



2021 Annual  
Impact Report



**Glorifying God  
by inspiring and  
equipping people  
to lead like Jesus.**





Dear Partner in Leadership,

## God is good! All the time!

I am deeply grateful for your partnership with Lead Like Jesus. You were critical in helping LLJ navigate the global Covid pandemic that has been challenging for so many. You prayed for this movement. You invested in it financially. You encouraged and inspired us to keep going. I praise God for you and your partnership.

God blessed your investment of time, treasure, and talent at Lead Like Jesus. 2020 and 2021 were pivot years for us. With shutdowns and social distancing, we invested in our online outreach by offering virtual Lead Like Jesus Encounters around the world. New facilitators, new Biblical DiSC® practitioners, new staff, and six new nations have all come onboard. Nearly 35,000 men, women, and youth leaders were trained despite Covid!

**Thanks to your support**, we have accelerated content development. For example, by 2022 we will release the Way of the Carpenter—a people development model—and a Biblical emotional intelligence assessment. More great leadership content is coming soon!

Finally, we are thrilled to host the Next Level Global Gathering. 24 nations. Nearly a dozen world class speakers. **Thousands of people around the globe. All glorifying the greatest Leader of all time – Jesus!**

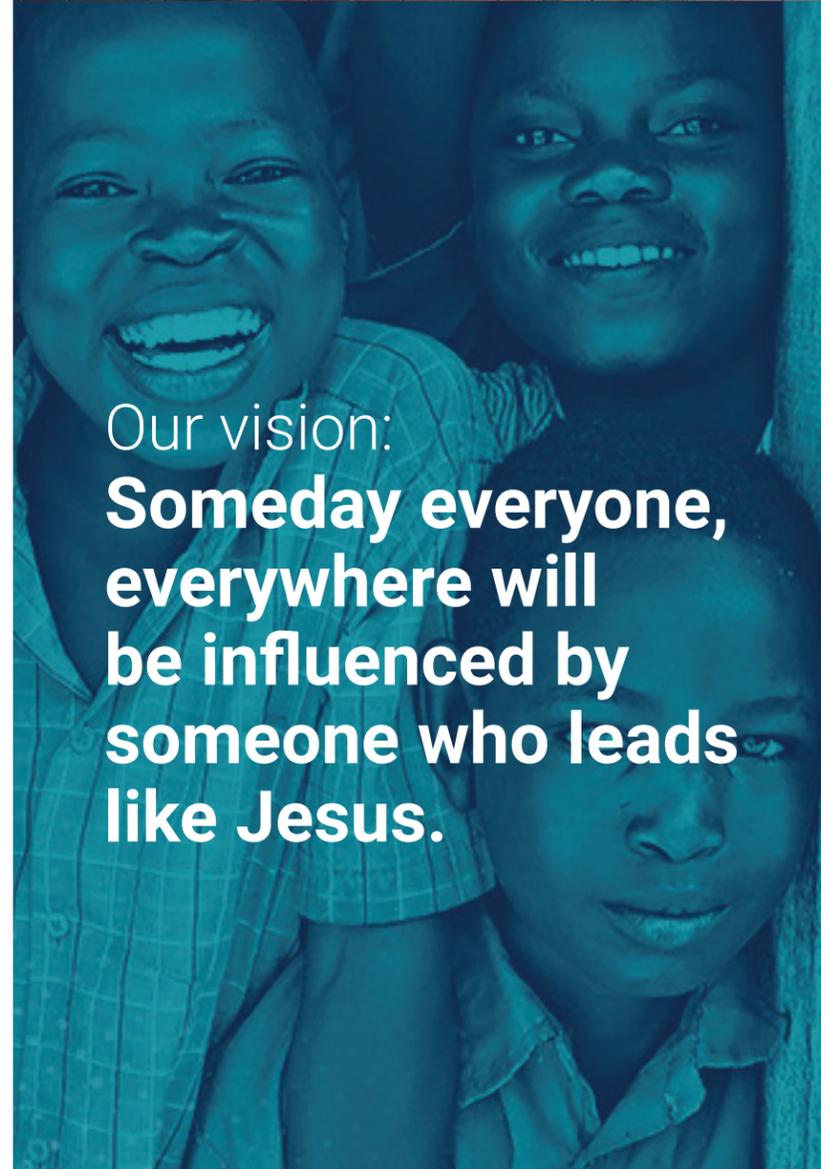


Thank you for your commitment to make this vision possible.

