



Program Vision &

Statement of Purpose

“Information without application is less than worthless”

C12 Key Player Groups meet monthly in a format much like that of C12’s CEO/Owner groups, but with a slightly different focus. The primary purpose of our Key Players offering is to improve the Key Player’s understanding and alignment with the mission, vision and core values of the C12 member chief executive, thereby enabling them to better assist in the implementation and execution of supporting principles and practices. A secondary benefit is the executive development and perspective gained by the Key Player.

By involving a C12 member firm’s key staff members and implementers in a forum of their peers, and by studying materials in the same month that they are being studied by their leaders for possible application in their company, it’s possible to deepen and strengthen a firm’s implementation. There is also an enhanced opportunity for Key Players to participate in the strategic planning and roll-out of such initiatives. Key Players should view their C12 participation from the perspective of “how do we help our CEO apply these concepts in our business?” This will greatly enhance and accelerate execution. Having Key Players involved in this way leverages the effort of the CEO/Owner in communicating what they have learned and applying it back in the business. This expression of common thinking and unity between key members of the management team is invaluable in teaching and discipling others. We have had several previous C12 members and Key Players members testify to the increase in teamwork and understanding that results from this increased level of internal commitment.

Selection for Key Players participation is an honor and an investment in the long-term fruitfulness of the company and the participating individual. It underscores the value placed on those selected for such an important and strategic role, as they will be active collaborators in developing the various dimensions of the business and its ministry.

While Key Players participation offers a unique learning opportunity for senior staff members to understand and discuss issues through same lens as their chief executive, it is not intended to solely to be an executive development or educational exercise for the individual group member. Nor is it a place to send non-believing team members to be converted, or a forum for winning over recalcitrant or scornful team members. While many Key Players will be born-again Christians, many will not. The prerequisite is that they have a keen and open interest in being an increasingly productive part of a team committed to understanding and executing the CEO/Owner’s vision through the business. Key Players is a vehicle that exists to leverage and extend the learning of the leader into impactful execution and application.

The proper introductory discussion with a newly invited Key Player will explain that the C12 member is committed to long-term participation in C12’s lifelong learning process. They are being asked to participate in order to learn how to best support and apply selected practices discussed in C12, in order to help drive continuing performance improvement in both business and ministry.