Co-Creating with GOD: Spirit-Led Innovation

ORIGIN STORY & GLOBAL VISION

From a Simple Prayer to a Calling Far Bigger Than I Imagined



Brett Rademacher

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Co-Creating with GOD: Spirit-Led Innovation

Origin Story and Global Vision

by Brett Rademacher

The Vision Has an Appointed Time



There is a passage in Habakkuk 2:2–3 that has marked my life for more than thirty years. The Lord tells Habakkuk to write the vision and make it plain, and then says the vision is for an appointed time.

Looking back now, I can relate to that passage in a way I never could have imagined when my journey toward Co-Creating with GOD: Spirit-Led Innovation first began.

This vision is about equipping and connecting a global network of like-minded, Spirit-Led believers who learn to recognize what God is revealing to them, develop the ideas and assignments He places before them, and faithfully respond and do the work required to bring them to fruition for His purposes.

This Global Vision God has given me didn't come with everything already mapped out. It came in pieces over more than three decades. God did not hand me a blueprint showing me exactly what to build, when to build it, who would be involved, or how everything would fit together.

In fact, I've often wondered, "Why me?"

Most of the time, God would show me just enough to take the next step, even if it was only a small one. I moved forward with what I understood at the time, and eventually He'd reveal what came next. That was true even when I didn't have a clue what He was ultimately showing me, and even when I didn't want to do what I knew He was leading me to do.

There were times when everything moved so quickly that I could barely keep up.

There were other seasons when almost nothing made sense and I spent years waiting. Sometimes I thought I understood what God was doing, only to realize years later that I was seeing only one small piece of a much bigger picture.

I can now see the important connections God was making among situations, relationships, and experiences that seemed totally unrelated while I was living through them. He was using all of it to prepare me for the larger assignment that still lay ahead, even though I couldn't yet comprehend or anticipate it.

The business ideas God gave me that were years ahead of the curve were also teaching me how to follow Him into something I had no idea how to do.

Then there were long periods of waiting on God and difficult seasons when I simply had to persevere. Those experiences were changing my thinking, deepening my spiritual understanding, and teaching me to depend completely on Him in ways I never could have learned on my own.

This history is essential to understanding how Co-Creating with GOD: Spirit-Led Innovation (CCWG) came into being and the larger vision behind it.

Co-Creating with GOD did not begin as a training program or global initiative.

It began with a simple, heartfelt prayer. I had no idea that prayer would lead to a series of life-changing experiences God would use to teach me to hear His voice and understand what it meant to be Spirit-Led.

Through those experiences, He has shown me how revelation and spiritual discernment can work together with creativity, research, relationships, practical implementation, complete trust in Him, and plain old-fashioned hard work.

I've come to understand how all of these things are interconnected when you are following God, even when you have no idea where He is leading you or what you are doing. **Over the years, those experiences have clarified a vision far larger than anything I could have imagined.**

The ideas and assignments God places before people may become businesses, inventions, technologies, products, services, or innovations. Others may address difficult problems inside companies, ministries, communities, industries, or nations.

Some may create jobs or generate resources. Others may improve a process, strengthen an organization, serve people more effectively, or take a form none of us can currently anticipate.

These are the kinds of ideas and assignments God wants to bring to fruition through His people for His purposes during the turbulent times in which we are living. I don't believe everyone is

called to do or build the same thing. **Each of us has a God-given assignment and a unique, God-designed purpose.**

At the same time, I firmly believe God designed us to function as the body of Christ under the leading of the Holy Spirit. Each of us has a different part to play, and God has a place for everyone within what He is doing.

The larger purpose of Co-Creating with GOD: Spirit-Led Innovation is to help people genuinely seek God, hear His voice for themselves, think clearly about the revelation and truth He gives them, and apply that understanding to their lives and assignments.

It is also to help them develop the creative capacity He placed within them, navigate their own journeys with the spiritual wisdom and discernment He provides, and respond obediently to what He places in front of them.

Although much of my own journey unfolded through business, Co-Creating with GOD: Spirit-Led Innovation isn't just about business. Ultimately, it's about hearing God's voice for yourself and obeying Him no matter where He leads.

To explain how this Global Vision developed, I need to return to where my journey began, or at least where I now understand it began.

A Simple Prayer That Started More Than I Understood

After I got saved in the early 1980s, when I was in my early twenties, I believed what the Bible said about God speaking to His people. I didn't believe He spoke only during Old and New Testament times. **I believed He still speaks today.**

But I was attending churches that said they believed the Bible while also teaching that God no longer spoke to His people that way. According to them, that had ended with New Testament times.

I couldn't find a single place in the Bible where it actually said that, so I was quite confused. I visited churches from many different denominations because I wanted to hear God's voice for myself.

After a while, it became extremely discouraging. I began thinking that maybe I wasn't a good enough Christian, had been too big a sinner for God to speak to me, or wasn't hearing Him because I wasn't in full-time ministry.

I couldn't understand why I wasn't hearing God's voice when I truly believed He still spoke to His people. **I really believe what the Bible says. I'm kind of dumb like that.**

Then, in the early 1990s, I read about a Christian businessman named R. G. LeTourneau.

Known as "God's Businessman" LeTourneau was a pioneering American inventor and industrialist who designed and manufactured heavy earth-moving equipment. He held nearly 300 patents for heavy machinery, manufacturing, and machine tool. His company produced approximately 70 percent of the heavy earth-moving equipment used by the Allies during World War II, and he later pioneered mobile offshore drilling technology.

His business accomplishments were extraordinary, but that wasn't the part of his story that affected me most. What got my attention was how he used what God had given him.

LeTourneau left school when he was just fourteen, yet he traveled throughout the world helping people and supported Billy Graham during the early years of his ministry. He and his wife, Evelyn, established a foundation and became known for giving 90 percent of their profits to Christian missions and philanthropic causes.

> *"All I have is a testimony of what God can do for a man, not what a man can do for himself."*
>
> **R. G. LeTourneau**
> Christian inventor, industrialist, and businessman.

As a Christian in business, I'd never heard of anything like that.

Most of the stories I had heard about being called by God involved becoming a pastor, missionary, or evangelist. I knew those callings were important, but I couldn't see myself in any of them because I'm a business guy.

Because I didn't believe I was called to go into full-time ministry, I'd somehow come to think of myself as a second-class Christian. I loved God, wanted to be a "good" Christian, and wanted my life to matter, but I didn't understand how being in business could be part of a calling from God or how the abilities He had given me could be used for His purposes.

LeTourneau's story showed me a completely different picture and opened my mind to possibilities I'd never considered. Coming up with creative ideas, building things, solving problems, generating resources, and using those resources to help other people represented a life and calling I could completely relate to and get excited about.

His story captured my imagination and touched something at the very core of my being. So I prayed a simple prayer and asked God if I could be a businessman like R. G. LeTourneau. I asked Him to give me creative ideas, inventions, and business projects that would generate resources, allow me to travel, and help people throughout the world.

At the time, I had no idea what I was asking for or where that prayer would eventually lead. A few years later, God began answering it in ways I never could have imagined.

The First Glimpse of Something Global

In 1996, I was driving down a highway in Texas when I had a subtle but distinct thought: *"You are going to have a global marketing organization involving many people using cutting-edge technology."*

Nothing in my life or business matched that statement at the time. I wasn't doing anything global or working with a large group of people, and I most definitely wasn't using cutting-edge technology. I had only started using a computer in 1992, when I began using ACT! sales software on Windows. Truth be told, I spent a lot of time cussing at the computer.

I had no clue that the thought had actually been God speaking to me. I simply assumed it was something random that had popped into my ADD mind. It would be almost four years before God made it crystal clear that the thought I had dismissed had actually come from Him.

Before God confirmed it, He led me into circumstances that made no sense to me at the time.

In 1998, I felt strongly compelled to move to Alaska to be closer to my parents because my dad's health was declining. In his younger years, my dad had been a United States Navy fighter pilot, a Blue Angel, and a test pilot.

While on active duty, he had served a temporary-duty assignment in Alaska and fallen in love with the state. After retiring a second time, this time from commercial real estate, my parents moved there. Shortly before I moved to Alaska, I had a strong sense that my dad wasn't going to live much longer. He died in 1999.

Because my businesses were based in Texas, moving to Alaska meant I had to start over from scratch. I had a lot of experience in sales, especially from running my own companies, but I didn't know how I was going to make a living from Alaska.

I expected to stay there for an extended period, but I knew I'd eventually return to the "lower 48." So I needed to come up with something that would work no matter where I lived. I didn't want to have to start over again when I left.

The Internet was just beginning to become a serious business tool. Some of the business and marketing experts I followed at the time dismissed it as a fad when it came to business and sales. That sounds laughable now, but even though I didn't know much about the Internet, I had a gut feeling they were dead wrong.

So I rented a small, ugly office in Anchorage and spent the next three months researching the Internet as though it were a full-time job. Some days I worked eight hours. Other days it was ten, twelve, or fourteen.

I based my search on four specific questions that I still remember to this day:

- What is the Internet?
- How can I not be geographically challenged?
- How can I leverage my abilities?
- What is the "hidden opportunity" for me?

With those questions guiding me, I studied what people were doing, compared different ideas, concepts, and business models, and tried to understand how the Internet could be used for sales from Alaska. I was simply trying to figure it all out.

Looking back now, I know without a doubt that God planted those questions in me and orchestrated my move to Alaska as preparation for what came afterward.

During that period of investigation, the pieces of a four-part hybrid business model for conducting sales remotely using the Internet began coming together. I called it "virtual sales" back then. Today, I call it remote sales.

I want to make a clear distinction here.

Remote sales is not Internet marketing. It is an entirely different animal.

