

The Biggest Idea Ever

How you can
trade anxiety,
fear, & burnout



for lasting
peace, purpose,
& significance

Denis Beauséjour

Former VP Advertising, Procter & Gamble

Praise for *The Biggest Idea Ever*

We learn and have awakenings in many ways, including new knowledge and information, experiences, introspection, feedback from others, and gaining wisdom from what others have experienced. As I read Denis' book, I was overwhelmed at the way in which he leads us to new awakenings through all the above. To me, the sharing of his own journey and experience was especially moving and instructive. No matter where you are, from having no interest in faith at all, to having been deeply involved in the faith journey for a long time, this book gives you many opportunities to have awakenings of your own. Awakenings about yourself, the principles and wisdom that we need to have fruitful lives, and examinations of faith and your relationship to God. I highly recommend it. Denis is not only smart, learned, accomplished, skilled and competent, but brings a refreshing vulnerability that makes learning from him like a warm conversation by the fireside. Thank you, Denis, for this gift.

Dr. Henry Cloud

Psychologist, Leadership Consultant, and New York Times Best Selling Author.

This book is utterly transparent and authentic. It is generous and humble in spirit. It seeks to share the power and wonder of believing in Jesus and realizing with joy that Jesus loves us and is present in us. Denis describes his journey through his distinguished business career and his discovery of the true purpose of life. I found Denis' spiritual insights to be rich in meaning, and communicated in a way I could feel and understand. I felt strengthened by his spiritual journey. This book will add value to your life, whether in business, marriage, family, ministry, or caring for others.

John Pepper

Retired Chairman and CEO, The Procter & Gamble Company,
and Retired Chairman, The Disney Company.

I've known Denis since we were in college. His journey in business and spiritual discovery is a fascinating read. Regardless of your beliefs, I think you'll find his insights to be relevant and practical. Denis' story speaks powerfully to business leaders focused on personal growth and relational effectiveness.

David Court

Senior Partner Emeritus, McKinsey & Company

We all want more of the good in our lives: better relationships, healthier families, more satisfying careers, and more meaning. Denis explains the keys to these in a clear and warm way. He provides biblical principles, applicable skills, and lessons from his own life that are easy to identify with. Denis' personal vulnerability will draw you in. Highly recommended!"

John Townsend, Ph.D.

Co-author of the New York Times bestselling *Boundaries* and Founder,
Townsend Institute, and Townsend Leadership Program

A must read for all of us who are trying to balance family and career and find meaning, purpose, and happiness in our lives.

Carl H. Lindner III

CEO American Financial Group, CEO FC Cincinnati

*This is an exceptional book that will leave an indelible mark on anyone who reads it. This captivating account of Denis' life journey, from a successful corporate executive to finding his true purpose in life, is a compelling story of personal transformation. Denis encourages readers to examine the things they fill their lives with and consider whether they are truly being fulfilled. It offers a compassionate and truthful approach to self-auditing, inviting readers to question the ideas that govern their lives and reset them on healthier foundations for true joy and indestructible wealth. Candid and illuminating, *The Biggest Idea Ever* is more than just a book - it's a blueprint for a flourishing life.*

Virginie Helias

Chief Sustainability Officer, Procter & Gamble

I've been impressed with Denis as an executive, a pastor, and a friend. He lays out a practical roadmap to a life of peace, purpose, and significance. His story is vulnerable, adventurous, and written from the perspective of the marketplace where he excelled as a leader and coach. If you've given up on religion but still ache for more in your life and work, this book is on the money. Allow yourself to be guided by a strong man who has strong results.

Brian Tome

Senior Pastor Crossroads Church

Denis Beausejour excelled in the global business arena and brings a deft spiritual touch to those he mentors. I have experienced that personally. Every business leader will benefit from this book, regardless of where you are on the spiritual journey.

Dan Rajaiah

Director, Global Strategy & Operations, Mastercard

This story is so well-written and captivating. I was engaged in all the ups and downs, highs and lows, and his experiences, emotions, struggles, health issues, and spiritual journey from childhood to his great awakening. But what gripped my heart was Denis admitting to being blinded by the veil of self-sufficiency—such a great description. Denis maps out a practical transformation path for the reader. Take some time to sit with this book and listen. Hear the gentle wooing from God as Denis leads you through a life changing spiritual journey.

