founded several organizations including Champion Tribes, Preaching Rocket, Launch University and The FOR Company which helps organizations grow using the FOR strategy. Jeff is also the author of Know What You're For, a growth strategy for work and even better strategy for life.

Holly Tate:

Tweet your takeaways from today's show using the hashtag #Vandercast and make sure you check out our show notes to join our Facebook group where we post giveaways and behind-the-scenes content. So without further ado, here's William's conversation with Jeff Henderson.

William Vanderbloemen:

Well, hey everybody. We're so glad to have you here today and to have my friend Jeff Henderson joining us. Holly's already given you the introduction, but what you guys may or may not know is Jeff is like the eat more chicken guy. I mean, he is the wizard behind the magic and I'd love for people to hear your story, Jeff. How you ended up in ministry altogether and then I want to talk about what you're doing with this FOR thing I see all across the country, I guess, across the world now. FOR this, FOR that and you're behind a lot of that. Tell us your story, how you ended up in ministry.

Pastor Jeff Henderson:

William. It's great to see you buddy and we're recording this the day after the Astros lost the World Series, so if you start crying, it's not because of anything I've said, right?

William Vanderbloemen:

It's a wonder that anyone in Houston is doing anything. It's the day after the Astros lost and it's seven games and I mean, what a great thing to be in the series, but I think the whole city is just kind of tired. We've all been up late and now we've got to go trick or treat with the kids. I'm like, "Ahh."

Pastor Jeff Henderson:

Thanks for even being here today and doing this. But the reason I bring up sports is I that's really where I started. I started in sports marketing. I worked for the Atlanta Braves and did their promotions. I discovered in baseball there's nothing quite like winning for marketing. You can do the best promotions, but you can do the coolest bobblehead promotion, but if you're 25 out of games out of first place, nobody's coming.

Pastor Jeff Henderson:

Then eventually I wound up working for Chick-fil-A in their marketing department and loved it and did their regional marketing and beverage marketing. Worked with Coke and Dr. Pepper and did all the sports marketing and it was a dream job. But as you have had that experience, I went to the Willow Creek Global Leadership Summit and felt like God said, "You're going to help start a church someday," so that began a journey of a three-year deal where I-

William Vanderbloemen:

Timeout, timeout.

Pastor Jeff Henderson:

Yes.

William Vanderbloemen:

You go to the leadership summit, a lot of us have this story.

Pastor Jeff Henderson:

Right.

William Vanderbloemen:

Willow changes your world, you go back and you talk to your wife and how's that go?

Pastor Jeff Henderson:

I just said, "Hey, I don't know if it's the Malnati's pizza I ate in Chicago or I think God spoke to me, but I think we're supposed to help start a church someday," and I've talked about this plenty of times. But I told Wendy that if she had laughed and said, "People at Chick-fil-A love you and we've got a little baby sleeping upstairs. What in the world?" I would still be selling chicken to this day, which is nothing wrong with that. But she said, "No, I think if this is what you think God's calling us to do, I'm in it."

Pastor Jeff Henderson:

We didn't know what to do at the time. We weren't actually attending North Point. I said, "The only church I can think that's like Willow Creek is North Point Community Church. I've been there once, but it just seems so big, so let's go back." We just fell in love and got involved. It wasn't like I walked into Chick-fil-A on Monday and resigned. I don't have that much faith. This was a three-year process of really just getting to understand the North Point way of doing church and just really fell in love with it and got to know a lot of people.

Pastor Jeff Henderson:

Then over the course of three years, they came to me and said, "Hey, we're launching our first multi-site church called Buckhead Church and would you be interested in helping join that?" When they said that, that's when I thought that's what this whole Willow Creek thing was about. I was actually having coffee with a friend of mine when he said it and I called Wendy after leaving that meeting and I said, "I've found it. I found what we're supposed to do."

