

# The Biggest Idea Ever

How you can  
trade anxiety,  
fear, & burnout



for lasting  
peace, purpose,  
& significance

## Denis Beauséjour

Former VP Advertising, Procter & Gamble

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**King Press.**

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Description: A business and spirituality memoir of a Fortune 50 executive about spiritual life transformation. Access a supernatural life by faith. Experience power and peace. Wisdom from the ages, explained in the context of the marketplace. Two decades as a P&G executive and two decades as a spiritual guide to business leaders.

Subjects: Growth, spirituality, transformation, ideas, the good life, moments of reckoning, signposts, treasure, power, community, commitment, peace in chaos, generosity, family legacy, generational blessing, work with purpose, wisdom, finishing well, significance.

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## Chapter 19

### Pay It Forward: Sharing the Big Idea.

*“God authorized and commanded me to commission you: Go out and train everyone you meet, far and near, in this way of life, marking them by baptism in the threefold name: Father, Son, and Holy Spirit. Then instruct them in the practice of all I have commanded you. I’ll be with you as you do this, day after day after day, right up to the end of the age.”*

~ Jesus of Nazareth

*“And pray for us, too, that God may open a door for our message, so that we may proclaim the mystery of Christ, for which I am in chains. Pray that I may proclaim it clearly, as I should.”*

~ The Apostle Paul

We can be thankful that God himself is so missional. Where would we be if he just hung out in heaven and left us to our own devices? Thankfully, he gave us his Word and his Life. Jesus came for us and gave it all so we could know him and his Kingdom. The Kingdom is the Good Life!

The love of Jesus compels us to share the Good News. Having experienced that love, we’ll be keen to share it with those we love and care for and those we live and work with.

That’s exactly what Jesus asks us to do.

But first, let’s start with some research into some common spiritual beliefs. <sup>1</sup> A recent study by the Barna Group showed why we need to be sensitive as we share the Kingdom.

The following percentages represented those in full agreement with each of the statements below:

24% - “I have heard everything church leaders have to teach.”

34% - “The Church does not answer my questions.”

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<sup>1</sup> See barna.com This is US data but likely representative of the English-speaking world.

36% - “My beliefs aren’t aligned with the Christians I know.”

51% - “I distance myself from the politics of the Church.”

This is a big challenge for every follower of Jesus.

We are far from perfect. The mission of Jesus has gotten mixed up with buildings, money, and politics. Many churches are not connecting meaningfully with unchurched people.

The polarization of the culture has stunted discourse, and discussions of faith are received poorly in the public square. In this context, followers of Jesus are naturally defensive.

The world of the first century was even more hostile to the message of Jesus. Yet, he has left us with a mission – to make disciples that make disciples.

The mission of Jesus was first given to twelve ordinary men that he lived with for 3+ years. He showed them his ways of doing things. When it was time, they went into the world the way he did, moving relationally through their natural networks and finding others who would do the same.

It’s a very long story to understand how this missional approach of Jesus was lost, so I won’t bore you with the details.

Fortunately, the ways of Jesus and his disciples are being rediscovered today by paying close attention to the stories in the four accounts of Jesus’ life (Matthew, Mark, Luke, and John), the book of Acts, and the letters written by his followers. These methods and the necessary lifestyle to make them work are very clearly described in these Scriptures.

Like the seven steps of transformation in Chapter 13, there are also seven steps to inviting others to follow Jesus:

1. *Pray* - people don’t come to Jesus unless God draws them. Remember the spiritual battle around us? We must pray!
2. *Train* - teach others to talk about Jesus and to find the people of peace that God has been preparing.

3. *Engage* – serve your community and ask the people of peace to gather their friends to hear and discover God’s Word.
4. *Obey* - ask the Spirit to guide leaders and explorers into understanding and obedience.
5. *Coach* - as they grow, coach discovery groups to follow the seven growth steps in chapter 13 as they become a church.
6. *Multiply* - teach church members to repeat steps 1-5 and plant new discovery groups.
7. *Release new leaders* - as new churches are formed, train new leaders and release them, and repeat the process.

In the 300 years after Jesus, the church grew to represent about 10% of the population of the Roman empire, about 6 million Christ-followers. This was done in a world where they were powerless, ridiculed, and marginalized.

They had no buildings, seminaries, or Bibles like we do today. It was all done by ordinary people sharing Jesus stories they had memorized, reading copies of the Apostle’s letters, and spreading the Word in their natural networks, meeting in their homes, and loving their neighbors.

Obedient disciples are now catalyzing amazing movements of new believers all over the world. More than 100 million new disciples have resulted from these efforts, and 8 million new churches have been started in the past 30 years. Very few of these churches have buildings, they typically have 15-20 people meeting in homes.<sup>2</sup>

Marianne and I recently returned from a trip to Nairobi, Kenya where we met 250 of these ordinary people who are catalyzing movements in 45 countries.