Blessings,

*Richard E. Cummins*

Rich Cummins, MAOL, CFRE  
President/CEO



Our vision:  
**Someday everyone, everywhere will be influenced by someone who leads like Jesus.**

## Lead Like Jesus Learning Cycle



The learning journey is a perpetual cycle. It starts in Discover flows to Disciple only to return to Discover when one discovers that there is more to leading like Jesus.

### Discover

Discover—again and again—the heart of Jesus for leadership

### Develop

Develop an understanding of Jesus' approach to leadership

### Demonstrate

Demonstrate Jesus' approach in family, work, and community

### Disciple

Disciple leaders who disciple leaders who lead like Jesus

# DISCOVER

Whoever has ears to hear, let them hear. – Matthew 11:15

## Discovering Our Mission

### Doug and Angela's Story

Doug Erickson was stuck between two different worlds—and it was tearing him up. Thanks to a miracle from God, his home life was positive. However, owning the local Ford dealership was a huge burden. That was until someone asked, “Did you ever think that you had your mission field right under your nose?”

In April 2010, Doug hosted his first Lead Like Jesus Encounter for about a dozen dealership employees and Doug’s wife, Angela. In that Encounter, God showed up in big ways. “I discovered that our businesses were our mission field, and we were servants,” Angela said.

Since then, Lead Like Jesus has become core to the management system and culture at the Erickson’s businesses. Customer service, employee satisfaction, employee retention, and other metrics all shot up—and Doug is no longer stuck.

Today, Doug and Angela “pay it forward” with generous support of Lead Like Jesus so that others can discover the mission field under their nose.

**Watch their story at:** [bit.ly/LLJ\\_Ericksons](https://bit.ly/LLJ_Ericksons)



High school students in Kenya and around the world learned to lead like Jesus through LLJ’s Ignite Curriculum (pre-pandemic).

## Growth begins with discovery.

In realizing something better, we strive to learn it, achieve it, sustain it, multiply it. Understanding the masterful ways of Jesus’ leadership is a lifetime pursuit. The LLJ Learning Cycle begins each time we discover another facet of Jesus’ leadership and aspire to adopt it for ourselves.

Your investment creates opportunities to **captivate and engage** people around the world to start their LLJ Learning Journey. The 2021 Next Level Global Gathering is a great example. Thousands will attend to discover the way of the greatest Leader of all time, Jesus. For many, this event will launch another learning cycle in pursuit of leadership in the way of the Master.



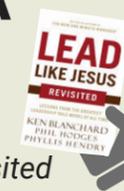
“We discovered that our businesses were our mission field, and we were servants,”

– Doug and Angela Erickson  
Co-Owners, Hastings Ford  
Board Member, LLJ



## Our Impact at A Glance

**75,154**  
copies of *Lead Like Jesus Revisited*  
distributed worldwide



**33,000**  
people subscribe to the  
Lead Like Jesus Devotional



Lead Like Jesus  
Podcast downloaded in  
**86** countries



## Discover Resources & Services

- Lead Like Jesus Podcast
- LLJ Devotionals
- *Lead Like Jesus Revisited* Book
- LLJ Study Guides and other published resources
- Biblical DiSC® & Emotional Intelligence Assessments
- Global Gathering
- Ministry Promotions

# DEVELOP

Teach me your way, O LORD, that I may walk in your truth... – Psalm 86:11

The inspiration of discovery spurs the desire to develop the skills, understanding, and heart of Jesus' approach to life and leadership. We believe skills and knowledge can't replace character and integrity. Thus, we focus on the heart of a leader because that is what Jesus did. Proverbs 4:23 (NLT) challenges us to, "Guard your heart above all else, for it determines the course of your life."

## Prescription: Encounter Jesus

### Gabriela's Story

In June 2021, Roberto Cuellar led a group of 70 Bolivian pharmacy executives through the Lead Like Jesus Encounter. Here is what one participant said about the experience:

*"Meeting Roberto and the workshop "Lead like Jesus" was a tremendous blessing for my work and professional life. This workshop came into my life in a time of change and growth as I find myself assuming a leadership role in a new company. Understanding, learning, and practicing [the] servant leadership of Jesus opened my head and heart.*

*I understood that before working for men, I must work for God, despite the [daily] circumstances.*

*Now I start my days thanking God for the opportunity to be an impact leader. The cold relationship that I had with the Lord every day is constantly becoming closer. This workshop is making me a better person and a child of God."*

**Gabriela Abastoflor Moreno,**  
Pharmacy Chain Executive



Gabiela (pictured center) participated in an LLJ Encounter in Bolivia



Palm Beach Atlantic University Students enjoying some down time.