The remote sales model I had in mind would leverage the capabilities of the Internet to eliminate the need for travel, automate time-consuming tasks, improve and accelerate lead generation, vastly increase the efficiency and effectiveness of the sales process, and give remote sales reps more time to interact directly with prospects and customers.

What's kind of mind-boggling is how widely companies embraced remote sales during the COVID-19 pandemic, more than twenty years after I began developing that model in Alaska.

As I continued researching, the answers to my four questions started coming together, but not in any particular order. Then one day, all the pieces just clicked into place in my mind and spirit. **It was as much a spiritual epiphany as a mental "Aha!" moment.**

I knew without a doubt that God was leading me into this, and that realization completely changed the direction of my life. The remote sales concept became a burning passion for me because I could see it so clearly and was beginning to recognize possibilities that went far beyond the technology available at the time.

But there was a problem for me. A BIG problem.

Bringing the remote sales model I had in mind to life would require building a new type of Internet-based software system that didn't exist.

To make it even more comical, I knew absolutely nothing about programming or building software. My original college major had been commercial art. I'm not technically inclined by nature, and I didn't have any of the programming skills or experience required to build what I had in mind.

Needless to say, the next two years were extremely frustrating and difficult. **I had to learn all kinds of things I knew nothing about.** Finding the right programmers took several failed attempts, especially when it came to identifying the right lead programmer.

God finally led me to him, but getting him involved meant risking the entire project. If it didn't work out, everything could have gone down the drain. **But he was the one.**

I had to translate my ideas into software requirements when the programmers had no comparable system to use as a reference. To make it even more difficult, programmers think and communicate in completely different ways than normal human beings.

I also had to develop new Internet-based remote sales processes, build and train remote sales teams regionally, nationally, and eventually globally, and convince people that remote sales represented the future of many types of sales.

Then I had to listen to people repeatedly tell me, "It will never work." "Don't waste your time." "That's not how sales is done."

And to top it all off, I had to figure out how to do all of this while continuing to work on different sales projects to fund the development myself. Fun stuff. Not. Explaining the Internet-based remote sales model I had in mind to most people was like talking to a wall. Double fun.

At the same time, I knew without a doubt that God had led me to the remote sales concept and that I was supposed to move forward with it. But much to my dismay, He definitely didn't hand me the software, the programming team, or a finished version of the hybrid business model for remote sales on a silver platter.

I had to do the hard work. I had to research, learn, ask questions, make decisions, test ideas, make mistakes, fail, and adjust my ideas and plans. Throughout the process, I also had to recognize how God was using the different situations and people He brought into my life to help me pull everything together.

The Pattern I Could Not Yet See

Beneath everything I was doing, a deeper pattern was already taking shape. At the time, I thought what I was going through was a one-off experience. **What I couldn't see was that there was an identifiable pattern in the way God was leading me.** I didn't yet have a name for it, any fancy marketing terminology to describe it, Bible verses to help explain it, or the language, structure, and understanding needed to articulate it.

What God led me through during my time in Alaska is what I now call the Spirit-Led Co-Creation Pathway. As strange as this may sound, I would later recognize the same pattern in the lives of people throughout the Bible, even though my own experience unfolded through business.

The remote sales concept was something God revealed to me, but revelation was only the beginning. What God had revealed still had to be clarified and developed into something that could actually work. I also had to determine whether I was supposed to pursue it.

Then I had to test it, struggle, fail, pick myself up again and again, involve people who knew what I didn't know, and continue listening to God and following Him while doing the work. Because I was learning all of this on the fly, it wasn't easy by any stretch of the imagination.

Sometimes I was waiting on God, and sometimes I was running at full speed. Some doors opened wide, while others slammed shut right in my face. At times, I was making real progress. At other times, I seemed to be moving backward through a string of setbacks and failures.

There were also those rare moments when I moved forward with absolute confidence and conviction, and others when I felt nothing but dread, as though I were blindly stepping off a cliff. Sometimes I knew exactly what I was doing.

And other times I was completely clueless.

In 1999, I reached a point where I was beaten up and worn out from trying to figure everything out on my own. After getting pounded by one setback after another, my wife and I prayed together out of desperation because I didn't know what else to do.

"Father, I truly believe this is what I am supposed to be doing, but if it is not, please show me what I am supposed to do. If I am supposed to continue doing this, I desperately need Your help because nothing I am doing seems to be moving forward."

The following week, I received a check for a consulting project. Even though things didn't get easier and, at times, became much harder, that check was God's confirmation that I was on the right track. It also marked the point when things finally began to come together.

Through all of this, though, I've learned that I need to continue to hear God's voice, be Spirit-Led, and be obedient if I'm going to successfully walk out the assignment He has given me. I have no other choice. I need to move when He says move and wait when it's time to wait, whether I like it or not and whether I want to or not.

Proverbs 3:5–6 has been a life verse for me throughout this journey:

"Trust in the LORD with all your heart, and do not lean on your own understanding. In all your ways acknowledge him, and he will make straight your paths" (Proverbs 3:5–6, ESV).

I couldn't see the larger picture at the time, and I never could have imagined that the pattern I was living through would eventually become foundational to Co-Creating with GOD.

When the Idea Became Real

At the end of 1999, a friend contacted me and told me that Zig Ziglar was starting a new personal-development direct sales company. As soon as he told me, I knew I was supposed to get involved, even though I really didn't have a clue what the company was doing. **I've learned that if God tells me to do something, I just do it.**

That totally caught me off guard because I was only a couple of weeks away from launching my first remote sales software system, which would be laughably basic by today's standards.

The fact that Zig Ziglar was starting this company was a huge deal at the time. By the fall of 2000, I had become the company's top sales rep and sales team builder.

From a natural or practical standpoint, that never should have happened. I was living in Alaska. No one in the industry knew who I was, and other people had significantly larger circles of influence and far more connections than I did.

But I combined the remote sales concepts God had given me with the basic software system I'd developed around the four-part hybrid model He'd shown me. That initial system worked extremely well. What I'd been trying to explain to people for several years wasn't just theory. **It actually worked. Go figure.**

Having that level of success from Alaska got a lot of people's attention nationally and internationally. Both what I was doing and how I was doing it were highly unusual at the time. I was doing things in that industry that had never been done before, at least not in the way I was doing them.

Because of the success I was having, Tom Ziglar, Zig Ziglar's son, eventually asked me to oversee sales at the corporate level. It was a significant opportunity that would have opened a lot of doors for me, but I knew God wasn't leading me in that direction, so I declined it. The company was sold a few months later, and I chose not to continue with the new ownership.

Shortly afterward, I was introduced to the owner of the number-one consulting firm in that industry. The firm was interested in introducing my software to its clients. This was a massive opportunity. Once again, though, it was a door I knew I wasn't supposed to walk through, so I didn't.

I need to point out that if I hadn't gotten involved with Zig Ziglar's company, that next door would never have opened, and everything that followed wouldn't have happened.

During 2000, several Christians involved in my remote sales activities emailed me independently with prophetic words. They told me that what I was doing would soon take off and that I would help a lot of people around the world earn a living through the Internet.

At that point in my life, I had zero experience with prophetic words and knew nothing about that kind of stuff, so I had no reference point for what they were telling me.

When the Calling Became Unmistakable

Toward the end of 2000, someone anonymously mailed me a copy of *God@Work* by Rich Marshall. **To this day, I don't know who sent it.** The package sat around for several weeks because I was extremely busy, and people were constantly mailing me things in an attempt to get me involved with their projects.

I finally opened it and began reading the book because I needed a mental break from everything going on in my life. I also had no clue what I was supposed to do next after the Zig Ziglar project.

God@Work was about recognizing that God's calling and purposes weren't limited to pastors, missionaries, or what happened inside the four walls of a church. Rich explained that businesspeople could be called and anointed by God for their work, and that God could work through them in business and the marketplace to accomplish His purposes.

The book gave me language and a much larger context for things God had already begun showing me about business, calling, and serving His purposes through my work. Instead of giving me a mental break, *God@Work* completely changed the trajectory of my life.

Over the next two weeks, I experienced what I can only describe as something like a download scene from *The Matrix*. Ideas, concepts, information, and connections came so quickly that it became a bit overwhelming, and I had to start writing things down.

> *"Ideas won't keep. Something must be done about them."*
>
> **Alfred North Whitehead**
> British mathematician and philosopher, co-author of *Principia Mathematica*, a landmark work in mathematical logic

Whitehead spent his career working across mathematics, logic, science, education, and philosophy, but the principle he expressed was intensely practical. **Ideas can arrive quickly and disappear just as quickly.**

In my case, writing them down was the first practical response I could make. I didn't yet understand which pieces mattered, how they fit together, or what they might eventually become, but recording them allowed me to return to them, examine them, and continue seeking God for clarity.

During that time, God made it unmistakably clear that the thought I had on the Texas highway in 1996 had come from Him: *"You are going to have a global marketing organization involving many people using cutting-edge technology."*

This was also when God began giving me the initial pieces of the vision for a Global Christian Business Network built around Internet-based remote sales.

I wrote about it in a 26-page document that was very direct about my faith in the marketplace and described the vision God was giving me. I shared it with a small group of Christians I'd worked with through the Zig Ziglar project. Sending that document to them was so far outside my comfort zone that I can't even begin to tell you.

At the time, I thought Christians who used a fish symbol on their business cards or displayed one at their places of business as a marketing device were being manipulative. I can't say my opinion has changed much since then.

I'd also had enough negative experiences with Christians in business that I didn't want anyone to automatically place me in that same category. I was more of a "let your yes mean yes" and "do unto others" kind of guy.

I remember so clearly taking a deep breath right before I emailed that document and thinking to myself: *"This changes everything."* Boy, did that turn out to be the understatement of my life.

A few months later, early one Sunday morning, I was lying in bed when God spoke into my spirit and told me, *"Go to church and get anointed with oil for business."*

That completely rattled me. I'd never experienced anything like it, and I was literally afraid not to go. The God of the universe, the One I'd waited years to hear speak to me that directly, had just spoken into my spirit.

