



## 100 LEADERSHIP INSIGHTS FROM CRAIG GROESCHEL

### 1-10: Becoming More Productive and Effective

1. Successful leaders avoid decision fatigue like the plague.
2. Decide *when* you're going to decide.
3. What you value determines what you do.
4. Busyness does not equal productivity. Don't do more. Do more of what matters.
5. Discipline closes the gap between what you *want* and what you *achieve*.
6. *Small* disciplines done consistently lead to *big* results over time.
7. The better you become as a leader, the fewer decisions you make.
8. The barrier to a meaningful life for most leaders is not a lack of commitment, but over-commitment.
9. When it comes to time, initiate, don't respond.
10. Starve your distractions. Feed your focus.

### Application Question #1:

In what area of your life are you overcommitted? Is there anything you should be saying “no” to but have been putting off? If so, find a way to say “no” today.

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## 11-20: Personal Growth

11. Successful leaders must own their own development.
12. Great leaders rarely cast blame. Great leaders take responsibility.
13. Stretch yourself. Find comfort being uncomfortable.
14. If it doesn't challenge you, it won't change you.
15. You don't develop as a leader accidentally. You develop intentionally.
16. Growth always involves the risk of failure.
17. Admit when you get it wrong.
18. If you don't empower others, you will become the lid of your organization.
19. In order to build a life of passion, purpose, and impact, you have to do the hard work of knowing what the absolute priorities in your life are.
20. Your ability may get you to the top, but your character is what keeps you there.

### Application Question #2:

What is one area of your personal growth in which you could take more ownership?

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## 21-30: Leading Up

21. You don't have to be in charge to be a leader.
22. Your ability to lead up now will help determine your ability to move up later.
23. Your only motivation to lead up should be to push the mission forward.
24. A humble leader can learn from anyone.
25. You tend to criticize most what you understand least.
26. If you are going to lead up, make sure the time is right.
27. One of the biggest gifts you can offer your boss or leader is honesty.

- 28. There is a massive difference between thinking critically and being critical.
- 29. Anyone can point out a problem. A leader does something about it!
- 30. No organization will ever be what it could be without honest, upward communication.

**Application Question #3:**

In what area should you give honest, trusting, mission-focused feedback to your leader? In what area should you ask for honest, trusting, mission-focused feedback from your leader?

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**31-40: Building a World-Class Culture**

- 31. Most people think trust is earned. The best leaders start with trust.
- 32. Your most valuable resource is always the people in your organization.
- 33. Without the freedom to fail, it's difficult to succeed.
- 34. Teams do not drift toward health by accident. They are shaped toward strength on purpose.
- 35. The potential of your organization rests on the strength of its people.
- 36. There are two times when you should never settle: when you're selecting a spouse and when you're hiring.
- 37. The key to success in any organization is identifying, developing, and empowering the right people.
- 38. If you want to be trusted, be honest.
- 39. We play as a team, and we win as a team.
- 40. In leadership, where there is no trust, there is no connection. Position may give you the power to control. Trust will give you permission to lead.

**Application Question #4:**

Where is trust most likely to break down in your organization? What can you do to help build trust in that area?

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### 41-50: Developing Great Leaders

- 41. You don't *find* great leaders, you *build* great leaders.
- 42. Strong leaders aren't created by accident; they are created through intentional development.
- 43. People don't retain truth when you dump it. They retain truth when they discover it.
- 44. To retain great people, value them, invest in them, empower them. People are not loyal to organizations. People are loyal to people.
- 45. Many leaders delegate tasks instead of authority. If you delegate tasks, you create followers. If you delegate authority, you create leaders.
- 46. Humility is usually a better indicator of potential than misplaced confidence.
- 47. You can teach skills, but you can't train passion.
- 48. Don't micromanage people. Instead, point to the horizon and lead them there.
- 49. Strong people don't put others down. They lift them up.
- 50. People grow best while they're in the game.

