

1 Find Your Role

2 From [Stuck in Halftime](#) by [Bob Buford](#)

3 I believe one of the unintentional effects of my first book, *Halftime*, is that it left the impression that there is a single role for you to play in the Second Half, and that role is one of leader or entrepreneur.

4 Therefore, some may be stuck in Halftime because they may never be able to fit that role.
¶¶¶

5 Actually, I see at least five roles that are legitimate avenues to significance in the Second Half.

6 Each goes beyond the roles of small donor and occasional volunteer.

7 None is more important than the other, and where you fit in has a lot to do with what you have discovered in your self-assessment.

8 **The Hero**

9 This is the top gun; the one who assumes leadership.

10 A true entrepreneur who enjoys risk and has the qualities of a leader—the ability to develop a BHAG and recruit talented people and money to convert the dream to reality.

11 **The Hero's Partner**

12 Fans of the magazine *Christianity Today* know that Harold Myra is the publisher and is seen as the visionary leader who built the magazine into a family of eight successful publications.

13 What some do not always realize is that Paul Robbins has been along side providing much of the business support for the enterprise.

14 Harold is the hero; Paul the hero's partner.

15 You may fit best as a partner, working alongside someone more comfortable being out front.

16 I have been Frances Hesselbein's partner in the first ten years of the Peter F. Drucker Foundation for Nonprofit Management.

17 I feel that I have made an important and valuable contribution in that role.

18 **The Hero's Patron**

19 People with a true gift for making money ought to consider the role of patron as Second Half career.

20 But here I am not talking about a disinterested donor who merely writes checks, but an active partner in the enterprise so that he or she assumes "ownership."

21 The great story of patronage is the Medici family who sponsored the Renaissance in art in fifteenth-century Florence.

22 The patrons were as central to this golden age as were the artists.

23 No patrons.

24 No great art.

25 **The Hero's Expert**

- 26 Here again, it may be that the role you will play best is in providing guidance to someone who has formed a Second Half enterprise.
- 27 Ken Jennings, an exAir Force fighter pilot and instructor, has left a seven-figure annual income partners slot at Anderson Consulting to begin VentureWorks, a firm that seeks to bring Anderson level consulting to bear on Christian enterprises.
- 28 Tom Tierney, the worldwide chairman of Bain & Company, has just (Spring 2000) announced the formation of the Bridge Group to bring the sort of world-class expertise to bear on social sector organizations that giant corporations have received for years.
- 29 Why shouldn't nonprofit work get the first team?
- 30 Man doesn't live by bread alone.

31 ***The Hero's Team***

- 32 Quite a few people who have more money than meaning in their lives are switching to full-time work in nonprofit organizations.
- 33 They join the staff on a paid basis to play a forty-hour-a-week role on the leadership team of an organization that connects with their passions.
- 34 The pay is less but they find the focus on doing something that makes a difference in peoples' lives well worth the economic sacrifice. ¶¶¶
- 35 John Purcell, who honed his corporate skills at Westinghouse is now executive pastor at Perimeter Church in Atlanta, where over nine thousand people attend each week in fifteen locations.
- 36 Gary Schwammlein, who headed international operations for the NutraSweet division of Monsanto, is now heading international development for the Willow Creek Association based in Chicago.
- 37 Putting on conferences and developing relationships all over the world is a natural fit for Gary.
- 38 These are the five major roles that are the serious commitments beyond volunteering and donations.
- 39 Which one fits you?