They are sharing the love and Good News of Jesus and encouraging everyone to do the same. They are demonstrating the power of reading God’s Word, obeying what they learn, serving one another in a community of generosity, and inviting friends and neighbors to join in and do the same.

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<sup>2</sup> See *Motus Dei*, edited by Warrick Farah. See also [newgenerations.org](http://newgenerations.org)

We will tell friends about a new film or restaurant that we love. How much more important is it to share what Jesus has done for us and to invite others to discover the same for themselves? We have more Kingdom opportunities than we can imagine.

Here are two recent examples.

I sent a draft of this book to my friend Michael who lives in Canada. We worked together for several years in the 80's. He is a devout Jew. After reading the manuscript, he had many questions. He was surprised to learn Jesus was Jewish and that he could follow Yeshua (his Jewish name) while continuing to be Jewish.

One day he called me excitedly to share that he was following Jesus. Like the early Jewish believers (Peter, John, and Paul) he had discovered that Jesus was his true Messiah.

We walked the 800 kilometers-long Camino de Santiago in the fall of 2022. We met people, shared stories, and talked about the Kingdom. Robert was from Germany and Bethany was from China, and they were drawn to each other.

Marianne and I had long days walking through Spain, talking about God and sharing stories. They wanted the Kingdom. Their engagement led to Zoom calls to study what the Bible says about marriage. It was a privilege to marry them and pray with them as they set out to build a Kingdom family.

All we did was share the love of Jesus and his work in our lives.

So, where do we go from here?

Here are a few ideas for you to consider as you think about sharing the Biggest Idea Ever:

1. Consider inviting a group of friends, extended family, or coworkers to read this book together. Read and discuss 1-2 chapters a week. Share your reflections and applications.
2. Continue the journey by reading and obeying Bible passages together. You don't need experts, only a desire to obey and apply what you learn. Appendix A provides a series of Bible stories you can read and apply together.

3. As you apply Scripture, you will be following the path in chapter 13. You're becoming a church, but don't freak out! Remember my sister Patty's church in a muffler shop? Your house church is now a part of Jesus' Kingdom movement. Just stay focused on loving each other and obeying.
4. Develop leaders. Appendix B provides a list of Kingdom classics that will help deepen you and other leaders who emerge from your group. There are more resources available to help you on my website: [www.denisbeausejour.com](http://www.denisbeausejour.com)
5. Encourage your church to invite new people and start new discovery groups like you did in point 1 above. Keep repeating the process, just like the early church!

Each of our stories is unique. God can use anyone willing. My story is just one of many. I'm not special, but Jesus is. He can do miracles through you if you are willing to trust and obey!

Jesus works with ordinary people through the trials and disappointments of life. It won't all be roses. As I have shared in these stories, following Jesus involves suffering, heartbreak, setbacks, and failures.

His Kingdom is an opposed work.

But his promise is to never leave us. He will complete the good work he has begun in us.

**Love the Father.**

**Trust and obey the King.**

**Walk in the Spirit.**

**May Jesus and his Kingdom become the heartbeat of your life, so that you, your friends, and family can trade anxiety, fear, and burnout for peace, purpose, and significance.**



## **Appendix A:**

### **Stories to Discover Together**

**In each week's meeting ask these seven questions:**

1. What am I thankful for? Leads to thanksgiving.
2. What challenges do I have? Leads to prayer.
3. Who needs help, or who can we serve? Leads to service.
4. Did I do what I said I would last week? Accountability.
5. What does today's text say? Leads to revelation.
6. How will I apply this text personally? Obedience.
7. Who will I share this with? Leads to multiplication.

**Study one story each week in your discovery group:**

1. Creation of the world - Genesis 1:1-2:3
2. Creation of the man and woman - Genesis 2:4-25
3. The first sin and judgment - Genesis 3:1-24
4. Sin spreads to the children of Adam and Eve – Genesis 4:1-16
5. Sin spreads to the whole world, God sends the flood – Genesis 6:11-22, 7:11-23, 8:14-22
6. God's promise to Abraham - Genesis 12:1-9, 15:1-6
7. God gives a substitute sacrifice for Isaac - Genesis 22:1-19
8. Abraham's descendants enslaved, God chooses Moses as liberator - Exodus 1:1-14, 3:1-9.
9. The Passover: the blood and the lamb – Exodus 12:1-28
10. God gives His ten laws and sacrifice for breaking the law – Exodus 20:1-21, Leviticus 4:1-4