Pastor Jeff Henderson:

That was 2003 and Buckhead was meeting in a hotel ballroom every other Sunday night and so I helped join it. Eventually we found a retail spot. It was a closed down grocery store and moved in there and became lead pastor eventually. Then it was just kind of a rocket ship, so that was 16 and a half years ago.

William Vanderbloemen:

Wow. That was the first ... Do you call them sites or churches or it was the first non-Alpharetta location.

Pastor Jeff Henderson:

Correct. It was the first, we just call it multi-site location. We learned a lot and it was great. It was fantastic. We went from 100 people in a ballroom to 4,000 people in a matter of months. It was insane. [crosstalk 00:00:05:46]-

William Vanderbloemen:

If I remember right, the name wasn't going to be Buckhead Church, right? I mean, didn't you tell me something about, this might be helpful to listeners, it was named something else in the beginning or you going to name it something else or-

Pastor Jeff Henderson:

Well, when I was doing the welcome, I would say, "Welcome to Buckhead Church, we're a campus of North Point Ministries." We thought that would give us some credibility, but North Point is ... There's a North Point Mall area and so people came up to me after the service and said, "I'm confused. What does this have to do with North Point Mall?" I thought, oh, okay. You don't care.

Pastor Jeff Henderson:

That was actually encouraging because here are people that had no context for what a North Point was. They just had heard about a church in their community that's within walking distance. It's in Buckhead. I go to Buckhead Church. Why are you talking about a mall? From then on I just said, "Welcome to Buckhead Church."

William Vanderbloemen:

That's great.

Pastor Jeff Henderson:

That was it. Of course, anytime you, and you know this, you've launched this massively successful business, but in the early days you're learning. I mean, you're still learning, but you're learning all sorts of things. That's why I love the biblical principle, "Do not despise the days of humble beginnings."

William Vanderbloemen:

Absolutely. Absolutely.

Pastor Jeff Henderson:

It's just what am I learning? What are we learning? And let's take these learnings and apply them and keep moving forward.

William Vanderbloemen:

And a lot of frightening just trust your gut moments too.

Pastor Jeff Henderson:

It is. It concerns me a little bit that ... I believe in data, but I don't completely trust in data.

William Vanderbloemen:

The data would say that you would win one of four home games if you had home field advantage in the World Series. That's what data would tell you.

Pastor Jeff Henderson:

That's true. Especially game seven, but there are those rare upsets. That happens in life. It happens in life.

William Vanderbloemen:

It's not in the data.

Pastor Jeff Henderson:

I'll give you an example. I mean, Starbucks, Howard Schultz, when all the data said don't open in Japan and he said, "Nah, I still feel like we should open in Japan," and they opened in Japan. It was the greatest opening they've ever had. But all the data would say no, but Howard Schultz said, "I think we ought to go for this." Again, there are other examples but I think there are those moments that we just know and-

William Vanderbloemen:

I talked to a pastor Mark Batterson not too long ago.

Pastor Jeff Henderson:

Yeah, I love Mark.

William Vanderbloemen:

He was telling me, he said the most interesting thing. It was a long conversation, but he said, "I about decided that I preached for free." I said, "What do you mean?" He said, "When you think about the salary I get paid and what ..." I thought he was going to say he wasn't getting paid well, but what he was saying was, "No William, the preaching is fun and I do it. But I think I get paid to make about five really hard decisions every year that no one else wants to make." I thought, wow, what a good, like no data, you got to use your gut and that's the way we were when we started our company. I mean, there wasn't some grand plan. It was gut-by-gut decisions for a while. It sounds like the same deal for you.

Pastor Jeff Henderson:

It is. I think data can inform our decisions, but vision should inform our direction.

William Vanderbloemen:

Ooh.

Pastor Jeff Henderson:

Organizations get in trouble when confuse the two and they let data inform their direction. If you let data inform your direction, then many times you won't break out of what the data is telling you and breakthrough organizations do innovation. That you're doing things that aren't currently on a spreadsheet right now and that's why you have to make sure through your vision dictates where you're going. Now, that doesn't mean that you got to ... You can't ignore the data, but you can't let it direct you.