It wrecked me in the best possible way. That became one of what I call my "anchor points," something God gave me to keep me locked in no matter how difficult the journey became.

After the church service, I told the pastor, *"God told me to go to church and get anointed with oil for business."* He looked at me like I was a bit strange, but he was very kind. A nice lady offered him a small bottle of "pocket" anointing oil, and he prayed for me and anointed me with oil for business.

Not long afterward, almost everything I was working on took off like a rocket ship, just as the prophetic words I'd received earlier had said would happen.

Then Remote Sales REALLY Took Off

Over the next several years, I became a pioneer in Internet-based remote sales and one of the top people in the world in my niche. Who would have thought? God. You know what they say about business pioneers: They end up with a lot of arrows in their backs.

I eventually built an in-house programming team and, working closely with my lead programmer, Adam, architected a multimillion-dollar remote sales software system that the team developed. It was far ahead of the curve at the time. I couldn't have done it without him. He was incredible. There is no doubt in my mind that God made a way for Adam to help me.

I used the system in all of my own projects and licensed it to companies, top remote sales reps, and their teams. I also developed a generic version of the software, and over time the global affiliate network promoting it grew to include nearly 30,000 affiliates. I built remote sales teams involving thousands of people and, across several projects, tens of thousands.

And I was doing all of this from Alaska, of all places.

I became involved with a liquid nutritional supplement company because a chiropractor on the company's health advisory board had been on my prospect list for Zig Ziglar's company. He approached me numerous times about getting involved, and I said no five or six times.

I finally agreed to try the product. Because my wife and children liked it so much, I decided to become involved. I'm pointing this out because I had repeatedly said no and had no intention of getting involved.

Here's the funny part. Before I became active, I visited the company and explained to the owner how I planned to conduct sales remotely from Alaska. As I was leaving, he told me, *"That will never work, but good luck."*

I ended up becoming a top sales rep and team builder in the company and was the primary driving force behind the company's growth from under $200,000 per month in sales to more than $20 million per month in less than two and a half years. For something that "would never work," he certainly got a lot of sales from it.

What I was doing helped people throughout the world earn a living from home through the Internet, and this was more than twenty years before remote sales became broadly adopted across industries. Even though I was having a lot of success, it wasn't easy by any stretch of the imagination.

At times, everything was moving so quickly that it felt like I was on a runaway train. I was totally overwhelmed by how much I had to do, how much I had to learn, and how quickly I had to learn it.

I was building and training national and global remote sales teams across numerous projects, running a software company, constantly pushing the envelope and dealing with technical problems, developing new software systems from the ideas I was receiving, and making nonstop decisions as conditions changed around me.

Looking back, I can see how God can give someone an idea that is far ahead of its time and then lead that person into a massive amount of work. That work can require learning new things, gaining different experiences, developing new abilities, building new relationships, and acquiring resources they didn't originally have. I know this from firsthand experience.

What happened in Alaska taught me an invaluable life lesson.

Hearing God's voice doesn't remove the need to think, learn, work through problems, setbacks, challenges, and even failures, or involve other people, including many you may not currently know.

It also doesn't remove the need to keep making adjustments as your knowledge, understanding, and circumstances change. I walked through that entire experience without having a clue that it contained identifiable thinking-and-doing elements, or that what I was learning could eventually be explained, taught, and applied to other ideas and assignments.

That understanding would come much later. I'm not the dumbest rock, but I'm definitely not the smartest one either. Eventually, though, I realized something important: I was being divinely set up.

Success Was Not the End of the Story

If this had been only a story about business success, it could have ended there. In the larger scheme of things, even the level of success I'd experienced was relatively small compared with many other business success stories.

But it served a much more important purpose, one far greater than anything I could have imagined. Instead of continuing on that high-flying rocket ship ride, the direction of my life abruptly changed in a way I didn't expect, didn't want, didn't like, and couldn't understand at the time.

Looking back now, it was the best thing that could have happened to me. And God was gracious enough to give me a heads-up.

In February 2003, while I was traveling on business in Hawaii, I met a Christian woman with a prophetic gifting. A few months later, she contacted me and said she had a word from the Lord for me.

As soon as she told me that, I knew in my spirit, without a shadow of a doubt, that whatever she'd received was from God. After our call, she sent me the word in a fax. I still have it to this day.

The main part of the word was that God was going to take my life in a completely different direction. I was about to enter a season in which I would be abased, and I was not to fight it, or the process would take longer. God had a purpose for what He was doing because He still had many things for me to do. **My first reaction was, "Ugh, this isn't good."**

I'm a word guy, so I looked up *abased* in the dictionary to see if there were any alternative definitions. **There weren't.** From a biblical perspective, it means being brought low, humbled, or placed in difficult and reduced circumstances.

At that point, I was totally confused. Here I was doing what God had led me to do, becoming one of the top people in the world in my niche, and helping people around the world. And now I was going to be abased? **It made no sense to me at all.** But I knew the word she'd given me was true, and I knew there was nothing I could do to stop it from happening.

Then, in May 2003, I attended a major company event for the liquid nutritional supplement company I mentioned above. Hundreds of top remote sales reps from my sales organization were there, and because of the success I was having, I was one of the featured speakers.

Shortly before I was supposed to speak, I had a realization that came completely out of the blue. In spite of all the success I was having, everything I'd done up to that point had been training and practice. **God had been preparing me for a much larger assignment, but I had no idea what it was. All I really knew was that it was global.**

I had such a deep desire to do whatever God was really preparing me for that I began asking Him right on the spot, "What is it? I want to be doing that." Even with all the success I was experiencing, I knew in my spirit that it was leading to something far more important than what I was currently doing.

At that exact moment, the owner of the company happened to walk around the corner into the large, empty hallway of the luxury resort where I was standing. I was so visibly out of sorts that he asked me if I was okay. I told him it was nothing. There was no way he would've understood what I was wrestling with.

About a month later, that sales project completely fell off the rails because of the unethical actions of its owner. **Long story, real short: it cost me a lot. In all kinds of ways.** There's a much longer and more detailed story behind what happened that very few people know, but the bottom line is that this was when the season of abasement began.

Let's put it this way: when God tells you that you're going to be abased, He means it. Looking back now, I'm so glad it happened, but I certainly wasn't glad while I was living through it. That's for sure.

For the longest time, I didn't understand what *"Do not fight it"* truly meant. Years later, I finally realized that the real issue was my own will. **I was fighting God's will with my own.**

A number of years later, I went through about a year when I felt as though my insides were being carved out with a dull, rusty spoon. I told my wife that more than once. Looking back, I think it was my will being carved away.

That struggle with my own will brought to mind something I'd heard in the early 1990s, shortly after my wife and I were married. I happened to hear an episode of Dr. James Dobson's radio program. I probably listened to his program only two or three times, but I know I was meant to hear that particular one.

The point that stayed with me was that a parent should shape a child's will without breaking the child's spirit. I also came away with the understanding that if a child's will is never surrendered, God will have to deal with it later in life, and that process can be much longer, messier, and more difficult.

Imagine that. A good parenting lesson. And a good life lesson.

Those early years as a pioneer in global remote sales taught me a great deal about following God in the marketplace. The years that followed taught me how to follow God in the wilderness.

They taught me how to hear His voice more clearly, depend on Him daily for even the most basic necessities, develop a stronger sense of spiritual discernment, and let go of things I couldn't control and shouldn't try to control.

They also taught me to obey Him in the smallest things, wait when everything around me is telling me to make something happen, and continue following Him regardless of my circumstances or whether I knew the outcome.

Paul wrote in Philippians 4:12–13 that he knew how to be abased and how to abound. He had learned the secret of facing both plenty and need and knew he could do all things through Christ, who gave him strength.

Those words took on a meaning I never could have learned merely by reading them. I also began to understand more deeply what Jesus taught about losing our lives in order to find them.

That means surrendering anything we are tempted to place ahead of following God, whether it is money, reputation, success, relationships, or our own understanding of what truly matters. It can even mean surrendering a vision God has given us because the vision still belongs to Him.

It's only when we release our grip on the things we have made into gods in our lives that we can receive what God wants to give us for His purposes and glory.

I understand that now. I didn't back then. I had to go through what the Bible calls trials and tribulations to gain that understanding. There's no way I could have learned it any other way. I never would've chosen to take myself through what God took me through.

The success I experienced in remote sales prepared me for one part of the Global Vision. The loss, redirection, hard times, and waiting prepared me for something far more important than business success.

I'd never trade what I have now for what I had then. What I had back then was temporal. What I have now has eternal significance: a deep understanding of the real assignment God had been preparing me for and the importance of being obedient to that calling.

Through all of this, there's something critically important I want to point out. The level of success I had and the unusual way I was conducting remote sales brought me numerous offers that could have made me millions of dollars and, in some cases, tens of millions.

A startup that later became a multibillion-dollar company wanted to form a joint venture with me around my software. Other people offered to fund different ventures, create companies specifically for me to run, bring me into joint ventures and partnerships, have me oversee massive sales organizations, or manufacture products according to my specifications.

I turned them down. Why? Real simple. I knew God wasn't leading me to pursue them.

Following God has required more than moving forward when He told me to move. It has also required saying no to things that looked extremely attractive when I knew He wasn't leading me in that direction.

The Joseph Calling

Let me give you an example of God's uncanny timing. I'm so much more aware of it now that sometimes I feel like my life is already scripted.

One week after the season of abasement I described above began, my friends and staff relentlessly insisted that I follow through on attending a business event where people were expecting to meet with me. I begrudgingly went, and that was where I met my friend Joey in person for the first time.

Because of the impact *God@Work* had on my life, I purchased cases of the book and regularly gave copies to people I felt should read it. Joey was one of those people.

