WELCOME TO:
Leveraging the 5th “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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