William Vanderbloemen:

That's good. That's good. You did so well at Buckhead. Andy said, "Why don't you go do it again." Right?

Pastor Jeff Henderson:

Yeah. He said, "Start over. Start over." I had a mentor of mine say, "Really, you're going to start all over? This is like the coolest church building." But I think one of the things I've learned about myself, William, is I'm a starter and every about seven or eight years, it's like, okay, what's next? That isn't always good, but I think it can be good if that's your personality.

Pastor Jeff Henderson:

I love starting things. I love launching things, but it's hard. Starting Gwinnett Church was really a hard thing for lots of different reasons. But it's, I just, when I talked to Wendy, I thought, no, I think this is right. I think it sounds ... Plus we're from Gwinnett County. We both went to high school in Gwinnett County. My dad pastored a church in Gwinnett County, so to launch in church in Gwinnett County, that's basically our hometown, was an exciting opportunity for us. It's hard to believe I've been ... I've actually been at Gwinnett longer than I was at Buckhead.

William Vanderbloemen:

Wow.

Pastor Jeff Henderson:

As you know, we just opened up our second Gwinnett Church location a few months ago. That's been a lot of fun as well, but again, a lot of hard work, but-

William Vanderbloemen:

That's the first multi-site of the multi-site, right?

Pastor Jeff Henderson:

It is. Yes. It's the first grandchild, I guess, if you will. We have a multi-site within a multi-site and so trying to figure out that structure and the org structure and who reports to who. Anytime you launch something like this you can staff up really heavily and hope it works or not staff up heavily and just push it out in the water and see what happens and that's what we did. We didn't staff up very heavily. We just kind of pushed into the water.

Pastor Jeff Henderson:

I'm lead pastor for both locations now, so go back and forth. That will have a shelf life and we'll need to have a lead pastor at one of these locations at some point. But so far it's been going really, really well and it's another opportunity for us to learn.

Pastor Jeff Henderson:

I love that new things teach us and launching this church versus launching Gwinnett Church eight years ago, we're in a totally different world now than just eight years ago and 16 years ago when we launched Buckhead Church, oh my goodness, the world has drastically changed. The fact that we're launching a church in a new season, a new world really from eight years ago, it's really helpful for us to try to keep us on our toes.

William Vanderbloemen:

That's great. I want to come back to the part about being from Gwinnett. I think that led to For Gwinnett, but talk to the church planters or business starters that are listening today. What are some things you've learned as a starter? There are a lot of times you wake up and you just think, I don't think this is going to work. I can't do it. Like where have you learned that it's time to call it or time to hunker down and keep going. Talk to the starters out there and share a lesson.

Pastor Jeff Henderson:

I'll give you a failure lesson-

William Vanderbloemen:

Oh, good.

Pastor Jeff Henderson:

... that actually led to the second Gwinnett Church location. When we opened up Gwinnett Church, we had two services. We went from Sunday night to Sunday morning. What you're doing is now you've got to expand your volunteer base to cover two services versus one.

Pastor Jeff Henderson:

We immediately fill up these first two and then you start thinking where's the third service option? This may be a complete and total failure on my part, William, but I have never been able to figure out a third service option that works. I have tried 12:30, 12:45, 1:00, 4:00, 4:30, 5:00, 6:00, 7:00 and then a completely different service at a 6:00 and all of them were moderately successful and none of them really grew. We would still have people sitting in the lobby and overflow and then we would guilt people into coming into third service and guilt is effective for a season and then everybody switches back to 9:00 and 11:00.

Pastor Jeff Henderson:

After trying a myriad of these things and all of them failing, I would say that's when I realized and this is something that I learned from Bill Hybels that empty seats at optimal times. I knew that going in, but sometimes you just have to try and say, "No, let's see if we can breakthrough this principle." What I discovered is we crashed against that principle, but it was a really good thing because anytime anybody could point to data and say, "Hey, why instead of going to another location, why don't you just do a

third service? That makes more sense." I had data that says, "Here's the data. It's not working and we've tried everything and maybe it's me, but we've tried everything."