Did you know?

**Lead Like Jesus is developing and testing a college-level LLJ curriculum. The first course launched in July 2021 at Palm Beach Atlantic University in Florida, USA.**

LLJ programs—both in-person and virtual—equip and cultivate participants to adopt the Lead Like Jesus framework: Heart, Head, Hands, and Habits. Whether it's our flagship Encounter, our youth programs Ignite and Igniting Influence, or our new program, Way of the Carpenter, all programs point people to more fully exalt God only.

Learn more at [LeadLikeJesus.com](https://LeadLikeJesus.com)

## Our Impact at A Glance

**34,552 Leaders Trained and Equipped in 2020**



**24,206 Youth Leaders**  
**10,346 Adult Leaders**

### Develop Resources & Services

- Webinars & Workshops
- LLJ Leadership Encounter
- Way of the Carpenter
- Igniting Influence & Ignite (Youth Leadership Programs)
- Biblical DiSC® Assessment Debrief
- LLJ Leadership Academy
- Customized Group Training



# Demonstrate & Disciple



*But be doers of the word, and not hearers only... – James 1:22*

We are not called to be mere “learners” of the Word, but “doers” of the Word. But doing is not enough, we must also disciple others to be “doers” as well. LLJ Coaches and Master Facilitators **sharpen and empower** positional leaders around the world—in the marketplace, or in ministry, or at home – to help them better demonstrate Jesus’ approach in family, work, and community. They equip these leaders to then **send and multiply** disciples to repeat the learning cycle in others.

## Finding New Purpose

### Jayson and Trevonica’s Story

The change in Jayson and Trevonica Naidoo’s life was profound. At first, Trevonica thought she would attend the Lead Like Jesus Encounter—to “tick a box and support Jayson.” It didn’t take long to captivate her. Mohan Patnaik, National Director of LLJ India, flew to South Africa in May 2013 to conduct the Encounter and the subsequent facilitator training. “I was so transformed. By the time I got to the third day, I had this godly obligation to share this,” Trevonica exclaimed.

Within months, they were facilitating groups

through LLJ Encounter. Serving as a facilitator changed them further. “Leading like Jesus gave us purpose and meaning. We were no longer using our gifts and talents for ourselves but for the Kingdom.”

Since then, the Naidoos have facilitated over 85 Encounters to over 6,000 people. In 2021, the Naidoos joined LLJ Staff as Vice Presidents of Global Development. Through coaching and facilitating, they are discipling leaders who are discipling leaders who lead like Jesus.

Watch their story at: [bit.ly/LLJ\\_Naidoos](https://bit.ly/LLJ_Naidoos)



“We were no longer using our gifts and talents for ourselves but for the Kingdom.”



– Jayson & Trevonica Naidoo  
VPs Global Development

*Go therefore and make disciples of all nations... – Matthew 28:19*



You can experience the Lead Like Jesus Encounter for yourself, just like these people in Vietnam (2019). Learn more at [LeadLikeJesus.com](https://LeadLikeJesus.com)

## 24 Nations Engaged



### LLJ Partner Nation List

- Australia
- Bangladesh
- Bolivia
- Columbia
- Egypt
- Ghana
- India
- Indonesia
- Italy
- Jamaica
- Kenya
- Malaysia
- Mauritius
- Mexico
- Niger
- Nigeria
- Philippines
- Singapore
- South Africa
- Switzerland
- Uganda
- Ukraine
- USA
- Vietnam

## Our Impact at A Glance

### Demonstrate & Disciple Statistics

**120** LLJ Encounter Facilitators Trained in 2020

**40** Ignite Facilitators Trained in 2020

### Demonstrate & Disciple Resources & Services

- Individual Coaching
- Team Coaching (Coming in 2022)
- LLJ Groups
- Facilitator Training & Certification
- Coaching Training & Certification (Coming in 2022)
- Assessment Training & Certification



# GRATEFUL

Give thanks to the LORD, for He is good;  
for His steadfast love endures forever! – 1 Chronicles 16:34

With God's grace and your generosity, Lead Like Jesus trained and equipped nearly 35,000 people worldwide in 2020. During the global pandemic and recession, Lead Like Jesus was provided for and favored. We are deeply grateful. Thank you.

