A man in a dark suit, blue shirt, and red tie is sitting at a dark table, holding a dark blue coffee cup. He is looking out a large window with a view of a city. The background is slightly blurred.

HAVE YOU EVER
WONDERED,

“What’s Next?”

FOR ANY QUESTIONS CONCERNING THE ENCLOSED INFORMATION

Contact: Steve Esser

Phone: 714.282.7058

PROGRAM SUMMARY

The Master's Program Prepares Christian Leaders

The Master's Program (TMP) brings together area Christian leaders led by one of our leadership coaches to help you learn to leverage yourself for Kingdom work. We advocate leadership coaching from a Christ-centered perspective to prepare Christ followers to change their world and build God's Kingdom.

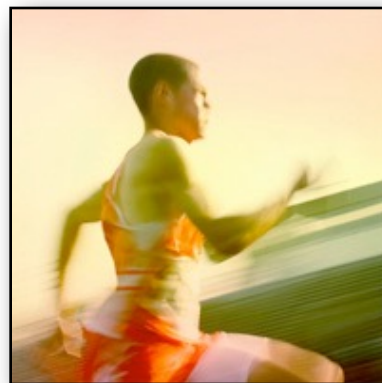
Kingdom Building Lifestyle -- Life Mastery

Created by Chief Mentoring Officer Bob Shank, this Kingdom building lifestyle program will change your outlook from business success to Kingdom significance. **The Master's Program** will help you lead by learning to live an irresistible lifestyle accompanied by influential works of service. **TMP** provides the direction and tools necessary to create balance, margin, and focus.

If you want to take the next step to creating greater value for Christ Jesus (the Master), join **TMP** and let us serve you.



Bob Shank - TMP Founder & CMO



Attain Kingdom Fitness through Life Mastery



Move from Success to Significance



MISSION

The Master's Program is an exceptional opportunity for Christian business and ministry leaders to discover their unique Kingdom Calling in order to maximize their potential for Kingdom influence.

TMP's structure is similar to an executive graduate program. Marketplace and ministry professionals move deliberately through a process that brings tools, training, outside resources, peer interaction and real-life examples so participants get the maximum experience out of minimal time commitment.

TMP is intentionally holistic in its emphasis and focuses first on the participant's ability to achieve fitness in the personal, family, professional and Kingdom realms of life.

TMP helps each participant maximize his fruitfulness by coaching him toward a life of reduced distractions, increased margin, and personal entrepreneurship.

Come experience **TMP's** leadership training and maximize your Kingdom efforts in your area of the country.

BENEFITS

Attend **The Master's Program** and receive resources, obtain practical tools, and experience personal accountability. Active participants in **TMP**:

- ❖ Learn the value of Kingdom-leadership from a biblical framework
- ❖ Leverage career to gain results in targeted Kingdom work
- ❖ Dream with area Christian leaders
- ❖ Discover God-given strengths
- ❖ Reveal and identify God-honoring passions
- ❖ Maximize God-designed potential
- ❖ Experience freedom to dream God-sized dreams
- ❖ Attain greater balance, margin, and focus
- ❖ Create and execute a plan to fulfill individual Kingdom Calling to produce results of eternal significance

The Master's Program provides a roadmap to find unique ability through this original program.

*“**TMP** opened my eyes and my heart to what GOD had intended for me on earth. I now see things completely different than I did before and I see the beauty of the Lord in many more places.”*

Mark Colello, CEO
Innovalarm

TMP CURRICULUM

The three year curriculum construct of **The Master's Program** addresses three primary themes essential for Kingdom leadership impact: balance, margin, and focus.

BALANCE

The prerequisite for Kingdom leadership is a transformed life, changed in accordance with biblical principles applied in real-time. This emphasis in **The Master's Program** assumes that many key facets of wholeness have been seen as independent segments; in **The Master's Program**, these segments are connected and combined as integrated systems. With *balance*, the Kingdom leader achieves *authenticity* in professional, personal, and Kingdom relationships.

MARGIN

Modern leadership presumes more commitment than capacity, leaving the leader overwhelmed and unavailable for significant Kingdom assignments. The emphasis in **TMP** applies the Pareto – 80/20 – Principle to life's key roles, allowing enhanced results from reduced efforts, creating white space now available for new engagements never possible before.