Os Hillman had written an endorsement in *God@Work*. Os is a prolific author and internationally recognized thought leader in the faith-in-the-marketplace arena. After reading the book, Joey looked up Os and discovered his daily email devotional, *Today God Is First*, which he then forwarded to me.

That devotional became a lifeline during a very difficult season, and I continued reading it for several years. Not long after I began receiving it, I had a strong sense that I was supposed to meet Os, but I wasn't supposed to do anything to make it happen.

A short time later, Os announced in one of his emails that he was looking for a business manager. Joey ended up becoming that person. **Go figure.**

Not long afterward, without me ever telling Joey that I was supposed to meet Os, he introduced us. By then, it was spring 2004, and my wife and I were living at Lake Tahoe. I flew Os and Joey to Lake Tahoe for a weekend. Os later wrote briefly about our first meeting in his book *The Upside of Adversity*.

In the fall of 2004, Os invited me to a Marketplace Leaders conference he was holding. One of the keynote speakers was Linda Rios Brooke, who was managing three secular television stations at the time.

Linda spoke about a coming transfer of wealth into the hands of believers who had been prepared to steward it for God's purposes. She made an important distinction. She wasn't describing some kind of heavenly lottery in which resources simply appeared without thought, work, or accountability.

Instead, she described people with what she called a Joseph calling. These were believers who would receive God-given ideas, inventions, innovations, strategies, and solutions that solved real problems and created value the marketplace would willingly pay for.

That distinction was significant because much of the world's wealth circulates through the global marketplace. Linda believed that as these ideas and innovations solved real problems and created value, they would generate substantial financial resources and produce a transfer of wealth into the hands of believers who had been prepared to use those resources for what God wanted to accomplish.

There's a similar principle in the biblical account of Jacob and Laban. God gave Jacob insight concerning Laban's flocks, and what He showed him resulted in Jacob acquiring substantial wealth through them.

The resources generated through these ideas and activities aren't intended merely to enrich the people entrusted with them. Those people must understand that the wealth ultimately belongs to God and is to be used for what He wants to accomplish. They are its stewards.

Joseph understood this. Even though Joseph became the second most powerful man in Egypt, his authority was still delegated by Pharaoh. He was entrusted with enormous influence and resources, but he remained accountable for how he used them.

As Linda spoke, I knew in my spirit that what she was describing was what God was calling me to. Looking back now, I can see how this connected directly to the earnest prayer I'd prayed years earlier after reading about R.G. LeTourneau. God was answering that prayer, but in a way

that was much larger and far different from anything I could have imagined when I first prayed it. God can reveal ideas that solve real problems, serve people, create economic value, and generate resources for purposes much larger than personal success. Those ideas require people who are willing to steward them obediently and do the work required to bring them to fruition.

Joseph and Daniel are biblical examples of this principle. Both entered dire situations in which the wisest human advisors and experts of their day couldn't provide the answers their rulers needed.

God gave Joseph and Daniel divine revelation, but the result wasn't limited to spiritual insight. What He revealed produced understanding, strategy, practical action, and outcomes that affected entire nations.

Joseph and Daniel were trusted by the rulers of those kingdoms because God enabled them to bring answers no one else could provide. God had positioned and prepared them for the times in which they lived, just as He continues to position and prepare His people for the turbulent times in which we are living now.

This understanding became another important piece of the Global Vision, although I still couldn't see what the other pieces would be or how God would ultimately fit them together.

A Global Mandate and a Long Wait

In the late spring of 2005, Os invited me to another Christian marketplace ministry conference, this time in Atlanta, Georgia. At the encouragement of my friend Joey, by then Os's business manager, I met with a prophetic prayer team trained by Johnny Enlow, a pastor at the time.

Something one member of the prayer team said indicated that I was supposed to begin something, but I had no idea what it was. Afterward, I asked Johnny if he had any insight into what the prayer team member had said. He told me he would pray about it.

The next day, while I was visiting his church, Johnny stopped in the middle of his sermon and said, *"Brett, I have a word for you from the Lord. It's time for you to go, go, go. You've been released."*

I still had no idea exactly what "go, go, go" meant, but I knew it was time to do something.

After I flew home, I sensed that I was supposed to visit my good friend Frank and his wife, Yuani, who were living in Texas at the time. So I did. At the end of our weekend together, Frank

gave me a book he felt I was supposed to read. I don't recall much about the book, but I remember that I couldn't stop reading it. Something about it just grabbed my spirit.

Shortly after flying home, I sensed that I was supposed to visit another good friend of mine, Joe, who was living in Florida. The night before I flew out, I had an overwhelming sense that I was going somewhere else in addition to Florida, but I had no idea where.

I wondered whether I was supposed to fly there, drive, or possibly take a train. I even looked up the train station closest to where I would be landing.

After I landed in Florida, Joe and I went out to dinner. When the book Frank had given me came up in our conversation, Joe mentioned that he knew the author, was familiar with the area where the author lived, and had a sister who lived nearby.

As he was telling me this, I immediately knew I was supposed to go there. I kept interrupting him and saying, *"Joe, I'm supposed to go up there. I'm supposed to go up there right away."* Joe just smiled and laughed.

Finally, I said, *"Joe, I'm supposed to go up there tomorrow. I'm supposed to go by train, I know where the closest train station is, and I need you to take me there."*

Joe laughed again and said, *"You're not going to believe this, but I've been telling my wife for years that you were supposed to go up there for a visit. I just never said anything to you."*

The next day, Joe not only took me to the train station but also called ahead to three different people he believed I should meet. The overnight train took me as far as Raleigh, North Carolina. From there, I rented a car and drove to Moravian Falls. During the train ride, I began sensing that I was supposed to move there.

The first person I met was Jeff, who was a pastor at the time. I shared my story with him up to that point, and when I finished, I said, *"I'm wondering if I'm supposed to move here."* Jeff immediately responded, *"You are supposed to move here, and what you're going to do will start like a wildfire and go around the globe."*

His words hit me in my spirit, and I knew with absolute certainty that what he had said was true. I didn't fully understand what it meant at the time, but I sensed it was connected to the Global Christian Business Network God had been speaking to me about.

That unexpected side trip lasted two weeks, and I had to change my flight home several times. Through the people Joe had connected me with, the relationships that developed, and

circumstances that couldn't have been coincidental, God confirmed that I was supposed to move there. Not long afterward, my family moved from Lake Tahoe to North Carolina.

The next six and a half years were some of the most spiritually intense years of my life. God was teaching me to wait on Him, listen to Him more carefully, and obey Him at a level I'd never experienced before, even when what He was leading me to do made absolutely no sense in the natural.

Those years also became a master class in spiritual discernment because we continually had to determine what was genuine, what was false, and what contained a mixture of both.

In 2006, my good friend Neil held a 21-day event in a large tent in Moravian Falls called Fulfillment Fest. More than seventy speakers taught about the Hebraic roots of Christianity. God showed up in a powerful way, and those twenty-one days became one of the most remarkable spiritual experiences of my life.

Not long afterward, I was invited to the home of one of the worship leaders I had met at Fulfillment Fest. One of his friends, who was also there, prayed for me and then gave me a word:

"There will come a time when people will ask, 'Where's Brett?' And they will say, 'He's in Japan. He's in Germany. He's in this country. He's in that country. He's here. He's there. He's everywhere.'"

I wasn't sure what that meant at the time. I now believe it referred, at least in part, to a coming season in which I will travel to different countries while my message is broadcast throughout the world over the Internet. I have a strong sense that season is fast approaching.

In 2008, Neil took his tent to Israel, where he received permission to hold 24/7 worship at the base of the Mount of Olives during Pentecost. During his repeated trips to Israel, Neil met an Orthodox Jewish businessman who had recently made Aliyah and was developing a project that required help. Because of my background, Neil referred him to me.

Initially, I had no interest in becoming involved. But God made it very clear that I was supposed to help him. I sensed that it was okay for me to limit my involvement to three months, so I agreed to help. By the end of those three months, I had done everything I could on my end to help him move the project forward.

That project became United with Israel, which describes itself as the world's largest Jewish pro-Israel community, with over 10 million followers in 180 countries.

This became another example of God leading me into something I hadn't planned to do and didn't initially want to do. At the time, I had no way of knowing what that brief assignment would eventually become or how far its impact would reach.

The Mandate Became Clearer

In 2009, God prompted me to do a 40-day water-only fast. **There was no way I could have completed that fast in my own strength.** Not long after completing it, God led me to research and write a document of more than 150 pages examining eighteen areas of mass deception operating in the world at that time. I called it the Shofar Global Manifesto.

Each day when I sat down at my desk, God showed me which category to research and write about. Some days I worked for ten or twelve hours. Other days were shorter, and on a few days He gave me nothing to research or write, so I got the day off.

As I completed each section, God revealed what the next one would be. For a month and a half, He led me through the entire process one day at a time. To this day, I have never experienced that kind of continuous leading over such an extended period. **In fact, when I began, I had no idea what I was going to be writing about.**

The central theme was that there would come a time when mass deception would become so all-pervasive that anyone who was not hearing God's voice for themselves, remaining anchored in His Word, following the leading of the Holy Spirit, and willing to obey Him would be deceived. **Period.**

The deception is far worse today than it was when I wrote that document. And with the rapid development of artificial intelligence, discerning what is true will become even more difficult.

God also gave me a much more detailed understanding of the purpose behind the Global Christian Business Network than I'd had when He first began revealing it years earlier. **A significant part of the mandate involved connecting like-minded, Spirit-Led believers throughout the world for His purposes.**

The Larger Mandate of the Global Christian Business Network

What God showed me extended far beyond creating another Christian business association centered primarily on meetings, networking, exchanging business cards, and doing business

with others who shared the same faith. Those activities and relationships could be valuable, **but the purpose behind this network was much larger.**

The vision involved connecting like-minded, Spirit-Led believers throughout the world and equipping them to hear God's voice, discern what was true, follow the leading of the Holy Spirit, and respond to what He was showing them.