Danise DiStasi

Founder and CEO, Unleash Love, Author, Love Like Louie

Few have shared their life story in such a personal, authentic, and relevant way for others' benefit. Denis' unique perspective is fresh and compelling. Denis shares his life story in an honest and authentic way for the benefit of the next generation of business leaders. The Biggest Idea Ever includes practical spiritual truths to apply to your business and personal life in new and energizing ways. An entirely new take on character driven leadership.

Tom Blinn

Former P&G VP, Global Personal Health Care.

This book is a life-changing “transformational” story for YOU. It is loaded with practical wisdom that you will never hear from your boss or business friends. Denis is a “nobody from nowhere” who rose to the top marketing position in the world. While he was leading Marketing for Procter & Gamble, he went through a faith-driven transformation that helped him to become a “force for good” despite incredible personal failings we all can relate to. Denis will help YOU to find hope and satisfaction at work, home, and with your friends. I promise YOU are about to become “transformed”!

Dr. Jim Bechtold

Chief Innovation Officer, The CEO Forum

After encountering Jesus, Denis, a successful business executive, was forever changed. In his soul-stirring, God-inspired, personal story, the reader discovers what it truly means to seek first the Kingdom of God and his righteousness and find everything in the process. A beautiful and compelling read reflecting the goodness and faithfulness of God.

Candy Marballi

Author, He Hears Her Voice, and Retired President, The Prayer Covenant

This is a dramatic story about changing the course of one's life. Denis is living proof that no one can understand the power of light without experiencing darkness. He brings powerfully fresh insight to man's modern-day search for meaning and ages-old messages from the Bible. While I have always found the Bible difficult to read, this book opens the Bible in understandable chunks and shows me practical ways to live freely and lightly. It encourages all of us to think long term and to "finish well" in pursuit of our life's purpose.

Tim Love

Author of Discovering Truth, and Retired Vice-Chairman Omnicom Group

Denis has had a profound impact on virtually every part of my life - my relationship with God, my marriage, and even my business. This book will do the same for everyone who reads it. The personal stories, wisdom, and life-changing principles in The Biggest Idea Ever are priceless. They will challenge, inspire, and equip you to live a life of meaning, purpose, and adventure.

Chris Ignizio

Co-Founder and Creative Director, Scope and Sequence

Providentially the calendars of two busy executives cleared for a retreat, and we have been friends ever since. We heard a talk about "Priorities" and tears began to flow as we realized ours needed serious repair. The Spirit moved mightily that weekend and lives were changed. Denis has been a friend, mentor, advisor, confidant, and example to me. You will be inspired greatly as you read his book. It will help you make your work and family life all it can be.

Michael Ducker

Retired President and CEO FedEx Freight

How amazing to see God at work. God wants to reach each person, including highly successful, highly capable business executives. What a fascinating story of God's mercy and redemption in Denis' life. This book is for any person in the middle of great business success who is wondering what is truly most important.

Steve Cesler

Retired Vice President - Sales, The Procter & Gamble Company

Denis challenges readers to rethink the good life, gaining knowledge, success, wisdom, security, and lasting wealth. If you are searching for more in life, I highly recommend this book. The Biggest Idea Ever is inspiring, thought provoking and widens our horizon to pursue the ultimate purpose of loving God and others in Jesus Christ. Denis humbly and courageously shares his challenges, failures, and breakthroughs. An awesome book!

SueLee Jin

Pastor Anderson Hills Salem Campus

This is a beautifully crafted description of the kingdom. With the heart of a pastor and the mind of an executive, Denis weaves wisdom and powerful stories to show us a new paradigm of purpose. His flair for honest, vivid, and thought-provoking insight gives power to the meaning of life – which is the genuine gift of this book.

John Morelock

Founder/CEO, Calvary Industries, Inc.

Denis was one of the most influential figures in the world of marketing, commanding the reins of P&G's global advertising strategy and budget. The Biggest Idea Ever chronicles his transformative journey from one of the highest echelons of the corporate world to a spiritual mentor, guiding many for personal and professional growth. His story is so inspiring. His book is a treasure trove of wisdom, where you can find the path to peace, purpose, and significance.

Pete Blackshaw

CEO Cintrifuse

I'm thankful for the energy, wisdom, and love you'll find in The Biggest Idea Ever. Many people write books from head knowledge and others from a combination of knowledge and experience, and it is easy to detect the difference. This book is the real deal. Readers who apply this book's message will discover the proven path to lasting transformation.