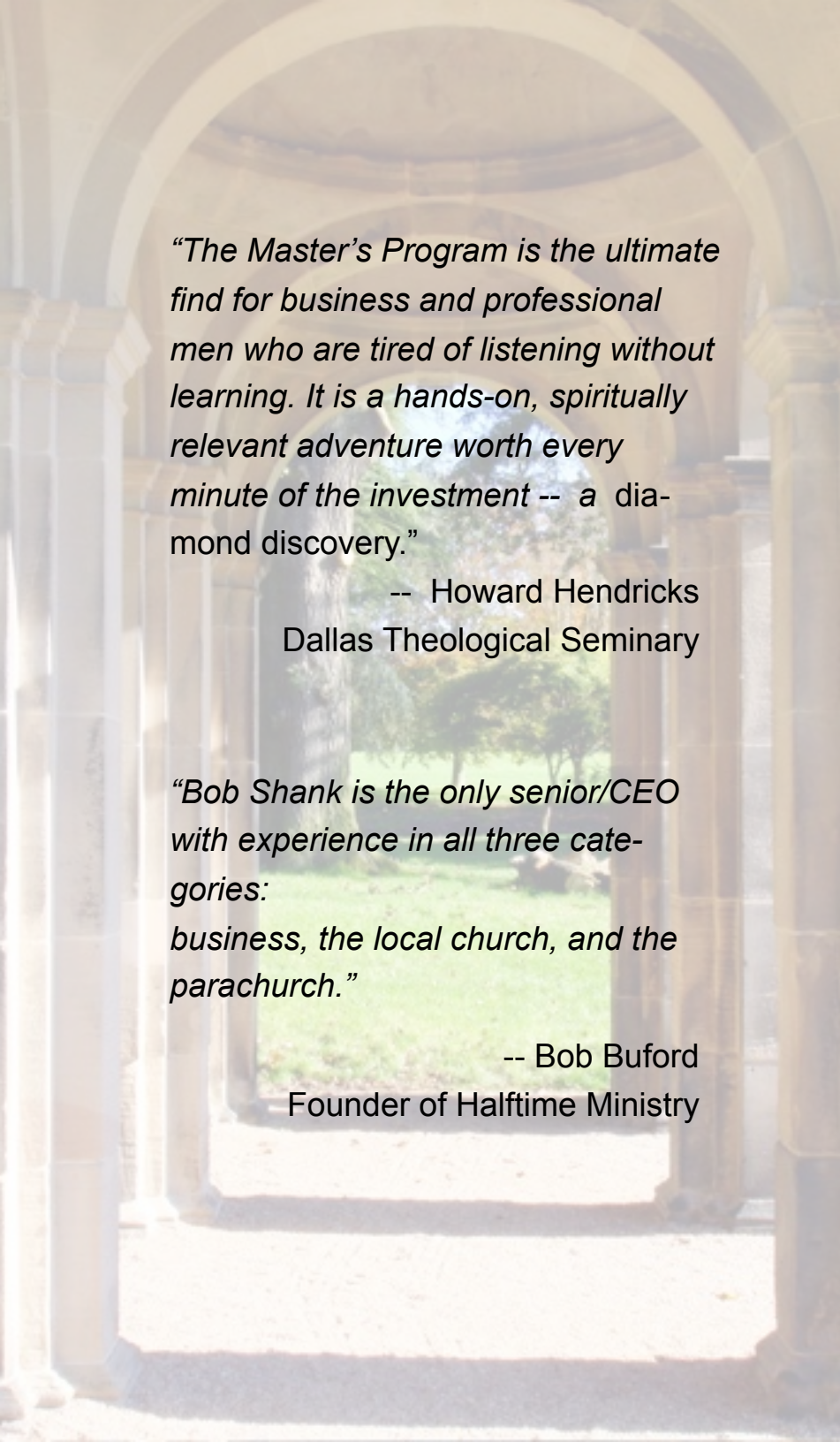
With *margin* in the resources of time, energy, and money, the Kingdom leader achieves *availability* in the relational and Kingdom realms of life.

FOCUS

Volunteer activities and board or committee positions are frequently the full extent of a leader's Kingdom identity. The most crucial discovery a Kingdom leader will ever make is the mystery of his unique, personal Kingdom Calling. This individualized imprint will define the Kingdom leader's place of essential irreplaceability. With *focus*, a God-honoring leader achieves *leverage* for future Kingdom opportunities.