The network would provide access to relevant information, training, relationships, and resources that could help people navigate and prepare for increasingly turbulent times without being driven by fear.

Another important part of the mandate involved bringing together Christian business leaders, executives, entrepreneurs, inventors, innovators, advisors, researchers, educators, ministry leaders, and others with different abilities, experience, knowledge, resources, and relationships.

God could connect them around particular ideas, assignments, industries, problems, communities, and areas of need, allowing them to do together what none of them could accomplish alone.

Central to the mandate was solving real problems. God could reveal an idea to one person, give another person the knowledge needed to develop it, and connect them with others who brought the technology, market knowledge, manufacturing capabilities, funding, distribution channels, or relationships needed to bring it to the people it was intended to serve.

Through those relationships, God-given ideas could be developed into inventions, innovations, technologies, products, services, businesses, ministries, and practical solutions that helped people and fulfilled His purposes. **The network could also facilitate the incubation, development, launch, and growth of businesses and other projects.**

Some would address local needs, while others could reach across industries, cultures, and nations. Some would create jobs, products, services, infrastructure, and financial resources. Others would solve problems whose solutions had value that couldn't be measured primarily in money.

The economic side of the mandate was important because accomplishing meaningful work requires funding and other resources. Businesses and projects that created genuine value could generate revenue to fund additional ideas, support ministries, strengthen communities, meet practical needs, and help develop the larger network.

The larger purpose was to put resources into the hands of people who understood that God had entrusted those resources to them for purposes extending far beyond themselves.

The network was also intended to become a dependable source of insight and practical help.

Instead of leaving individuals to sort through an overwhelming amount of conflicting information on their own, it could connect them with people who had relevant knowledge and firsthand experience.

That shared wisdom could help people make better decisions, prepare for changing conditions, discover workable solutions, and avoid mistakes others had already learned from.

The objective was to help people examine what they were seeing, distinguish verified facts from assumptions and speculation, recognize what God might be bringing to their attention, and determine how He wanted them to respond.

There were many other parts to what God showed me, including global communications, training, media, technology, business development, food and agriculture, water, energy, economic resilience, prayer, outreach, and ways of helping individuals and communities become less vulnerable to disruption and better able to care for others.

Some parts involved creating new initiatives. Others involved connecting and supporting people who were already doing important work.

The vision was distributed rather than centralized, with different initiatives created, owned, and led by the people and networks entrusted with those assignments. Specialized networks could develop around particular industries, countries, communities, problems, and God-given assignments.

Some initiatives might emerge directly through the Global Christian Business Network, while others could remain independent and still benefit from shared knowledge, relationships, prayer, expertise, technology, or other resources. **Although the network would be global in reach, much of its work would be expressed locally.**

Technology could connect people across countries and fields, but implementing solutions would require trusted relationships, cultural understanding, and people who understood the needs and conditions within their own communities.

It was an enormous vision, and I was under no illusion that I was supposed to build or control every part of it myself. God would give different people different assignments. My role would

be to communicate the vision, help establish its underlying culture and direction, connect people as He led, and develop the pieces He placed directly in front of me.

A Different Standard for the Marketplace

As God continued revealing the larger mandate, He also gave me a phrase that captured an important part of it: *"Shattering Paradigms in the Marketplace!"*

Over several days, I kept turning over different word combinations, trying to capture what God was showing me. When those words finally came together, I knew immediately in my spirit that they were right.

Ever since I was a kid doing the Word Power quizzes in the old *Reader's Digest* magazines, I've loved looking up the meaning of words. So I looked closely at what the phrase meant.

To shatter is to disrupt. A paradigm is a framework of assumptions, beliefs, ways of thinking, and methods that a group accepts as normal. The marketplace includes the commercial world of business, trade, and economic activity, but it can also describe the broader arena in which ideas compete for acceptance.

Taken together, these words capture the concept of disrupting the assumptions, ways of thinking, and methods that shape how business is done.

This wasn't about disruption for its own sake. It meant challenging philosophies and practices that reflect the world's system and replacing them with ways of thinking and operating that reflect God's character and truth.

Something Os Hillman told me during our first meeting in 2004 helped me understand why this mattered. Os felt led by God to tell me that greed and deceit were pervasive in the business arena I had been involved in and that God was taking me through a season of abasement because He had a calling on my life to make a difference in that area.

I was already painfully aware of the damage greed and deceit could cause. But they weren't limited to that particular arena. Greed and deceit drive much of the way business is conducted.

As I continued thinking about it, I realized that another driving force needed to be added to the list: manipulation.

The opposite of greed is generosity. The opposite of deceit is truth. Identifying the opposite of manipulation took me longer.

Then I remembered conversations with my late friend haRold Smith. When we talked about the walk God calls us to and the example Jesus gave us, haRold often spoke about selflessness.

That was the word: selflessness.

Manipulation is about controlling people, circumstances, and outcomes so we can do things our way and acquire what we want. It treats people as a means of accomplishing our own purposes.

Jesus demonstrated the opposite. He served others, laid down His own life, and surrendered His will to the Father. His prayer in Gethsemane expressed it plainly: *"Nevertheless, not my will, but yours, be done"* (Luke 22:42).

Selflessness doesn't mean becoming passive, refusing to exercise judgment, or abandoning the responsibilities God has given us. It means surrendering our desires and agendas to God, refusing to use people for our own purposes, and choosing to serve rather than control.

I have learned from personal experience that selflessness isn't an abstract ideal. It is a way of living that God continually tests, deepens, and refines in us. It isn't easy. The bar keeps being raised, and the road keeps getting narrower.

This is how paradigms are shattered in the marketplace. It happens when God's people make His truth their foundation, follow the leading of the Holy Spirit, obey what He says, and conduct business in ways that reflect His character.

The great challenge for Christians in the marketplace is to operate in a spirit of generosity, truth, and selflessness rather than being driven by greed, deceit, and manipulation.

That standard doesn't change because the world operates differently. Money, influence, power, success, or even our own plans must never become more important than God or take the place of obedience to Him.

This standard goes to the heart of a Joseph calling. If God entrusts someone with the ability to generate substantial financial resources, those resources aren't intended merely for personal enrichment. They ultimately belong to God and must be stewarded for what He wants to accomplish.

That has been one of the hardest lessons in my own life. God used my success, losses, disappointments, and season of abasement to drive that truth deep into me.

The Global Christian Business Network is intended to help establish a culture in which generosity, truth, selflessness, obedience, and stewardship aren't simply values written on a page. They must shape how people lead, create, collaborate, conduct business, use technology, make decisions, treat others, and handle the resources God places in their hands.

The Vision Still Had to Wait

What I couldn't see in 2009 was how the Global Christian Business Network would begin, what would create a shared foundation for bringing those people together, or how the larger vision would be funded. I knew God had revealed the mandate, but I also knew I didn't yet have all the pieces I needed to begin bringing it to fruition.

When I finished the document, I asked my friend Michael to review it. After reading it, he told me, *"There is no way you wrote that. Only God could have written that."* I replied, *"You're right."* And he was. God had led me to research and write every part of it.

A little side note here. Over the years leading up to 2010, God repeatedly led me into different business situations and projects that appeared unrelated at the time. Several of those projects fell apart, while others ended when God directed me to walk away.

In 2010, I became involved in another business project God had led me into and secured the global marketing rights to a growing technology. As I became more involved, I identified serious regulatory and registration concerns.

I didn't understand why God continued to make it clear that I was supposed to remain with the project, but a few months later, He released me to pull the plug.

Afterward, I went outside frustrated and confused. I began complaining out loud to God, *"Why? Why do You have me get involved with projects that don't work? Why do You have me stay with them, only to make me pull the plug or watch them fall apart? Why?"*

It was one of those times when God answered me immediately. He spoke directly into my spirit, *"I've been having you go into the enemy's camp for the last twelve years to get the different pieces you will need for the Global Christian Business Network."*

All I could say was, "Oh." And I immediately shut up.

Suddenly, everything made complete sense because of what God had walked me through and shown me, especially what He had led me to research and write in the Shofar Global Manifesto. **I knew unequivocally that what God had shown me was real.**

But I also realized it wasn't yet time to begin building the Global Christian Business Network He had been revealing to me. God made it absolutely clear that I wasn't to release the final section I had written **for** the Shofar Global Manifesto either, so I didn't.

In 2012, God moved us back to Washington State, where my wife and I were originally from. Over the next four years, He gave our family a much-needed break from the six and a half years of spiritual intensity we had experienced while living in North Carolina.

Then, in 2016, He abruptly directed us to leave Washington. Since then, we have lived much like nomads, moving from place to place throughout the country as God has directed us.

Living for decades with a vision God has continued to reveal in greater detail, while also knowing I wasn't supposed to build it yet, has been extremely difficult and frustrating, to put it mildly.

But I knew I still didn't have all the pieces I needed. **One crucial piece was still missing, and at the time, I had no idea what it was.**

The Missing Piece Was Taking Shape

While God was leading me through the experiences I would eventually recognize as part of the Spirit-Led Co-Creation Pathway, He was preparing Greg Moyer along a very different path. **Neither of us knew the other existed, and Greg's work developed entirely independently from mine.**

I couldn't have known that someone else was identifying practical thinking-and-doing elements that would one day connect with what God had walked me through in Alaska and provide a crucial piece of the larger vision.

At the time, I didn't have a name for the Spirit-Led pattern within my journey.

I wouldn't identify and name its movements until 2026. I only knew that God had brought something to my attention, led me through years of research and development, connected me with people who knew what I didn't know, and required me to keep listening and responding as the work moved forward.