Ford Taylor

Founder FSH Consulting LLC, Author of Relational Leadership

This is a must read for the business leader struggling to find peace, purpose, meaning and margin in the fast paced, hectic corporate world. This is a personal story of transformation that anyone can experience. You will find a practical path to freedom and abundant life for yourself, your family, and your friends.

Si Pitstick

Executive Managing Director, Newmark Cincinnati

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Foreword

One way to judge an idea is by the amount you are willing to bet on it. This book is about the idea that broke my “big idea” meter.

It’s the story of how I bet my life on that idea and how it transformed my life, family, and work.

My odyssey from lower-middle-class Canada to becoming the youngest VP in Procter & Gamble’s history was filled with big ideas and marketing wins.

But that was just the prelude to the real adventure.

In 1995, I nearly died in Japan’s Great Hanshin Earthquake. In its traumatic wake, I discovered an entirely new world. It was like finding buried treasure.

Five years later, I left the pinnacle of the advertising world, risking stability and comfort to follow an irresistible adventure.

The Wall Street Journal and *Ad Age* chronicled my industry-baffling exodus. So, what happened?

I found supernatural fuel for my marriage, family, leadership, and work. I discovered peace, purpose, and enduring significance.

If you are experiencing anxiety, fear, burnout, and you want more from life, this book is for you. The biggest idea ever is open to anyone willing to seek with an open heart.

I hope my journey will spur you onward in yours. There is more available than we can possibly imagine.

Let’s go after it together.

Denis Beauséjour

Chapter 1

Ideas Matter: Build Your Life on What Will Last.

“Tyranny cannot defeat the power of ideas.”

~ Helen Keller

“The mind, once stretched by a new idea, never returns to its original dimensions.”

~ Ralph Waldo Emerson

Ideas are powerful. Good ones, and bad ones too. What ideas are driving your life?

The ideas we build our lives on directly impact the outcomes we experience. Let me illustrate with two examples from my story.

I was raised in the 1960s in a lower middle-class housing project in the east suburbs of Ottawa, Canada’s capital. The community was bilingual, and the project was diverse, with families from Europe, India, Russia, and the United States living in the community. It was safe, friendly, and mostly made up of families with both parents working and living paycheck to paycheck.

After school, my three little sisters and I would get a snack and do homework with a babysitter or a neighbor until mom got home from work.

My mother was an office manager for an aluminum supply business, and my dad was an insurance adjuster. They had high school educations and consequently fell behind the economic gains enjoyed by college graduates in the booming 60s economy.

We rented our two-bedroom townhouse, and I slept in a makeshift room in an unfinished basement. My dad had a car, and my mom took the bus to and from work. My mother lamented a loss of living standard compared to her childhood.

From an early age, mom talked about education. She was convinced that the way out of our constrained lifestyle was to get a great education. Her belief in this idea motivated her to invest heavily in our schoolwork. I felt her conviction.

She enrolled us in a French immersion school, believing this would accelerate our development. She made us rewrite sloppy homework, read books with us, and rewarded us lavishly when report cards were excellent.

The idea of a great education was her drumbeat.

We attended a new parochial school attached to our Catholic parish. As the fledgling school grew, there were imbalances of student numbers in each grade. They skipped me and a few others over grade 2 to make the grade 3 class the right size. Later, my grade 7 class was combined with the grade 8 class.

The grade 7-8 teacher was a renaissance man like Sidney Poitier in the film *To Sir with Love*. Mr. Sabourin took us to the symphony, museums, and government buildings. When I finished first in my class, they promoted me into high school.

I was 12 and mom was beaming.

In the middle of grade 9, we moved to Toronto. My mom looked for the best high school in the city and enrolled me there. The city and the learning language changed, but mom's message stayed the same—a great education will open doors!

It was a tough transition. It was one thing to be 5'2" with a brush-cut in suburban Ottawa. In Toronto, I felt like an alien, especially in gym class. The guy changing beside me on my first day was a physical specimen named Andy. He had long hair, had been shaving for a year, and had a hairy, muscular physique.

Gym class was a torture until I finally hit puberty in my sophomore year. For the rest of the time, Michael Power High School was a rich environment, loaded with Latin, Shakespeare, Spanish, Algebra, Sciences, a traveling debate team, and good friends.