Pastor Jeff Henderson:

That's when we thought let's go to another location and so we went to another location, 9:15, 11:15. Guess what happened? Same thing. It's empty seats at optimal times it works. That for me is, again, you got to ask the question, what did we learn and what do we learn and what do we learn? What we're learning is at least in our context, it's empty seats at optimal times.

Pastor Jeff Henderson:

But I think, also, you've got to be really clear on the vision from as early as you can. The two questions I encourage any leader, but especially startup leaders to ask is, "Hey, ultimately, what do we want to be known for? When people talk about us, what do we want to be known for?" You can't be known for everything, but you do need to be known for something.

Pastor Jeff Henderson:

Obviously, Jesus is the answer to every question and I totally get that. I'm for Jesus. I work for Jesus. I love Jesus. But I think sometimes in church leaders, we just throw out these answers too quick, because what about the people who would not go with that answer and maybe go, "I'm not a Jesus person. I'm not a church person." In our context, I wanted to connect with them.

Pastor Jeff Henderson:

Then the second question is ultimately for existing organizations, what are you known for? This is a great question for businesses, because a classic example is Al Reese was a consultant for Burger King and they brought him in to consult and increase their chicken sandwich sales. So, at the beginning of the meeting Al raises his hand and says, "Hey, can we go outside?" They go, "Well, okay." They all go outside and he goes, "On the count of three I want you to say the name out loud of your organization."

Pastor Jeff Henderson:

He goes, "Three, two, one." They all go, "Burger King." He goes, "Exactly right. Now, why are you selling chicken sandwiches? Because you can't be the king of burgers and that king of chicken sandwiches," and legend has it that was Al's last day on the Burger King account. But the point is is you can't be known for everything. You do need to be known for something. What is your organization known for?

Pastor Jeff Henderson:

The reason that's important is you have to equip the vision carriers because the more vision carriers you have the more vision casters you have. What I mean by that is these are people that are talking about your church, your nonprofit, your organization and go, "Oh, you need this, you've got to go there." "Oh, you want a hot dog? You got to ..." "Oh, you need to hire a lead pastor, you got to go with Vanderbloemen." Those are words I hear all the time.

Pastor Jeff Henderson:

You've created an incredible and I think there are riches in the niches. That's a whole other business strategy, but all that said, if I tell church planners, "If you could give me the coolest website in the world and the coolest social media strategy or give me 50 people that can't stop talking about our church and

will just passionately invite, I'll take those 50 people every single day," because and again, let's just put it in business language. The business is no longer what it tells customers it is. A business is what customers tell other customers it is. It's about word of mouth advertising, but that's not just true for businesses. It's true for churches as well. That's what I would tell startups is you got to equip the vision carriers.

William Vanderbloemen:

Well, that's a great segue to this idea that ... You've got a great book out. The title of the book is The FOR Book, no I got it wrong.

Pastor Jeff Henderson:

Know What You're For.

William Vanderbloemen:

Know What You're For. All I know is for FOR. That's what you're looking for. You're known for FOR.

Pastor Jeff Henderson:

I actually wanted that but the publisher said, "No, let's go with Know What You're For." I'm like, "All right, whatever y'all say. I've never done this before. Let's go." [crosstalk 00:17:45]-

William Vanderbloemen:

Well, on the second printing maybe they can make the Know What You're really small.

Pastor Jeff Henderson:

Well, John Maxwell wrote the FOR. I was trying to make his name like gigantic in font size and mine really, really small, but they wouldn't go for that either.

William Vanderbloemen:

Oh. Let's go back to the cradle of that. It really is, if I have heard the story right, you and Wendy, you're from Gwinnett. You've gone to high school in Gwinnett, you're planting a church in Gwinnett and that led to an idea, right? Walk us through that.