#### Application Question #5:

Identify someone in your organization who has the potential to become great, but might need to grow in one or two areas. Identify and list out two or three things you can do to help them in those areas:

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### 51-60: Leading Teams

- 51. Never strive to be a "boss." Strive to become an effective leader.
- 52. Make the decisions only you can make. Delegate the rest.
- 53. As a leader, you are never just talking. You are always leading.
- 54. People don't hate change; they hate the way we try to change them.

- 55. Managers manage risk. Leaders take risks. Manage faithfully, and lead fearlessly.
- 56. If you want your organization to grow, give people permission to fail.
- 57. Trust your team. The strength of your organization is not a reflection of *what you control*. The strength of your organization is a reflection of *who you empower*.
- 58. If we want to gain and keep the trust of our team, we must consistently confront and address problems.
- 59. You cannot correct what you are unwilling to confront.
- 60. You can have control or you can have growth, but you can't have both.

**Application Question #6:**

Do you default to thinking about yourself as a boss or a leader? In what ways can you begin to think more like a leader and less like a boss?

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**61-70: Building a Culture of Innovation**

- 61. Limited resources + increasing passion = exponential innovation.
- 62. Starting small doesn't mean thinking small.
- 63. If you are willing to do what others won't do, you will earn influence others don't have.
- 64. Be bold. Tweaks never changed the world.
- 65. Your greatest ideas are often born out of your biggest problems.
- 66. The only thing that is constant is change.
- 67. Those who are closest to the problem are often the most insightful about the solution.
- 68. If you wait until you're 100% sure to try something new, you will likely be too late.
- 69. Bold ideas don't have to come from the top. The strength of your organization is determined by how many people have the power to say "yes."
- 70. People with ideas are not innovators. People who follow through with ideas are innovators.

**Application Question #7:**

What is the biggest problem your organization is facing? Who on your team is closest to it? How can you work with them to identify a few options for solutions?

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**71-80: Leading the Next Generation and Anticipating the Future**

71. The emerging generation is not the church of the future. We must see them as the church of today. Trust them. Empower them to lead.

72. You may be popular if you are respected, but you will never be respected if you are only trying to be popular.

73. You may be one relationship away from changing the course of your destiny.

74. Courage takes practice.

75. Don't be afraid of the future. Create it! That's what anticipatory leaders do.

76. If you believe everything is good then there is no urgency to make things better.

77. Don't complain about what *is*. Create what *could be*.

78. Since we can't predict the future, we must create margin for the opportunities we can't predict.

79. Some leaders will make you think they are important. The best leaders will help you see you are important.

80. Your gut often knows what your head hasn't figured out yet.

**Application Question #8:**

What are you doing to empower the next generation in your organization? What are you learning from them?

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## **81-90: Becoming a Better Communicator**

- 81. When communicating, we must never be me-centered. We have to be you-centered.
- 82. We may impress people with our strengths, but we connect through our weaknesses.
- 83. Telling the truth means what you say is true. It doesn't mean everything true needs to be said.
- 84. Communicate always. When things are tough, communicate more.
- 85. Just because you say something, it doesn't mean they heard it, believe it, or will do it.
- 86. The two most important qualities a communicator needs are confidence and humility.
- 87. Leading with 'why' disarms critics, educates bystanders, and empowers advocates.
- 88. If you live for the praise of people, you'll die from the lack of it.
- 89. When you think something good, say it. Never rob someone of the blessings of an unspoken word of encouragement.
- 90. Positive words are difficult to remember. Negative words are difficult to forget.

### **Application Question #9:**

When was the last time you were appropriately vulnerable with your team? What was their response? If you can't think of a time, find a way to open up and be vulnerable with them about your weaknesses this week.

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## **91-100: Leveraging Pain, Failure, and Feedback as a Leader**

- 91. The difference between where you are and where you want to be is often the pain that you have to endure.
- 92. It's better to hurt with a purpose than to exist without one.
- 93. The cost of inaction is generally greater than the cost of making a mistake.
- 94. The best feedback is all about what we do—not who we are.
- 95. To create a culture of feedback, the top leaders must intentionally seek feedback and apply it.
- 96. If you aren't failing every now and then, you're playing it way too safe.