During **TMP**, each participant's group convenes for 12 full-day interactive content sessions. Spaced quarterly and covering over 700 pages of curriculum, **The Master's Program** establishes a comprehensive, holistic, and biblical leadership worldview.





“The Master’s Program is the ultimate find for business and professional men who are tired of listening without learning. It is a hands-on, spiritually relevant adventure worth every minute of the investment -- a diamond discovery.”

-- Howard Hendricks
Dallas Theological Seminary

“Bob Shank is the only senior/CEO with experience in all three categories: business, the local church, and the parachurch.”

-- Bob Buford
Founder of Halftime Ministry

HISTORY

Spending the "first-half" of his life as a successful entrepreneurial businessman, Bob Shank made the switch from corporate to parachurch by founding Priority Living, Inc., a not-for-profit organization which ministers to the needs of Christian leaders in the Southern California marketplace. After a five year assignment as senior pastor at a California mega-church, Bob Shank launched **The Master’s Program** to provide strategic life and leadership mentoring for Christian leaders. Today, over 2,000 Christian leaders have either graduated from or are now participating in **The Master’s Program**.

Due to the increasing demand for **TMP**, select **TMP** graduates are now operating as **TMP** Associate Leadership Mentors in their “second-half,” preparing Christian leaders at regional venues in the USA, Canada, India and Spanish Speaking Countries.

Bob and Cheri have been married since 1971 and have two adult daughters, two sons-in-law, and six grandchildren also residing in Southern California. Bob also participates on the following boards of directors: Harvest Christian Fellowship, Calvary Chapel of Albuquerque, Calvary Chapel of Kendall-Miami, Samaritan’s Purse, The Jesus Film Project, Free Wheelchair Mission, National Christian Foundation Southern California, Standing Stone Ministries, The Is-sachar Initiative and The Barnabas Group.

APPLY

The Master's Program holds 12 quarterly sessions over a three year period in an environment that fosters full engagement and inspiration to dream big.

The Master's Program is offered to men who fit the biblical standards for potential Kingdom leadership and who support the ministry of Priority Living, Inc. through a pledge each year. This annual pledge consists of two parts:

- 1) Part 1 is not a fee-for-services, but rather a contribution to the ministry of **The Master's Program (TMP)** of Priority Living, Inc. As is true with any non-profit contribution, it is a non-refundable gift and tax deductible. Annual pledge is \$3,000 per year (donations can be made annually or monthly).
- 2) Part 2 covers items received with tangible retail value (meals & materials) and is not considered tax deductible. Tangibles valued at \$650 per year.

The pledge and fee for the tangible items (meals & materials) is \$3,650 per year. Gifts from foundations or trusts are welcomed. Both checks or credit cards are acceptable forms for giving.

To enroll, go to: <http://www.mastersprogram.org/enroll.html>



GRADUATE ENDORSEMENTS



“**TMP** was life changing. It made me realize not only the importance of living for God and returning multiples of 20x, but it was a great start to learning how to transition my life from success to significance for kingdom purposes.

“As a leader and a Christian, if you want to find out what God has called you to do and figure out what to do with your time, talent, and treasures in the second half of your life (or before), then you must investigate and then participate in **The Master’s Program.**”

Kurt Krieghbaum
SR VP National Accounts
Medline Industries, Inc.



“**The Master’s Program** helped me understand that there can be a God inspired balance!

“Prior to **The Master’s Program**, I constantly felt an internal tug of war... with the perception that a certain amount of fulfillment of Kingdom efforts needed to wait for my retirement.”

Jim Franklin
President
Har-Bro Company



“**TMP** energized and directed passions within me that previously had been exploited for success and lower forms of wealth but are now directed towards eternal significance and higher forms of wealth.

“In **The Master’s Program**, Bob Shank leads us through a provoking and life changing three year journey of *deconstruction, reclamation, and reconstruction*. He helps participants to *deconstruct* lives that have been masterfully directed and built for worldly success, *reclaim* the focus of those lives for Christ, and *reconstruct* them to be Masterfully directed for Kingdom significance.”

Patrick Brady
President
Quantum Professional Search