Pastor Jeff Henderson:

Right. Well and the book really it's not an idea and you know this William, it's not an idea that I came up with three weeks ago and said, "Yeah, I'm going to write a book," but this is something that we've lived for quite a while. But we asked those two questions. I'm not asking anyone to do something that I haven't done.

Pastor Jeff Henderson:

We asked the question, "Hey, what do we want to be known for and what are we known for?" Well, in the early days of Gwinnett church we weren't known for anything because we didn't exist. We said, "All right, so what is the church known for globally? This isn't like any particular church, just globally." In this meeting somebody said, "Well, many people are more familiar with what the church is against rather than what the church is for."

Pastor Jeff Henderson:

We just looked at each other. Everybody just looked at each other in the room and went, "Wow. That is both true and devastatingly true." I said, "Well, then what do we want to be known for?" Everybody said, "We want to be known for being for Gwinnett families and for Gwinnett kids and for Gwinnett businesses and for Gwinnett schools. Because God is for them. For God so loved the world." I just thought, that's it. That's our mission. We're for Gwinnett. We bought this property and the city said, "You could put a sign on it. Gwinnett Church coming soon," but I didn't want that to be our first impression, because I knew that people driving by would see the word church and go, "Oh, that's a church."

Pastor Jeff Henderson:

Because anytime you see bulldozers building something, you drive by it and if it's in your hometown, you're like, "What is that over there?" I wanted there to be some mystery. I wanted there to be a message that people could walk by and drive by and go, "Oh, wow. That's for me? I wonder what that is." We just put a sign out there that said, #ForGwinnett. That's it. There was no website. There was nothing.

Pastor Jeff Henderson:

I got feedback that said, "Hey, how are they going to know it's a church?" I said, "Exactly. They're not. We're going to create some mystery." Then we gave our vision carrier, talking about equipping the vision carriers, we gave our vision carriers just T-shirts that said "For Gwinnett." I said, "Hey, when you're in the ballparks, when you're at the grocery stores, when you're in restaurants and when people ask you, 'What is that being built up there?' Tell them it's a church and then they'll say, 'Well, why does it say For Gwinnett,' and then that's when you say, 'Well, many people are more familiar with what the church is against. We want to be known for what we're for. We're for you because God's for you.'"

Pastor Jeff Henderson:

That statement really began to gain traction with us, William, in such a way that, I mean, story after story ... Because I think there's something intuitively inside of all of us that secretly hopes that God is for us. That God is pleased and for us. I think he's imprinted that on our soul. What breaks my heart is that, I know it breaks yours as well, we have the greatest message the world has ever known and it's been turned into many people are more familiar with what the church is against-

William Vanderbloemen:

Wow.

Pastor Jeff Henderson:

... and it breaks my heart because Jesus didn't die for that.

Pastor Jeff Henderson:

It just began to gain a lot of traction. Then about, I don't know, three or four years after we launched, William, I started getting things in the mail. The first one was a coffee mug that said, "For Winnipeg," and I thought, oh my goodness, how did ... and there was a note and said, "Hey, thanks for what y'all are doing." Then I started getting T-shirts For South Carolina, For Pittsburgh and people were starting to take note of it.

Pastor Jeff Henderson:

Then a couple of years ago, I got a call from Kerry Newhoff, who is a mutual friend of ours. Kerry, like you, travels all over and speaks. He was in South Dakota and he saw a sign that said, "For the Pine Bluff." He said, "Jeff, I talked to these folks, they're doing their best, but they don't really understand what this is about and you're not being a good steward of this idea."

William Vanderbloemen:

Wow.

Pastor Jeff Henderson:

"I need you to write a book about this so that when people are trying to do this, they can understand the principles behind it." It's been interesting. That's a little of the story. What's interesting, what I'm loving, William, is yesterday I got a text message from someone in Los Angeles. There's a major league professional soccer team in Los Angeles that Will Ferrell actually co-owns and they just launched For Los Angeles.

