

Young Professionals

“...interface between two dynamic forces.”

As you consider alternative futures, there are five questions that need to be answered. The first question relates to the emerging global society. The second question relates to the characteristics of the “next generation.” The third question deals with the Body of Christ as the interface between these two often conflicting forces. The fourth question reflects an emerging emphasis of successful niche companies. The fifth question is driven by organizations such as Google.

“...which global society will we embrace?”

The CIA through the National Intelligence Council (NIC) recently published its latest prognostication for 2020 called “Mapping the Global Future.” www.cia.gov/nic It is a document worth reading because of the breadth of talent that had input into its creation. That does not make it right. However, it can provide an outline of the issues/assumptions that you must discuss and decide regarding the future global community. The implicit or explicit assumptions you make will drive your future.

“...which next generation segment will we educate and empower?”

George Barna, who recently reduced his company from 80+ employees to 8 employees, still resides in Ventura, California. He is one source of data on the “next generation” of consumers. Each generation can be segmented into several subcategories. You must understand each of these categories and make a choice regarding who you will serve and empower.

“...what is the most effective way to serve as an interface between these two dynamic forces and empower the next generation of young professionals to disciple nations?”

Biblical Christianity is about creating and shaping the future not just reacting to a future created by someone else. Although the relationship between us and the education system has been fragile and fragmented at best, we can shape to some degree the character of its prospective students as well as empowering young professionals to shape the future.

“...what is the most effective way to become intimate with your customer?”

The retired CEO of Young & Rubicon has indicated that their most successful clients are committed to becoming intimate with each customer. However, he does not explain how a client should accomplish this feat beyond typical segmentation processes. Some suggestions might include:

Level 1: Start with this simple question to a small group of customers, “What can I do for you this week that will make your week?”

Level 2: Talk to a leader who is a customer about their passion/interests not just their job. Once having identified a viable passion, identify ways in which you could help them in their passion. You can start by attending events, reading materials, etc. Since in many, if not most cases, this person will be a woman it may present particular problems for organizations with Executive Directors who are men.

Level 3: Use my network and bring together experts in similar fields to my customer’s passion and connect them with resources.

Level 4: If they are Christian, ask them whether their secular work is HOLY. Help them see the value and implications of God’s original commission to “multiple, fill, subdue, and rule...” Genesis 1:28

Level 5: After making sure that their HOLY work is where God wants them, apply the same questions and add one stage:

- a. How can I make your week at work?
- b. How can I become more knowledgeable about your work? Can I attend a meeting, conference, spend a day with you, etc.
- c. Who can I bring from my network that is also an expert in their field.
- d. What major problems are you working on now? How can I use my network to find a “LEAD USER” in an unrelated field who is working on an analogous issue but has an even greater need to solve the problem or has already solved the problem? www.leaduser.com
- e. Intercessory prayer: can we create a small group for you that prays for new customers, new products/services, etc., as well as appropriate policies, practices and values.

Level 6: Now go to organizational intimacy as contrasted with personal intimacy by finding a free service or referral that you can provide to your customer that gets you inside their organization and meets a perceived need.

Level 7: Identify and structure an ongoing relationship with your customer that involves a feedback loop to the decision processes but involves the design of new programs and/or infrastructures to meet unperceived needs. It may take you 1-3 years to educate and change their values, practices and policies around this new need. The most valuable contractors are those that add value by providing solutions that meet the unperceived need of a customer that the customer might never have seen or responded to. This is real organizational intimacy.

“...what is the most effective way to encourage, motivate and reward creative efforts of employees and volunteers?”

Google CEO has noted that their product development staff is assigned projects by their Executive Committee. They spend four days a week on these projects. The fifth day each week is allocated to a project of the staff that is chosen by the staff and reflects a passion. All the new successful product/service innovations at Google have come from the one day a week projects.