Greg's journey began in 1978, during his senior year of high school. He was sitting in his school cafeteria when he overheard a science teacher encouraging two other students to attend a Christian winter retreat.

Greg had become a Christian when he was younger but had grown less involved with his faith during high school. Something about the conversation caught his attention, and he interrupted to say that he wanted to attend.

Looking back, Greg eventually recognized what had happened in that cafeteria for what it was.

> *"What I really never gave credit to was the divine intervention that occurred in the cafeteria."*
>
> **Greg Moyer**
> Christian inventor, innovator, and developer of the 7i Innovation Framework

The retreat brought him into a local Christian student ministry, first as a participant and later as a staff member. During a staff retreat, one of his mentors, Chuck Knight, introduced him to a guided Scripture meditation that engaged the imagination.

Chuck explained that Christian monks had used this kind of practice to engage more deeply with passages of Scripture by picturing the setting and imaginatively attending to the sights, sounds, and other sensory details within the scene.

At the time, Greg understood it simply as a way to engage more deeply with Scripture. It had nothing to do with business, creativity, or innovation, and he had no reason to imagine that he would eventually apply it in a professional setting.

Greg's early work in event production involved sound, lighting, media, and live audience experiences. His career took him to Silicon Valley, where companies hired him to design live experiences that helped audiences understand, engage with, and remember complex information.

By 1997, Greg was working with major technology companies and was expected to be creative on demand. One night, around 11:30, he was under intense pressure to finish a creative brief that had to be presented the following morning. He'd been stuck for hours and was seriously considering asking the client to reschedule.

Then he remembered the imagination practice he had learned years earlier. Greg used it to imagine himself presenting the completed creative solution. When he finished, the ideas he needed began flowing. He completed the brief and presented it successfully the next morning.

What stayed with him wasn't just that the practice had worked. He knew he'd face the same creative challenge again, which led him to ask a much larger question:

"How did the great innovators throughout history continue developing breakthrough ideas and then get those ideas across the goal line?"

That question set him on a research journey that would continue for more than twenty-five years and eventually lead to what is now called the 7i Innovation Framework.

The Pattern Greg Discovered

Leonardo da Vinci became Greg's starting point because Leonardo had fascinated him since childhood. After completing the creative brief in 1997, Greg returned to a book about Leonardo that he owned but hadn't yet read closely.

As he began turning the pages, descriptions of how Leonardo observed, questioned, experimented, connected ideas, and developed his work immediately caught Greg's attention.

Greg has long believed that success leaves clues.

If history's most prolific creators, inventors, and innovators had repeatedly produced important work, he wanted to know whether they shared identifiable ways of thinking and working that other people could learn to apply.

He began studying Leonardo more deeply and then expanded his research to approximately a dozen other prolific innovators during the first year. Over time, that research grew to include people such as Thomas Edison, Albert Einstein, George Washington Carver, Marie Curie, Walt Disney, Steve Jobs, and many others.

Greg also examined the founders of companies such as Intel, Hewlett-Packard, Microsoft, and Google, along with artists, musicians, engineers, and teams behind significant innovations at places such as Bell Labs.

His research covered different historical periods, professions, industries, and forms of creative work. He studied biographies, diaries, manuscripts, historical records, interviews, and firsthand descriptions of how these people approached their work.

He wasn't simply interested in what they created.

He wanted to understand how they thought, what they paid attention to, the questions they asked, how they worked through difficult problems, how they developed ideas, and how they moved those ideas into practical use. Greg discovered that many of them wrote and spoke extensively about how their ideas developed.

They described the questions they pursued, the observations they made, the knowledge they accumulated, the connections they recognized, the time they spent working alone, the people they eventually involved, and the repeated effort required to bring their ideas into the world.

As Greg compared their lives and work, he began keeping a list of attributes that appeared repeatedly. That list eventually grew to include 29 distinct attributes. Some were familiar, such as challenging conventional thinking. Others received far less attention. The people Greg studied tended to be intensely curious, persistent questioners.

They observed closely, developed substantial knowledge within their fields, explored unfamiliar subjects, connected information from different areas, generated multiple possibilities, tested assumptions, involved other people, and continued working until their ideas could be put into practice.

But the attributes were only part of what Greg discovered.

Beneath them was a recurring pattern in how prolific creators, inventors, and innovators moved from recognizing something worth addressing to investigating it, allowing ideas to develop, imagining possibilities, evaluating those possibilities, involving other people, and bringing the strongest ideas into implementation.

Greg didn't attempt to turn all 29 attributes into separate steps. As he continued comparing them, he recognized that many operated together within a smaller number of foundational thinking-and-doing elements.

Curiosity, observation, questioning, research, incubation, imagination, evaluation, interaction, and implementation weren't isolated techniques. They formed an interconnected pattern that could be recognized, practiced, and applied to many different kinds of creative work.

He found the same general pattern across different fields and periods of history.

It appeared in accounts of how major technology companies developed new products, how scientists and engineers pursued discoveries and solved technical problems, and how artists and musicians created work that influenced generations.

Greg even recognized the pattern in the way Bell Labs had been designed and operated. Founded in 1925, Bell Labs produced work that led to more than 25,000 patents during its first seventy years, an average of nearly one patent for every day of its existence.

Its researchers developed inventions and innovations that helped make modern life possible.

Their contributions to electronics and computing included the transistor, which became foundational to computers and smartphones; the charge-coupled device, which enabled digital imaging; and the Unix operating system, which helped shape modern computing and the Internet.

Other breakthroughs included the cellular telephone concept, the first practical solar cell, foundational laser technology, communications satellites, hearing-aid technology, Touch-Tone dialing, and the electret microphone used in telephones and countless other electronic devices.

> *"It is in the mind of a single person that creative ideas and concepts are born."*
>
> **Mervin J. Kelly**
> Physicist and president of Bell Laboratories

Kelly did more than describe where creative ideas begin. Perhaps more than anyone else, he crafted and refined the research model that came to define Bell Labs. He recruited exceptional talent, brought researchers and developers into close proximity, encouraged cross-disciplinary teams, and even helped shape buildings designed to promote collaboration.

That extraordinary level of innovation did not happen by accident.

Within that environment, people had the freedom and support to investigate independently, develop ideas, test possibilities, and continue working until something useful emerged. Although the people, disciplines, and circumstances varied, the underlying thinking-and-doing elements were remarkably consistent.

How the Pattern Became the 7i Innovation Framework

Recognizing the recurring pattern was only the beginning. **Greg also came to distinguish among creativity, inventive thinking, and innovation.**

Creativity involves forming new mental connections and generating ideas, but an idea alone doesn't produce an invention, solution, or measurable result. Inventive thinking helps transform those ideas into something tangible that can be examined, developed, tested, and improved. Innovation occurs when that work is implemented in a way that creates practical value.

This distinction helped Greg clarify what he wanted the Framework to address. Generating ideas was part of the work, but people also needed to investigate, develop, test, and implement them. He wanted to help people understand and practice that fuller range of thinking and doing.

The people Greg studied did much more than generate ideas. They developed knowledge, observed carefully, questioned persistently, worked independently, allowed ideas time to develop, tested assumptions, evaluated alternatives, involved other people at the appropriate time, and continued working until something useful could be implemented.

Studies of face-to-face brainstorming have often found that pooling the ideas people generate individually produces more nonduplicative ideas, and higher-rated ideas, than having the same number of people generate ideas together in real time.

Having to wait for a turn to speak can interrupt a person's train of thought, and concern about how others will respond can make people less willing to contribute. Those conditions help explain why a group may produce less than its members could generate independently.

The answer isn't to eliminate collaboration. Interaction with people who possess different knowledge, experience, and perspectives is essential to developing and strengthening an idea.

But people also need enough time to investigate, think, and develop their own perspectives without being immediately influenced by the thinking of the group. Interaction remains essential to the work, but its timing and form can either strengthen original thinking or unintentionally suppress it.

Greg recognized that the human brain already has the ability to make creative connections.

The difference is what fuels that capacity. Knowledge, experience, curiosity, observation, and exposure to different fields give the mind more material to connect. Without that internal inventory, simply telling someone to "be creative" produces little practical value.

> *"In the fields of observation, chance favors only the prepared mind."*
>
> **Louis Pasteur**
> French chemist and microbiologist

Pasteur's work reflected this principle. His breakthroughs didn't come from chance alone.

Years of study, careful observation, and disciplined experimentation prepared him to recognize when an unexpected result deserved further investigation. The observation may have been unplanned, but understanding its possible significance depended on what he already knew and his willingness to pursue it.

The capacity to make creative connections is already there, but knowledge, experience, and practice give us more to work with. Neuroscience research has also examined how different brain networks interact during creative thinking, including the relationship between generating possibilities and evaluating them.

Creative thinking isn't simply a "right-brain" activity.

It involves interaction among different brain networks, including those associated with spontaneous thought and forming mental connections, as well as those involved in attention, evaluation, and cognitive control.

The mind must be able to form unexpected connections without losing the ability to examine, test, and refine what emerges. Generating possibilities and evaluating them are different but complementary activities.

> *"Let the imagination go, guarding it by judgment and principle, but holding it in and directing it by experiment."*
>
> **Michael Faraday**
> Christian chemist and physicist

Faraday's life and work reflected that balance. A deeply committed Christian with little formal education, he rose from a bookbinder's apprentice to become one of history's most influential experimental scientists.

He allowed imagination to open new possibilities, but he subjected those possibilities to disciplined observation, repeated experimentation, and careful documentation.

His work on the relationships among electricity, magnetism, and motion contributed to discoveries that helped make electric motors, electrical generators, and much of modern electrical technology possible.

This same balance between generating possibilities and evaluating them helps explain the recurring movement Greg observed among investigation, incubation, imagination, interpretation, and interaction.