11. God's people continually sin – Judges 2:10-23
12. God promises a Redeemer – Isaiah 9:1-7, 52:13-53:12
13. Birth of Jesus according to prophecy – Matthew 1:1-25
14. Baptism of Jesus – Matthew 3:13-17; John 1:29-34
15. Temptation of Jesus – Matthew 4:1-11
16. Jesus has authority to forgive sin: The paralyzed man and four friends – Luke 5:17-26
17. Jesus has power over nature – Mark 4:35-41
18. Jesus has authority over spirits – Mark 5:1-20
19. Jesus has power over death – John 11:1-45
20. Jesus has power to give eternal life -- John 4:1-26, 39-42
21. The Last Supper: This is my broken body and blood shed for you – Matthew 26:18-30
22. Jesus is betrayed, arrested, falsely accused, tried, and sentenced to death – John 18:1-19:16 23.
23. The crucifixion, deciding for or against Jesus: It is finished! – John 19:16-42
24. The resurrection and appearance to his disciples and followers – Luke 24:1-35
25. Jesus returns to the Father: The Ascension – Luke 24:36-53
26. Our Response: The New Birth – John 3:1-21, Acts 2:36-41 John 11:25-26
27. Read the book of Acts, then Romans - one chapter per week

## **Appendix B:**

### **Resources for Growth**

#### **Bibles, Study Apps, Devotionals, and Prayer Apps**

Study Bibles in the NIV, ESV, and NLT versions

Study Apps: YouVersion, Blue Letter Bible, Bible Hub

*My Utmost for His Highest* by Oswald Chambers

*Knowledge of the Holy* by A.W. Tozer

Prayer Apps: Lectio 365, Pray As You Go, Pause

#### **Making Disciples of Jesus who will Make Disciples**

*Spent Matches* by Roy Moran

*Contagious Disciple Making* by David Watson

*Miraculous Movements* by Jerry Trousdale

#### **Theology/Answers to Tough Questions**

*Knowing God* by J.I. Packer

*Systematic Theology* by Wayne Grudem

*Heaven* by Randy Alcorn

*The Divine Conspiracy* by Dallas Willard

*Is Atheism Dead?* by Eric Metaxas

*Confronting Christianity - 12 Hard Questions* by Rebecca McLaughlin

*The Kingdom Unleashed* by Jerry Trousdale and Glenn Sunshine

## **Hearing God's Voice and Experiencing Him**

*Hearing God* by Dallas Willard

*Why I Am Still Surprised by the Voice of God* by Jack Deere

*Experiencing God* by Henry Blackaby

## **Personal Growth**

*The Road Less Traveled* by M. Scott Peck

*Changes that Heal, Integrity, and Trust* by Henry Cloud

*Hiding from Love and People Fuel* by John Townsend

## **Family and Business**

*The Shaping of a Christian Family* by Elisabeth Elliot

*Family Revision* by Jeremy Pryor

*Every Good Endeavor* by Timothy Keller

*Anointed for Business* by Ed Siloso

Israel - God's Faithfulness on Display

*Miracle of Israel* by Gary Frazier and Jim Fletcher

*Start-Up Nation* by Dan Senor and Saul Singer

*Reclaiming Israel's History* by David Brog

## Acknowledgements

This book was written in the past year, but it was birthed over the past four decades, with lots of help.

My wife Marianne has been my best friend for 43 years. I owe much of my spiritual growth to her constant prayers for me. She is a fierce and courageous bride, an amazing mother to our four children and a loving, patient, doting, and fun Mimi to our ten beautiful grandchildren.

She has patiently read and given valuable feedback to this book, and happily encouraged me as I wrote and edited. This book is deeply shaped by her love, grace, and insightful feedback.

Two of those decades were spent in executive leadership with an innovative global company, where we lived and worked in 5 countries and served or consulted with dozens more. I am so thankful to my colleagues at P&G who were gifted, humble, and fun to work with.

The other two decades were spent serving as the leader of a vibrant spiritual community, Mariemont Church. Many of those folks are marketplace leaders in the fields of business, law, medicine, teaching, and engineering. We learned much from each other and from our partners serving all over the world.

I am thankful to each person mentioned in this book. Their stories have changed and transformed me. I have omitted some last names and changed some names to protect their privacy.

My family has influenced this book in profound ways, and I want to thank each one by name.

My son Denis and daughter-in-love Robynne and their kids Den and Julien. My son Michael and daughter-in-love Samantha and their kids Tilly, Ozzy, Roxy, Manny, Mickey, Clarity, Red, and Duke. My son Patrick, the amazing uncle. My only girl Mariel, and my son-in-love Wade Curtis. Our beloved Pappy, Michael Combs. And Nacho the energetic Vizsla.

Jerry and Patti Kirk inspired us to build a multi-generational Kingdom family and demonstrated faithfulness in prayer and service to others. They exemplify the love of Jesus.

I am indebted to Dr. Henry Cloud and Dr. John Townsend whose writing, teaching, and personal examples have deeply shaped us and our family.

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In all things, one Friend has brought everything together for my good and for his fame. He is the only Way to receive every benefit in this book. He is the real Author of this work, and He and his Kingdom will forever be The Biggest Idea Ever. This work is dedicated to Jesus, my great King.

## 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, which includes these amazing promises for all our generations:

*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.<sup>3</sup>*

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<sup>3</sup> Isaiah 61:3b-4, NIV