97. The pathway to your greatest potential is often straight through your greatest fear.

98. Growth and comfort never coexist.

99. Most leaders could learn from their mistakes if they weren't so busy denying them.

100. When developing leaders, give them the freedom to fail and room to rise.

**Application Question #10:**

How are you intentionally creating a culture of feedback in your organization? How can you model what giving and receiving honest feedback looks like?

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For more leadership insights like these, tune in to the Craig Groeschel Leadership Podcast on Apple Podcasts, Spotify, YouTube, or other service.

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# CRAIG GROESCHEL

LEADERSHIP PODCAST

## CELEBRATING 100 EPISODES: ANSWERING YOUR QUESTIONS

### EPISODE NOTES

Thank you for joining the *Craig Groeschel Leadership Podcast*! To celebrate 100 episodes, Craig is celebrating you! Today's episode features questions from the leadership community.

Sam Roberts, who serves alongside Craig on the Life.Church Directional Leadership Team, joins today's podcast to interview Craig and share his perspective.

### 1. Sam asks: If someone just started listening to the podcast today, what episodes should they go back and start with?

5 episodes Craig recommends you start with:

- How to Become a Leader People Love to Follow (<http://go2.lc/leaderlovetofollow>)
- Leading Up Part 1 (<http://www.go2.lc/leadingup>)
- Leading Up Part 2 (<http://www.go2.lc/leadingupt2>)
- Defeating the Four Enemies of Growth Part 1 (<http://go2.lc/growthenemies1>)
- Defeating the Four Enemies of Growth Part 2 (<http://go2.lc/growthenemies2>)

### 2. Ethan asks: What's your advice on consuming content? There is so much available—podcasts, books, shows, videos, articles, courses—how do you choose what to study and focus on?

It would be easy to view consuming leadership content as the best way to grow as a leader and hyper-focus on it. Craig recommends you view consuming content as one leg of your development table. You should also find a mentor, experiment with your leadership gifts, and learn unrelated skills that stretch your mind in new directions.

Content consumption should be one avenue for growth among many others.

When you are consuming content, intentionally keep a wholistic view of everything you're consuming.

Be careful about how much “entertainment-based” content you're engaging with, read lots of books (even if you disagree with them,) and look for ways to stretch your mind.

“Be careful about how much “entertainment-based” content you're engaging with.” —*Craig Groeschel*

### 3. Brooke asks: How do you lead someone you don't trust?

Bottom line: you can't lead someone you don't trust for very long.

To move forward, you need to figure out why you don't trust that person. Is it a character issue or a personality issue?

If they've repeatedly broken their word to you, then it's a character issue. If you "just don't have a good feeling" about them, it might be a personality issue.

If it's a character issue, you need to communicate that their behavior has lost your trust and that something needs to change. If it's truly just a personality issue, decide to intentionally extend trust to them.

At Life.Church, the team learns that "trust is given, mistrust is earned."

"Trust is given, mistrust is earned." —*Craig Groeschel*

### 4. Chuck asks: How do you balance authority with approachability? I want to foster a trusting, kind work environment, but still be strong and decisive.

Authority and approachability don't need to be mutually exclusive.

When you're in a leadership position, that position will usually come with inherent authority.

So, you'll probably need to be more intentional about broadcasting your approachability than your authority to your team. As a leader, you'll often command attention or authority in a situation, and anything you can do to lighten the mood and create a comfortable environment will help your team engage with honesty and confidence.

### 5. Many ask: You've mentioned you eat a lot of the same meals over and over. Why do you do it, and what are some of the dishes?

"Boring" is key—when you look at world-class performers, most of them have very boring routines.

He's not a nutritionist, but this routine works specifically for Craig:

- High water consumption early in the day
- Healthy carbs (like oatmeal with berries) every morning
- Healthy nuts as snacks throughout the day
- A protein shake
- Chicken, salmon, or another lean meat for lunch and dinner with a type of rice or sweet potatoes
  - Craig will do the same two meal options every day for six to nine months, and then swap them out

"Boring is underrated." —*Craig Groeschel*

### 6. Many ask: What is Craig's process for writing a sermon or leadership talk?

The time spent preparing a message is often longer than you think.