Private school tuition meant that I needed to find a part-time job to help defray the expenses my parents could not cover. I babysat often, making 50 cents an hour. I was able to start working at McDonald's when I turned 14, making the princely sum of \$1 an hour. This fulfilled the second of my mother's big ideas: hard work. She modeled a phenomenal work ethic.

I was making the Dean's list and working 30-40 hours a week, learning a ton from an outstanding manager named Jim. One of his many classics: "Those who know how will always work for those who know why." That pithy axiom has stuck with me and itself illustrates the power of ideas. (Later, I learned Jim was paraphrasing Ralph Waldo Emerson.)

As the time for college approached, I was invited to a reunion weekend at Queen's University by a good friend of my dad's. Stan and his wife Joanie were married the same time as my parents, moved in across the hall, and began a life-long friendship.

Stan graduated from Queen's Engineering and played football. While in Kingston, Ontario, for the weekend, we met Stan's father-in-law. Alex was a judge and a Queen's Law grad who was very engaged in the University. He took a real interest in me.

That weekend, I decided Queen's would be my first choice for college. They had the country's best undergraduate business program. Later, I learned that my case was substantially aided by an unsolicited and incredibly strong letter of recommendation from Alex.

Attending Queen's School of Business (now the Smith School of Business) was an exceptional experience. We engaged with a great faculty in small class sizes, group projects, case studies, and community consulting assignments. Queen's was my path to opportunity and growth.

At the same time, I worked 30-40 hours a week as a shift manager for the local McDonald's franchisee. This complemented my pursuit of a great education with an ethic of hard work. Mom was very pleased.

The owner, Rick Hession, taught me tons about marketing and leadership, and he strongly suggested I pursue a career at P&G. He had cut his teeth in consumer package goods at Facelle-Royale and had observed P&G's excellence.

During my last year at Queen's, I was offered a fantastic brand management job at P&G in Toronto. It was exciting, had great upside potential, and was proof that education and hard work were the big ideas that would lead to success in life.

I'll come back to my career adventures later, but I want to stop here and ask you if you notice the flaw in my ideology.

Education and hard work were important, but it took me a long time to realize that relationships were the key to my growth. I had a wealth of relational support that I did not appreciate until much later.

At the top of the list is the profound impact of my mother's love, encouragement, and example. My teacher in grade 8 opened the worlds of history and culture to me. My boss at McDonald's taught me to start with "why." Stan's friendship led to my university choice. Alex's letter of recommendation led to admission. Rick's example and coaching gave me a huge leg up.

Education and hard work were good ideas, but they were incomplete for long-term success. I had missed the value of relationships and the power of others' help.

I had been trained to hide my family's problems, and that also meant that I hid my own feelings, which stunted my relational growth. I needed to be more authentic and transparent and learn to cultivate relationships. Sadly, I did not focus on this until much later in life.

A second example of the power of ideas relates to a very challenging time in my childhood that resulted in the adoption of a very harmful idea.

I played hockey for a local team in Ottawa. I was 11 years old, and we had a game at an outdoor rink one night at 7 pm. My dad was supposed to come home after work with a new stick and a new pair of gloves for me. He did not come home until late that night. I was so angry.

My mom got a sitter and borrowed a car to take me to my game. I was so embarrassed to have to borrow a stick from someone, and I had to play with mittens instead of hockey gloves. I played through it and scored a hat-trick in a 3-0 win. Despite the win, I felt shame. My mom froze on the sidelines. I felt so bad for her. My dad had let her down again!

I vowed that I would never be let down again.

In Toronto, I played hockey for a travel team, which involved expenses for ice time, equipment, and travel. I needed some new equipment and fees for a tournament. I saved my McDonald's earnings and stopped involving my folks in my needs.

Only later did I realize I had taken a vow of self-sufficiency.

Not only did this impact my friendships and work relationships, but it also affected my marriage. My beliefs had led me to the unintended consequences of rejecting community, teamwork, trust, and interdependence.

These two examples illustrate how ideas really matter. This is true of the ideas behind our most intimate and personal beliefs, and the larger world of ideas and beliefs in which we navigate every day. I brought these core ideas into my career at P&G.

I started as a Brand Assistant on Pampers diapers. My first business trip was to staff the Pampers booth at a Baby Fair in Ottawa. I spent hours changing diapers and talking to mothers about their ideas and beliefs about their babies' needs.

