

Update on the Journey

I must confess, never in my wildest dreams did I envision being a part of the national release of a book – much less - a book written in the form of a leadership parable. But of course, this is where God has chosen to take it, and I feel unbelievably blessed to be a part of what He is doing. So it's with this in mind, that I briefly update you on some of the additional highlights of the amazing journey God has us on.

- May 2009 started writing the book over in the form of a parable
- March 2010 Lou Holtz offers an amazing endorsement
- May 2010 officially began to sell the book online
- June 2011 over 10,000 copies sold...led mainly by word of mouth
- July 2011 Tyndale House contacts me after "hearing about the book from numerous sources throughout the country."
- Urban Meyer emails me after being deeply impacted by the book which he received from his friend Todd Blackledge
- August 2011 with much peace, signed publishing deal with Tyndale House.
- September 2011 Urban Meyer shares his heart in an interview with me
- **November 1st, 2011** Book officially releases nationally in bookstores everywhere

Although there have been many more highlights along the way, for the sake of space, I will stop there until next month. Thanks again for all of your encouragement, support, and prayers!

Leadership Thoughts...

WHY do I do what I do?

I firmly believe this is the most important question a leader can ask before embarking upon any journey. So, in following my own advice, I asked myself, WHY write a LFGS newsletter? What are my true motives? Well, of course, one reason is to stay connected with LFGS fans in order to encourage them to encourage others to keep sharing the message of the book. However, for me there truly is another motive – a motive that I should add, aligns with the foundation of my purpose. That motive: To encourage you in your own journey toward *LEADING...for God's Sake!*

In our culture almost everything we do we risk doing out of selfish ambition. When we take the time to really think about the deepest motives of our hearts - and ask God to help us see them accurately – it can be very revealing, and in some cases very ugly. That's why it's essential to follow the question *why do I do what I do...* with the question, why am I here on this earth? When we come to an understanding of this second part of the why question (more on this in the next newsletter) and learn to align all of our motives with it, we can rest assured that "...all things truly will work together for the good of those who love God..."

God's BEST to you! -Todd

P.S. check out the **Urban Meyer** interview to hear more great thoughts on the question why...

<http://youtu.be/7UgrqXOiSQQ>