Pastor Jeff Henderson:

This morning I saw that the universe of ... Speaking of this, I got a text. You're going to love this. I will actually read this text to you, William. It said, "Did you know the University of Houston is using 'For the City'?" I don't know-

William Vanderbloemen:

Wow.

Pastor Jeff Henderson:

... but what I'm loving is that the FOR message is actually spreading beyond the church and here's why. Here's the ultimate message and I think this is especially important as we head toward 2020. In a hyper-critical cynical world often known for what it's against, let's be a group of people that are known for who and what we're for. I just think that's a better way. It's not some altruistic pie-in-the-sky kind of a thing. I think it really has sound business principles in there. Anyway, that's the quick, or maybe not so quick story and so that's why I wrote the book.

William Vanderbloemen:

No, it's great. In the book, as you mentioned, the message is going past churches, but the book is not a church book, right?

Pastor Jeff Henderson:

It's not. I've told my Christian friends, there's only, unfortunately, one Bible verse in there. I apologize for it, but here's why I did that. This is so cool. I have a pastor friend in Ohio. She bought the book and is giving it to the local schools. They do FOR in their community. She said I'm so that it wasn't necessarily a "Christian" book because I can take this to the educators in our school system and I can tell them "This is more of an organizational thing."

Pastor Jeff Henderson:

Now I do share the Gwinnett church story, like I shared with you, so there's that in there. But it's really for businesses, it's really for organizations. I really do believe that one of the ways we change the world

is through businesses like yours and I'm not sure that, I mean, I'm a pastor so I'm not being critical of pastors because I am one, but people, when I left Chick-fil-A people asked me, "When did I decide to go into full-time ministry?" I told them, "I already was in full-time ministry."

Pastor Jeff Henderson:

That wasn't because I was working at Christian chicken either. It was because it's bad theology to say, "Oh, now that you're a pastor, now you're in full-time ministry." I just don't think that's good theology. Now, I have certain responsibilities that are unique to this role. I'm not trying to shirk those responsibilities, but I did want to write this to the business world because I feel like we in the church have done a disservice to people in the business world by saying, "We're really the ministers over here and y'all go to work and make money, but you're not really, really involved and committed like we are." I just don't think that's true.

William Vanderbloemen:

Well, then I don't know that beyond just being untrue, I think it puts a lid on the power of outreach of the church.

Pastor Jeff Henderson:

Absolutely.

William Vanderbloemen:

I guess it just shows how bad a pastor I am, but I think I'm introducing more people to Jesus now than I was when I was in full-time ministry.

Pastor Jeff Henderson:

Totally. When you call me or text me, I'm like, "Where are you today? I'm speaking at this thing or this/that," and I'm thinking, how cool is that? I mean and again, I'm not being critical at church. When we're done here, I go back to working at a church. So I love the church. I'm all for pastors. Got it. But I totally believe that you're able to get into conferences in ways that I'm not able to.

Pastor Jeff Henderson:

That's why I'm excited about this book because actually today I'm at a conference and it's a business conference, but the book is actually providing some cover for me, if you will.

William Vanderbloemen:

Sure.

Pastor Jeff Henderson:

Here's an author versus here's a pastor. I'm so excited that this book is able to get me into these conferences undercover.

William Vanderbloemen:

Secret ops. That's good.

Pastor Jeff Henderson:

That's right. That's right.

William Vanderbloemen:

Give me the short version. You're talking to business leaders here. Our listenership is a lot of pastors, but then a lot of board members and business leaders. What is the book about from a, I'm a business leader, how's this going to help me?

Pastor Jeff Henderson:

It really grows your business and it grows your career and it does it through two questions. We've mentioned them. What do you want to be known for and what are you known for? The first question is your unique vision. What do you uniquely bring to the marketplace? What do you want to be? What does your organization want to be known for?

Pastor Jeff Henderson:

The second question, though, is not yours to answer. The second question is for your customers or participants or our members to answer. When a customer experiences your unique vision, here's the power of those two questions. When what you want to be known for is actually what you are known for. Then you create a sales force for free. You harness the most powerful form of advertising there is. It's positive word of mouth advertising. It's that simple and it's that hard.