At that time, cloth diapers ruled. Disposables were more convenient and sanitary but more expensive. Cloth diapers were seen as better for the baby's skin. This led us to focus on skin dryness improvements. The key belief we had to win on was superior baby care—mom's convenience was not enough.

Throughout my career, I learned how to better understand consumer beliefs and desires. Based on fresh insights, we developed new product, packaging, and advertising ideas which brought competitive advantage along with sales and profit growth.

The consumer was the boss, and everything hinged on knowing their habits and beliefs better than anyone.

A big new consumer insight turned into a new product and brand idea could create new categories and redefine existing ones. Often, a well-crafted change in advertising could propel the brand to double-digit market share growth and dramatic profitability improvement.

P&G's marketing culture was full of passionate "consumer students" seeking to understand beliefs that would yield the next big idea for that business.

Pampers' advertising showing the benefit of superior dryness versus cloth diapers propelled market growth and our share, yielding double-digit growth over the next several years.

In Australia, a new campaign for Olay portrayed the impact of this highly efficacious skin care product in dramatic "mistaken age" commercials which eventually aired around the world. The brand grew by double digits and made Australia one of Olay's most developed and profitable markets.

In Japan, we studied the consumer's mindset about germs, looking at ways to grow our antibacterial soap brand called Muse. Through playground observation with moms, we learned about the everyday situations Japanese kids got into, like hands on urinals and digging in sandboxes used by cats. We showed how Muse protects children's health from moms' greatest worries, and the business grew dramatically.

In China, I spent a week living in a remote village so I could observe and dialogue with rural consumers. I was curious to see how they did laundry and how they brushed their teeth, and what their beliefs were about detergents and toothpaste. The challenges with food and dirt stains in clothes and the difficulty rinsing clothes outside in cold water led to a new Tide formula with enzymes that delivered superior cleaning.

The villagers believed their teeth were like porcelain, so they used stiff brushes and high suds toothpastes that delivered a clean feel. However, when they learned that their teeth were porous like a coral reef, and that Crest's fluoride formula filled in the gaps in the structure of their teeth, they flocked to Crest (which also delivered a clean feel).

Fluoride was the new gold standard, and our researchers succeeded in getting the National Committee on Oral Health to endorse Crest. These big ideas led to significant growth and consumer satisfaction.

Ideas move people because they change beliefs. For better—and for worse! Let me give a few examples of great ideas I’ve found worthy of building my life on, and others I needed to discard.

Thirty years ago, I read *The Road Less Traveled* by Dr. M. Scott Peck.¹ His authentic sharing of his failures and relationship lessons had a big impact on me. He was part of the journey that led me to renounce my vow of self-sufficiency.

That book helped me root out bad ideas like hiding family secrets and replacing them with better ideas grounded in truth and reality, like authenticity and transparency and safe community. Don’t we need that now more than ever?

Twenty years ago, I read *Changes That Heal* by Dr. Henry Cloud.² His description of the four key tasks of personal growth provided a framework for my life that is so helpful, I use it all the time in my family and my mentoring.

Dr. Cloud’s first task is to learn to say yes in relationships, the healthy process of bonding or making healthy attachments. I missed this for much of my life, but Henry’s book helped me take huge steps forward in my relationships.

Second, we need to learn to say no, setting healthy boundaries. Because my relationships were not deeply grounded, and I was a pleaser, I hated saying no. Learning to say no is crucial to personhood and to effective choices.

Third, I needed to recognize that no one is all good or all bad, thus learning to accept imperfect people. I often saw people as all good or all bad. This led to being disappointed and to avoiding, rather than accepting of myself and others as works in progress.

And fourth, I needed to move into adulthood and into an equal footing with others. I assumed some people were above me and acted fearfully around them. I saw others below me, and

¹ Dr. Peck’s follow up work *Further Along the Road Less Traveled* is also worth the extra effort. His book *Golf in the Spirit* is a brilliant exploration of a sport I love.

² This is Dr. Cloud’s seminal work. His subsequent books explore each of these four tasks of growth. The most well-known is *Boundaries*, co-authored with Dr. John Townsend. Dr. Cloud has also developed an influential body of business books based on his consulting work with CEOs and boards. I recommend starting with his book *Integrity*.

proudly treated them as inferiors. Treating everyone as a respected peer brought great authority and confidence to my relationships.

Dr. Cloud's framework radically altered my life, marriage, parenting, and leadership.

