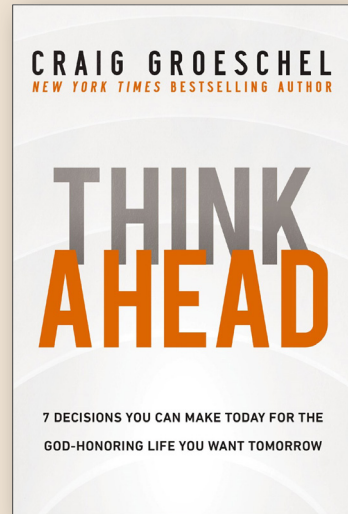




CRAIG GROESCHEL



Conformity IS THE
QUICKEST PATH TO
MEDIOCRITY.



AVERAGE NEVER
changed the world.

PEOPLE WILL *cheer* ON
YOUR **PASSIONS,**
BUT THEY'LL *talk you out*
OF YOUR **OBSESSIONS.**

PERMISSION TO
Obsess

PERMISSION TO *Obsess*

IF YOU DON'T *obsess*
ABOUT SOMETHING,
YOU'LL **NEVER BE GREAT**
AT ANYTHING.

PERMISSION TO *Obsess*

GREATNESS IS BORN IN
THE EXTREMES.



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HOW DO YOU
strategically obsess?

- 1 FOCUS**
- 2 CARE**
- 3 COMMIT**

1 FOCUS RELENTLESSLY.

Busy leaders **DON'T**
CHANGE THE WORLD.
FOCUSED LEADERS DO.

THE GREATEST BARRIER TO
productive leadership **ISN'T A**
LACK OF COMMITMENT, BUT
OVERCOMMITMENT.

THE MOST SUCCESSFUL
LEADERS *don't grow* WITH
THEIR "YESES." **THEY GROW**
WITH THEIR "NOS."

**"...I AM DOING A GREAT
WORK AND I CANNOT
COME DOWN..."**
NEHEMIAH 6:3 ESV

APPLICATION:

*What do you need to put
on your "to don't" list?*

2 CARE DEEPLY.



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**YOU CAN'T LEAD
PEOPLE** IF YOU DON'T
love people.

*Appreciate more than
you think you should,
THEN DOUBLE IT.*

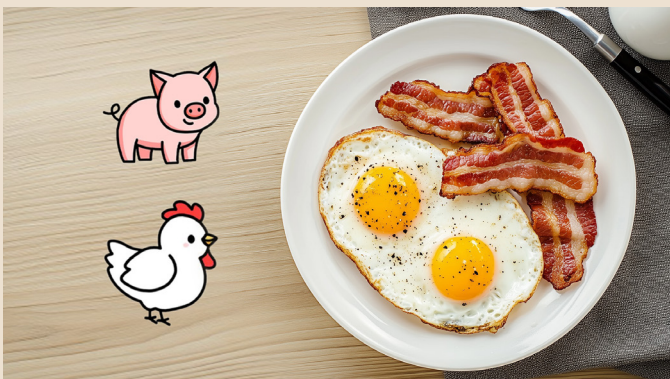


A good leader **MAKES YOU
THINK** **THEY ARE IMPORTANT.**
A great leader **HELPS YOU KNOW
THAT** **YOU ARE IMPORTANT.**

APPLICATION:

*Do you care deeply? Does your
team know you care? If not, what
are you going to do about it?*

3 COMMIT COMPLETELY.



**THE POTENTIAL OF YOUR
IMPACT** IS A REFLECTION OF
*THE intensity of your
commitment.*



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Apathy makes excuses.

OBSESSION FINDS A WAY.

APPLICATION:

On a scale of 1 to 10, how committed are you? If you're not a 10, what are you going to do about it?

WHOLE
HEARTED
ALL-ENCOMPASSING
LIFE
ENDEAVOR

Good **REQUIRES**
MOTIVATION. *Great*
REQUIRES OBSESSION.

1. **WHAT DO YOU** *love irrationally?*
2. **WHAT** *breaks your heart?*
3. **WHAT DRIVES YOU** *crazy* **OR**
MAKES YOU *righteously angry?*