



**WELCOME TO:**  
***Leveraging the 5<sup>th</sup> "P" of Marketing:***  
***Your PLATFORM***

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# Summary

- 1. Begin from Within**, pray and ask God what He desires your Platform to be (Prov. 3:5-6)
- 2. Pay Attention to the Clues**, your gifts - individual and organizational; areas where you excel (Romans 12:4-8. 1 Cor.12:11,27)
- 3. Start Stirring**, What's our passion? What are we called to accomplish as a team? Problem we most want to solve? (2 Tim. 1:6)
- 4. Obey Your Thirst**, What do you thirst for spiritually, intellectually, creatively? Are you meeting that thirst with your current team operations / business model? (John 7:37)
- 5. Pursue Who you are as a team**, Be authentic – as an individual and an organization (Genesis 1:27)
- 6. Leave a Positive, Lasting Legacy**, Think beyond your team/school; How might you make a positive contribution to the world? (1 Peter 2:9)

# Thank You! Q & A

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