One idea that is negatively impacting our culture is the delay of marriage. Recently, I read *Twelve Rules for Life—an Antidote to Chaos* by Dr. Jordan B. Peterson.³ Peterson is encouraging a return to personal responsibility, especially encouraging young men to give up video games and to seek to become effective husbands and fathers that can build great families and productive careers.

His ideas are brilliantly coherent and have been a great resource in my mentoring work among young fathers who are seeking to grow, take responsibility and balance the challenges of family and career.

A related negative idea is that children are a big liability, costly, and a barrier to freedom. Recently some have even suggested that having children is an assault on the environment. I was affected by this thinking. I was concerned about my ability to give proper attention to my first two kids given my priority on career. My wife Marianne stood firm on wanting four children, and thankfully I eventually yielded to her.

Because of the low birth rates in Western Europe, China, and Japan, nations are in grave danger of not being able to sustain their cultures. China saw the problem and finally reversed its one child policy, yet many believe they won't recover.

Japan is in such danger of economic collapse from low birth rates that high court judges recently denied the legalization of same sex marriages with the stated reasoning that these unions do not produce children.

Larger families can have a huge and positive impact on our culture if we will see kids as assets and critical members of our family teams.

To help integrate the structure of ideas I am building my life on, I have found a simple and yet very powerful model for a balanced life. It is called the five capitals.⁴

³ Dr. Peterson has also developed a very powerful personality test that can be taken as an individual and can also be shared with a spouse. He argues that personality is the critical variable to understand yourself and to maximize your work and interpersonal effectiveness. See understandmyself.com

⁴ For more details, please see fivecapitals.net and especially the book *Build a Better Life* by Brandon Schaefer.

The model starts with financial capital, which is measured in dollars and cents and is obviously crucial to be able to live well. We tend to focus on money and lose sight of the fact that we can accumulate so much more than financial capital.

Next is intellectual capital, which is even more powerful, because it measures the value of our ideas, the focus of this chapter. One great idea can spawn new businesses and quickly double our financial capital.

Next is physical capital, which is expressed in our resources of health and time. Health, time, and money tend to take turns being in short supply as we age. When we are young, we have health and time but less money. In middle years, we have money and health, but we are time starved. Later in life, we have money and time, but health becomes the issue. So physical capital has even greater leverage. If we are not managing our health and time well, we will be ineffective intellectually and financially.

The next higher order capital is relational capital, which measures the depth and quality of our relationships. This is so powerful, because with the right people, we can offset our weaknesses and leverage skills we don't have to build things that can last forever. Relationships have been the key to every breakthrough in my story.

The highest order capital is spiritual, measured in the faith we have and the wisdom and power that only faith can access. The beauty of the five capitals model is that in pursuing them holistically, we will always remain balanced.

In contrast, pursuing things like pleasure, prosperity, power, prestige, and position always leads to imbalance. Bad ideas produce bad fruit. Strong ideas blossom, and from humble beginnings they produce good fruit that endures.

That's why we need to build our lives on ideas that will stand the test of time.

Reflection question:

What idea has been the most valuable in your life so far?

Practical application:

List the ideas driving your life. Which are most fruitful? Which are not? What is missing?

About the Author

Denis was born in Campbellton, New Brunswick, Canada, and spent his early years in Ottawa. He graduated from Michael Power High School in Toronto, and from the Queen's University Smith School of Business in Kingston.

He worked at Procter & Gamble for 22 years with executive assignments in Toronto, Sydney, Kobe, Hong Kong, and Cincinnati. His last assignment was as VP of Advertising.

Following a call into spiritual leadership, he completed seminary at Trinity Evangelical Divinity School in Chicago, then led Answers for Life, the ministry of Dr. Henry Cloud with Campus Crusade for Christ (now called Cru).

Following that, Denis and Marianne were called to lead and serve Mariemont Church, a very special spiritual family.

In retirement, Denis and Marianne continue as spiritual mentors. Denis serves on the boards of New Generations and the Greater Cincinnati Prayer Canopy.

Denis and Marianne love building our multi-generational family together. We seek to reflect the Kingdom, honor the King, and encourage others to experience the biggest idea ever, including these amazing promises:

They will be called oaks of righteousness, a planting of the Lord for the display of his splendor.

They will rebuild the ancient ruins and restore the places long devastated;

they will renew the ruined cities that have been devastated for generations.⁵

⁵ Isaiah 61:3b-4, NIV