Here's a rough outline of Craig's preparation process:

- Craig starts with the topic or a text and researches everything he can about it. By the end, he'll have 12-20+ pages of notes.
- He then filters through those notes and decides what needs to be kept and what needs to be removed.
- Once he has a clear idea about what needs to be included, he shifts to structuring and polishing the message.
- He brings in three or four groups of diverse people and asks for feedback before he gives the talk publicly. He asks the group questions like:
  - "What do you like most/least about the talk?"
  - "If you had to cut ten minutes out of the talk, what would you cut?"
  - "How close do you think this message is to being finished?" (If they say 60%, then they didn't like it. If they say 98%, they like it.)

Craig puts a high value on the feedback he receives from those groups, and points to that culture of feedback as one of the biggest reasons his messages resonate with so many.

## **7. Emmanuel asks: How do you balance thinking about the future with executing in the present?**

A great leader is always thinking about the future *and* executing in the present.

In most organizations, leaders get sucked in to the present and urgent problems rather than the most important problems.

In *The E-Myth Revisited*, Gerber says you need to work both *in your business* and *on your business*.

To help make this happen, Craig's team intentionally takes a half-day away from the office once a quarter to focus on the future.

## **8. Raquel asks: How do you answer the question "Do you have five minutes?" This question can often eat up my whole day, but I want to be available to my team.**

The goal with this question is to be willing to say no before they even ask.

If you do have a few minutes, location matters. You may think about if you're in your office, if you're standing, etc—all can have an impact on how long you have to spend on side conversations.

Another way to say yes is to respond to their question by checking the clock quickly, verbalizing the boundaries of the five minutes, and letting them own those five minutes.

If you're the one asking, remember, it's not fair to ask someone for five minutes and take an hour.

Craig's team is intentional about actually meaning five minutes when they ask for five minutes. They've discovered you can solve big problems in five minutes or less by staying focused.

"You can solve really big problems in 5 minutes or less." —*Craig*

**9. LaFayette asks: Beyond some of the common answers like “drive” or “work ethic,” what are some attributes young leaders should cultivate to become successful?**

The top characteristic a young leader needs to be successful is teachability.

No matter your stage as a leader, seek out feedback, try to learn from everyone, and walk in humility as often as possible.

A 7/10 young leader who’s humble and teachable outshines a 9/10 leader who’s cocky any day of the week.

“For a leader to become successful, the top characteristic you need is to be teachable.” —*Craig Groeschel*

**10. Israel asks: At what point do you let go and delegate a project? How do you manage the sacrifice of getting exactly what you wanted and let someone else finish out your plan or project—especially when you care deeply about it.**

Your ability to hand off projects and responsibilities will have a direct impact on the growth of the leaders in your organization.

If you want your team to grow and maximize their potential, delegate more than you are right now.

When you delegate to the right people with the right leadership inputs, they’ll often end up doing those things even better than you ever could.

Most leaders don’t empower enough. So, err on the side of over-delegating rather than over-controlling. It’ll be messy, but it’ll also be worth it.

“Err on the side of over-delegating.” —*Craig Groeschel*

## DISCUSSION QUESTIONS

Here are exercises you can do to grow as a leader—ask yourself and your team these questions:

1. What is one piece of content you currently consume, but really isn't adding value? What could you replace it with that would help grow your leadership?

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2. Is there a leader in your organization you don't fully trust? Do you distrust them because of their character or their personality? What could you do to move that relationship forward or move toward making a change?

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3. What is one project or decision you could delegate over the next few months? If you were to delegate that project, which leader on your team would see the most growth from that responsibility?

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Craig hand-picked three episodes designed to help you build a strong leadership foundation. You'll learn practical ways to influence your leaders, manage your time wisely, and improve how you communicate. Head to [www.go2.lc/threekeys](http://www.go2.lc/threekeys) to get the episodes and leader guides sent right to your inbox.

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