

How the Mighty Have Fallen by Jim Collins

Ames compared to WalMart.

Both grew in first 20 years steadily.

Ames fell, WalMart continues to grow.

Why?

1. Hubris (pride) born of success. They failed to recognize the role that luck played in their success.
2. Unhealthy expansion. Too fast, too soon, too diversified.
3. Denial of risk and peril.
4. Grasping for a magic solution. Make things worse.
5. Capitulation to irrelevance or death.

Leading on Empty by Wayne Cordiero

About burnout

Crazy Love by Francis Chan

D. Martin Lloyd Jones by Ian Murray

Why We Love the Church: In Praise of the Institutional Church by Cluck, DeYoung

Why We're Not Emergent, by Two Guys Who Should Be by Cluck, DeYoung

The Hole in Our Gospel by

Tribes by Seth Godin "we need you to lead us" "it is very possible to build a group of followers"

Surprised by Hope by N.T. Wright

The Dip by Seth Godin

What I Saw in the Revolution by Peggy Noonan

Missional Renaissance: Changing the Scorecard for the Church by Reggie McNeal

Leadership and Self-Deception by _____