People gather and examine information, give their minds time to form connections, imagine possibilities, evaluate what emerges, involve others at the appropriate time, and return to earlier parts of the work whenever new information or questions require it.

As Greg organized what he was discovering, the larger pattern became clearer. He eventually identified seven foundational thinking-and-doing elements that reflected how prolific creators, inventors, and innovators approached complex creative work.

That pattern is now expressed through the **7i Innovation Framework**: **Illuminate, Investigate, Incubate, Imagine, Interpret, Interact, and Ignite.**

These seven elements help people clarify what they are addressing, investigate it deeply, allow understanding and ideas to develop, imagine multiple possibilities, interpret and evaluate what emerges, interact with people whose knowledge and perspective can strengthen the work, and ignite the idea through practical implementation.

The Framework provides a recognizable progression, but complex creative work doesn't always move through it in a perfectly straight line. People may return to earlier elements as new information emerges, assumptions are challenged, or a developing idea reveals the need to revisit earlier work.

Greg has always been clear that he did not invent the underlying pattern.

He discovered and identified the recurring thinking-and-doing elements through more than twenty-five years of research, observation, and practical experience. More recently, however, he began to recognize God's role in that discovery more clearly.

> *"I now believe God revealed this to me. These were things I discovered. I didn't make them up."*
>
> **Greg Moyer**
> Christian inventor, innovator, and developer of the 7i Innovation Framework

Greg had always understood these elements as discoveries rather than concepts he had created. What is new is his recognition that God had been revealing the pattern and leading him through the research, observation, and experience that brought it into view.

The elements had already appeared across centuries in the work of prolific creators, inventors, innovators, and problem-solvers. Greg's contribution was to recognize their recurrence, understand how they worked together, and organize them into the 7i Innovation Framework so other people could learn and apply them.

The Growing Creativity Gap

As Greg continued his research, he recognized a widening gap between the creative and innovative capabilities organizations said they needed and the conditions, training, and support people received to develop them.

In IBM's 2010 global CEO study, which included more than 1,500 business and public-sector leaders, creativity ranked as the most important leadership quality for navigating an increasingly complex business environment. LinkedIn's workforce data also identified creativity as the most in-demand soft skill in both 2019 and 2020.

More recent research has continued to reinforce its importance. The World Economic Forum ranked creative thinking as the second most important core workplace skill in 2023 and found that employers expected it to grow in importance slightly more rapidly than analytical thinking.

The World Economic Forum's 2025 research identified creative thinking as one of the human capabilities expected to continue increasing in importance as artificial intelligence, automation, and other technologies change the nature of work.

Yet the evidence also revealed a serious problem.

A 2011 study of Torrance Tests of Creative Thinking data from 1966 through 2008 found declines in creative thinking scores after 1990, with particularly concerning declines among younger children.

A separate study published in 2023 examined millions of scientific papers and patents. Using a measure based on how later work cited them, the researchers found that papers and patents had become less disruptive over the periods studied. That finding concerns a particular pattern of scientific and technological change; it does not directly measure how creative people are.

Adobe's 2012 global State of Create study offered another perspective. Only one in four respondents believed they were living up to their creative potential, and 75 percent said they were under increasing pressure to be productive rather than creative at work.

Greg came to understand that creativity and productivity shouldn't be treated as opposing choices. History's most prolific innovators were extraordinarily creative, but they were also intensely productive.

They investigated deeply, developed substantial knowledge, worked persistently, tested what they were developing, and produced an enormous volume of work.

The problem was not that people lacked the natural capacity to make creative connections. That capacity often remained underdeveloped or was suppressed by the conditions in which people were expected to work.

Conformity can discourage people from questioning accepted thinking. Constant distraction and cognitive overload can make sustained observation and investigation difficult.

Fear of being wrong can prevent people from offering an original perspective. An excessive focus on immediate productivity can eliminate the time required for ideas to incubate.

Relying on instant access to information can also discourage people from developing the knowledge and experience their minds need to make useful connections. Having access to information isn't the same as developing the understanding required to use it well.

Greg's research showed him that the larger challenge was equipping people to recognize, investigate, strengthen, and implement ideas that could create practical value.

He realized that the Framework could help close the growing gap between the creative capabilities organizations needed and what people were being equipped to do.

That is the work the 7i Innovation Framework is designed to support. It helps people investigate what needs attention, develop and evaluate possible responses, involve others, and put an idea into practice. Along the way, they develop the knowledge, habits, questions, relationships, judgment, and discipline needed to turn an idea into something useful.

From Research to Measurable Results

Greg didn't treat research and application as separate stages. He began applying the thinking-and-doing elements in the marketplace while the larger pattern was still taking shape.

Over more than twenty-five years in Silicon Valley, Greg applied, tested, and refined what would become the 7i Innovation Framework through demanding projects for major companies involving complex information, advanced technologies, and clearly defined business objectives.

One of his most consequential contributions was helping invent and pioneer automated show control for live events. At the time, individual pieces of equipment and production cues required extensive manual operation. Greg worked with engineers to bring those functions together within a computer-controlled system, helping change how complex live productions were managed.

His work extended far beyond that one innovation.

Greg has worked with more than 80 clients, including Microsoft, HP, Dell, Cisco, Siemens, Intel, Motorola, and other major companies. He created more than 650 client deliverables, primarily involving marketing, communications, presentations, and live audience experiences.

Across those engagements, he developed nine inventions and ten industry innovations, and his work helped six clients generate more than $6 billion in new revenue.

These projects gave Greg a setting in which to apply and refine the elements that became the Framework. He used them to address real problems under demanding marketplace conditions and help other people develop ideas into practical work. By then, the Framework had become far more to Greg than a tool he used in his professional life.

> *"After 25 years I'm at a different point in my life now, and I really want to share this with the world."*
>
> **Greg Moyer**
> Christian inventor, innovator, and developer of the 7i Innovation Framework

Greg had the Framework and decades of experience applying and refining its elements, but he didn't yet have a way to bring it to the wider audience he wanted to reach. At the same time, I knew the Global Vision was still missing a crucial piece. Neither of us understood that our separate journeys were about to converge.

When Our Paths Crossed

There is an eighteenth-century hymn by William Cowper titled *Light Shining Out of Darkness*. It begins with the well-known line, *"God moves in a mysterious way, His wonders to perform."*

Although that line isn't from the Bible, I can attest to its truth through my life. My journey has included so many strange coincidences and unexpected connections that, looking back, I remain amazed by the power and precision of God's timing.

I often think of God as the grand chess master of the universe. He sees the entire board, understands how every piece connects, and knows what none of us can see from where we stand.

If I described the entire series of intertwined circumstances and events that led to my meeting Greg, I'd have to write at least five or six more pages. So I'll limit this account to the events closest to my "chance" meeting with him.

While my family and I were living in Coeur d'Alene in 2022, our good friend Clay told me he felt prompted to become the catalyst for my return to remote sales. I'd been away from actively working in remote sales for a number of years, and the field had changed dramatically in a relatively short period.

The COVID-19 pandemic had pushed remote sales into the mainstream. The technology available for building remote sales systems was light-years ahead of what had existed when I started, and it had continued advancing rapidly while I was away.

Initially, I didn't know where to begin. Because I had extensive experience in remote sales and the field was growing rapidly, I created the Remote Sales Pro Academy, a small training program where I could teach what I called my "Remote Sales Method."

Once I put myself back out there, a software developer contacted me about partnering with him on a sales automation application he was developing. He needed my help architecting the software and figuring out how to sell it.

That led me to research several add-on applications for Zoom designed to improve online sales presentations. One that interested me used early AI technology to analyze the video and audio from sales meetings and help sales reps improve their performance.

When I scheduled a demonstration, the company's owner looked into my background and became more interested in having me sell his technology than in demonstrating it to me.

How funny is that?

Because the application was AI-based and the technology was still relatively new, I contacted my friend Gerald, a recognized leader in corporate innovation training who had provided consulting and training to more than 200 Fortune 500 companies.

I had met Gerald at a software conference in 2011. During a question-and-answer session, I stood and added a few comments to what the featured speaker had been saying. Many of the company owners attending the event liked what I said and wanted to speak with me afterward. Gerald was one of them.

Over the next two days, Gerald bought me four meals in a row so we could continue talking about remote sales. That eventually led to consulting work, and we became friends.

Gerald liked to stay on the cutting edge of innovation. He had an extensive LinkedIn network, and his various innovation groups had a combined membership of more than one million people. I thought he might be interested in seeing the AI sales application.

Sure enough, he was.

In February 2023, Gerald asked the software developer and me to present the application to several of his LinkedIn innovation groups on Zoom. **And guess who attended one of those presentations?** Greg Moyer.

During our first conversation, we mostly chatted about different subjects. Nothing of particular significance happened that I can recall. Then Greg scheduled a second meeting.

When the Missing Piece Became Clear

After we had been talking for a while during our second meeting, I finally asked, *"Greg, exactly why are we meeting?"* Greg began explaining the 7i Innovation Framework and the research behind it. As he described the seven thinking-and-doing elements, I began recognizing them in what God had walked me through in Alaska.

I told him, *"Greg, you're not going to believe this, but this is exactly what God walked me through."* When I looked at my journey through the lens of Greg's 7i Innovation Framework, I could see the pattern clearly.

God had illuminated something I didn't know how to build. I had to investigate unfamiliar subjects, live with the idea while different pieces incubated and connected, imagine a model that didn't yet exist, interpret and evaluate possible approaches, interact with people who knew what I didn't know, and ultimately ignite the idea by moving it into implementation.

My experience had been Spirit-Led. Greg's research had identified a practical, repeatable framework of thinking-and-doing elements through which ideas could be developed and brought to fruition.

I also told Greg two other things during that meeting.

First, I said, *"This is the antithesis of AI."*

The 7i Innovation Framework teaches people to develop and use their God-given capacity to be creative, inventive, and innovative rather than allowing technology to replace the thinking and participation those abilities require.