Pastor Jeff Henderson:

The goal of any organization should be to shrink the gap between those two questions, because there's a gap. I mean, for example, as much as I love Chick-fil-A, someone in the world today will be given cold waffle fries, all right? There's a gap there. There's no perfect organization, but when you shrink the gap between what you want to be known for and what you are known for, then you equip the vision carriers and you allow them to go talk about your business to their networks and friends.

Pastor Jeff Henderson:

The way you close the gap is what the book is about and you have to close the gap by being FOR, for groups of people, for the customer. When I talk to businesses, they're like, "Oh yeah, we're for the customer, Jeff." Then I'll show them some social media strategies that are completely opposite of that. Then for the team, you've got to be for the team because the customer is eventually treated like the team is treated and I can walk into a quick service restaurant and tell instantly how the team is being treated because it's flowing right to me across the counter.

Pastor Jeff Henderson:

Then for the community, you've got to have a larger purpose than just staying in business. In today's world, if the goal is staying in business, you won't. You have to have a bigger purpose. In this, we're seeing research about this, especially among millennials and even more with Gen Z, that they are not going to do business with organizations they don't believe in.

William Vanderbloemen:

Wow.

Pastor Jeff Henderson:

If they don't believe that you're having a greater purpose than you, they're going to walk away.

Pastor Jeff Henderson:

But the reason for the community is so important is that if you compete on purpose, instead of competing on price, your margins grow. Because if you compete on price, at some point the margins get thin. For the customer, for the team, for the community, but ultimately for you. You've got to remain rejuvenated, rested, replenished inspired and you and I all know of stories of people who let the internal turmoil of their life ultimately come out in public. I talk about how you can be for you because the best gift that you can give the other three is to have the best version of you. I try to give some specific strategies about how to do that, but ultimately what you're doing is trying to close the gap between those two questions.

William Vanderbloemen:

What you're known for and what you want to be known for.

Pastor Jeff Henderson:

Absolutely.

William Vanderbloemen:

That's awesome. We are so glad to hear about the launch and to help get the word out. Listeners, you know if you go to Vandercast.com, just give us your email address. We won't beat you up with a bunch of other emails. It'll just be show notes and links to Jeff. I think that probably the best way to find resources, is to go to JeffHenderson.com?

Pastor Jeff Henderson:

Yes, they can just go to JeffHenderson.com. There's actually some free resources there that they could tap into as well. Then they can just click the Buy The Book button.

William Vanderbloemen:

Who names a website after themselves, said the guy named Vanderbloemen, so no stones here.

Pastor Jeff Henderson:

I'm too kind to say who names a company after themselves? I'm way too kind to say that.

William Vanderbloemen:

I'm sorry. I'm hurt. We lost the baseball and hurt people hurt people.

Pastor Jeff Henderson:

That's right. That's right. That's right. I hurt before you, because my team, the Atlanta Braves, lost their deciding game in the first inning when they gave up 10 runs.

Pastor Jeff Henderson:

Anyway. They can just go to JeffHenderson.com. As I was telling you, William, my cell phone's in the back of the book, so I would love for people to read the book and text me, tell me what they thought and then I'll text him right back.

William Vanderbloemen:

That's awesome. I'm not brave enough to follow that strategy, but that's awesome. Well, Jeff, thanks so much for joining us. Appreciate you making the time and listeners be sure to go get a copy of the book, go to JeffHenderson.com and figure out what you're for. What a great message.

Pastor Jeff Henderson:

Thanks, William.

William Vanderbloemen:

Thank you, Jeff.

Holly Tate:

At Vanderbloemen, we help churches, schools, nonprofits and values-based businesses build their best teams by helping them find their key staff. If you're looking to hire your next team member or build a succession plan, email me holly@vanderbloemen.com or give me a call at (713) 300-9665. We look forward to serving you.