We can't rest though. We live in a broken world. We must strive for a greater goal in the coming year to equip more leaders so they can bless the nations.

## Financials

### Income

Contributions	\$322,960	36%
Intentions to Give	\$278,540	32%
Earned Revenue	\$181,999	20%
Other (PPP grant)	\$106,373	12%

**Total:** \$889,872

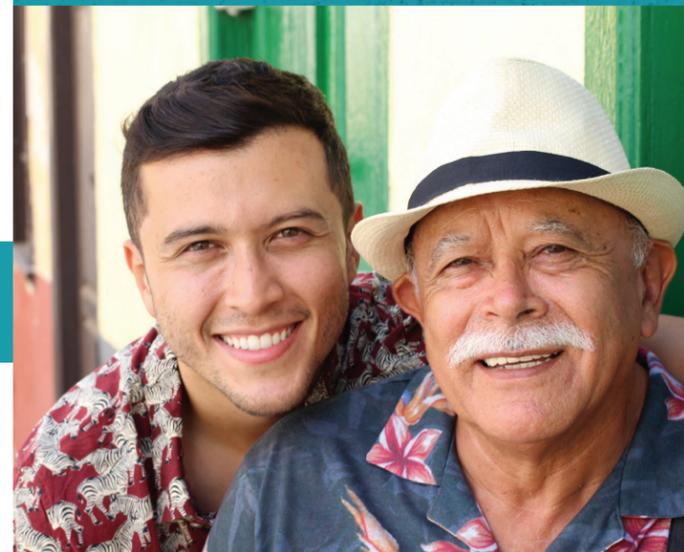
### Expenses

Ministry Programs	\$836,154	70%
Administration	\$308,127	25%
Fundraising	\$55,194	5%

**Total:** \$1,199,475

The financials presented above use accrual accounting. LLJ achieved a modest surplus using cash accounting; an amazing blessing given a very challenging pandemic year!

Please visit [LeadLikeJesus.com](http://LeadLikeJesus.com) to view our most recent IRS Form 990.



“Our world desperately needs leaders who lead like Jesus. Your support is critical to training, equipping, and coaching leaders around the world. Thank you!”

– BG Jeffrey A. Foley, USA, Ret.  
Chair, Board of Directors

## Board of Directors

**Ken Blanchard**  
Co-Founder, Lead Like Jesus

**Grace Campbell**

**Rich Cummins, MAOL, CFRE**  
President & CEO, Lead Like Jesus

**Jim Eaton**

**Doug Erickson**

**BG Jeffrey A. Foley, USA, Ret.**  
Chair of the Board of Directors, Lead Like Jesus

**Tami Heim**

**Phyllis Hendry Halverson**  
President Emeritus, Lead Like Jesus

**Phil Hodges**  
Co-Founder, Lead Like Jesus

**Susan Raridon Lambreth**

**Jason Lippert**

**Don Russell**

**Freddie Scott, II**

**Tamara Kay Tibby, DMD, MPH**

## Leadership Team

**Rich Cummins, MAOL, CFRE**  
President/CEO

**Brent A. Hafele, MA**  
Executive Vice President

**Jayson Naidoo**  
Vice President – Global Development

**Trevonica Naidoo**  
Vice President – Global Development

**Megan Pacheco**  
Vice President – Marketing

**Kim Rider**  
Vice President – Finance & Administration





**61% of workers say that they work for a “bad boss.”**

– Barna

## **Our world is struggling with a leadership crisis...**

Stressful work environments, abusive households, accelerated adverse health conditions, reduced productivity, increased poverty, growing apathy and helplessness, political instability. Good or bad, leadership impacts everything. BUT, when leaders are equipped to lead like Jesus, “greater things” become reality (John 14:12).

**Jesus – the greatest leader of all time** – recognized that *through leaders* the poor will be cared for, the vulnerable will be protected, the young will be educated, nations will be governed, and the Gospel will be advanced.

## **Introducing Vision 2030**

**100 Nations.  
1,000 Facilitators, Trainers, and Coaches.  
200,000 Leaders Trained and Coached.  
Millions Influenced by Lead Like Jesus Leaders.**

By 2030, Lead Like Jesus will be a major global source of leadership training and development for Christian nonprofits, mission agencies, churches, and businesses, so that someday, everyone everywhere will be influenced by someone who leads like Jesus.



**LeadLikeJesus**

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