It requires them to remain actively engaged in investigating, imagining, interpreting, exercising judgment, interacting with others, and doing the practical work required to bring ideas to fruition. In an age of AI, the Framework strengthens the human capacities that technology should augment rather than replace.

Second, I told him this couldn't be treated as merely another training program. What he had identified was a way of thinking and working that needed to become part of how people approached ideas, problems, decisions, and assignments. It needed to become a way of life, not simply a course someone completed and then set aside.

We had come from two completely different directions, but what we had discovered were two complementary parts of the same larger picture. For the first time, I could see that what God had walked me through in Alaska wasn't simply a one-time experience connected to remote sales.

Looking back, I can now see that I was recognizing two distinct but complementary dimensions. One centered on Spirit-Led discernment and faithfully responding to what God revealed. The other provided practical thinking-and-doing elements that could help people develop the

creative, inventive, and innovative capacity God had placed within them and apply it to the ideas and assignments He placed before them.

At the time, however, I hadn't identified or articulated the Spirit-Led dimension as the Spirit-Led Co-Creation Pathway. That wouldn't happen until 2026, three years after Greg and I met. The concept of Co-Creating with GOD: Spirit-Led Innovation didn't yet exist either. I simply knew that the two dimensions belonged together.

Greg went on to explain that, because of the times in which we were living, he now felt that bringing the 7i Innovation Framework to the world was part of his life's purpose. He'd been trying for some time to get it off the ground and wanted to know if I would help him do it.

During that meeting, I knew without a doubt that I was supposed to help him, and I agreed on the spot. A crucial piece of the puzzle had finally appeared, although neither of us could yet see everything God intended to build through it.

The larger concept would begin to take shape later, after Os Hillman suggested developing what he called a "stained-glass version" of the 7i Innovation Framework.

"IT'S TIME!"

In September 2023, about seven months after meeting Greg, I had a dream.

In the dream, my Apple Watch rang, and the name and number of my friend Michael in North Carolina appeared on the screen. Other than my wife, Michael had been the first person to read the document of more than 150 pages that God led me to write in 2009. He was the one who told me, *"There is no way you wrote that. Only God could have written that."*

Then, while I was still asleep, God spoke into my spirit apart from the dream itself: *"IT'S TIME!"* I woke up startled because His voice was so loud and clear. But I didn't know what it was time to do. A month later, God prompted me to move my family from Coeur d'Alene to Meridian, Idaho.

In the late spring of 2024, my longtime friend Margaret, who is an intercessor, emailed me and said a prophet would be calling me. She told me to wait for his call, saying that when it came, I'd know what to do next.

Over the years, Margaret had shared dozens of encouraging words and other things God had shown her. What she shared had consistently proven accurate. About a month later, the call came from Kevin.

The following day, Kevin sent me a message saying that it was time to begin in the natural realm what had been birthed in the Spirit long ago, that people would be reached digitally throughout many nations, and that I was released to move forward with what God had placed on my heart.

I knew the message was from God, but I still didn't know exactly what to do.

The Return to Moravian Falls

Five days later, I woke early one Friday morning with a strong sense that my wife and I were supposed to drive from Idaho back to Moravian Falls, the small North Carolina town where we had lived years earlier.

The direction came completely out of the blue, and I'd never wanted to return there, even for a visit. Moravian Falls had been a very difficult place for us spiritually, and I had zero desire to go back. When we lived there, I called it the "Spiritual Twilight Zone." But I knew we were supposed to go, and right away.

To double-check that I was hearing God correctly, I contacted two good friends I trusted because I knew they could hear God's voice. One said, *"Yes, you're supposed to go."* The other said, *"I had a feeling you were supposed to go back there."* I then woke my wife and told her we were supposed to go to Moravian Falls.

About thirty minutes later, she also knew we were supposed to go. We needed to leave immediately because I also sensed that we were supposed to attend a specific church in Moravian Falls for its Sunday morning service. So we packed, did some quick grocery shopping, and left that afternoon.

I felt that I was supposed to contact my pastor friend Daren, and it turned out we would be driving directly past his church in southern Illinois. He invited us to stop, and he and his wife took us out for dinner.

For several decades, Daren had repeatedly told me, *"I know we're supposed to do something together. I just don't know what it is."*

After dinner, Daren gave us a tour of his church. It had been intentionally designed to function as both a church and a professional conference center, with video equipment, large screens, and meeting space. Except for some of the artwork on the walls, there was little to indicate that it was a church.

Before we left, Daren told me I could launch the Global Christian Business Network from his church. I appreciated the offer, but at that point, I still had no clue what I would even be launching.

My wife and I ended up driving more than 2,300 miles from Friday afternoon into Sunday morning, taking turns driving and sleeping. Apart from our visit with Daren and his wife, we stopped only for gas, food, and brief breaks at rest areas.

We arrived at the church in Moravian Falls approximately ten minutes before the service began. Right out of the gate, God began confirming that we were supposed to be there.

Our friend James, whom we hadn't seen in about twelve years, arrived at the church at nearly the same time. He told me he didn't normally attend there, but about fifteen minutes earlier, God had directed him to come to the service that morning. **Imagine that.**

James is an intercessor. We had discussed the Global Christian Business Network when we lived in Moravian Falls, and since reconnecting, he has shared several significant things God has shown him about it.

Michael, whose name had appeared on my Apple Watch in the dream, was also there with his wife, even though they didn't normally attend that church either.

And get this…

While we were in Moravian Falls, we stayed for several days with our friends Mark and Elizabeth, whom we hadn't seen in years. Just before we left North Carolina, Elizabeth opened an old journal to show my youngest daughter how she kept one.

As she opened it, a sheet of paper fell out with my name written across the top. The paper contained notes her husband, Mark, had written about the Global Christian Business Network after a conversation we had fifteen years earlier.

What are the odds of all those things happening by chance?

We had returned to the same town we'd left in 2012, where God had expanded the Global Vision and revealed the larger purpose behind the Global Christian Business Network after my 40-day fast in 2009. Then, about fifteen minutes before we drove away, Mark's fifteen-year-old notes about that vision fell out of Elizabeth's journal.

And don't forget what happened when I first arrived in Moravian Falls during that unexpected visit in 2005. When I told Jeff I was wondering whether I was supposed to move there, he immediately said, *"You're supposed to move here, and what you're going to do will start like a wildfire and go around the globe."*

After all those years of waiting, God had made absolutely certain that I understood the message: *"IT'S TIME!"*

The Story Comes Full Circle

On our way home from North Carolina, I sensed that I should call Rich Marshall, the author of *God@Work*. We'd met several times since I first read his book and had stayed in touch over the years. I called Rich, gave him a quick update, and told him God was making it clear that it was time to launch the Global Christian Business Network.

What Rich shared with me was completely unexpected. He said he'd recently been seeing, in the Spirit, the words *"business network"* on buildings throughout the world. He believed God was calling me to bring to fruition what he had been seeing.

Rich then said: *"I am rubber-stamping what you are doing. Anyone can call me, and I will tell them I am rubber-stamping what you are doing."* Then he prayed for me.

Hearing that from the person whose book had completely changed the trajectory of my life and then having him pray for me was incredibly powerful.

That book had helped me recognize what God was revealing and put the initial vision for the Global Christian Business Network into words. More than twenty years later, its author was affirming that it was time to move forward.

What made the moment even more significant was that someone had anonymously sent me the book while I was living in Alaska. **To this day, I still have no idea who sent it.**

A Global Network of Networks

On August 27, 2024, I had another dream. In the dream, I saw rectangular wooden blocks that resembled dominoes but had no dots. They were a natural wood color, with a thin red line running around the perimeter of the top surface. Each block had four copper posts, one at each corner.

I was moving from one block to another, connecting the four posts on each block with copper wire. When I finished one block, I moved to the next and did the same thing. I also connected each completed block to the next, gradually creating a network of wooden blocks joined together.

I sensed that each block represented a group of people being connected within a network. Then I noticed someone outside my network who was doing exactly the same thing. I sensed that, through the leading of the Holy Spirit, this person knew the network they were developing was supposed to connect with mine.

Other networks began connecting with ours as well. Together, they formed a much larger network of networks through which like-minded, Spirit-Led believers throughout the world were being connected.

After I woke up and reflected on the dream, I began to understand more clearly what God was showing me about the structure of the Global Christian Business Network.

This wasn't a picture of one enormous, centralized organization in which every person, idea, relationship, and decision had to come through me. It was a picture of different Spirit-Led networks developing independently and then connecting as God directed.

This global network of networks would allow Spirit-Led believers to respond to what God was showing them and form relationships around their God-given ideas, assignments, industries, problems, communities, professions, and areas of knowledge and experience.

Those groups could then connect with other like-minded, Spirit-Led groups as God led them, allowing knowledge, wisdom, experience, resources, and relationships to flow across those connections. Together, they could help one another undertake work that no individual group or network could accomplish alone.

I began to see that bringing Spirit-Led discernment together with the 7i Innovation Framework could help establish a shared foundation for those connections.

The 7i Innovation Framework could give people from different countries, cultures, professions, and areas of knowledge and experience a common practical language for developing ideas, addressing problems, and bringing solutions to fruition. The biblical foundation we were developing could keep that work centered on God's revelation, the leading of the Holy Spirit, and the active participation He requires from us.

I still didn't understand what the work Greg and I were developing would eventually become or how it would connect with all the other pieces of the Global Vision. But I could see that an on-demand training platform could make **that shared foundation** available throughout the world, equipping people and creating connections long before every part of the Global Christian Business Network was in place.

If everything depended on me, the vision God had given me could never become what it was supposed to be. **Plus, it would melt me.**

My role is to establish the foundation, communicate the vision, help equip people, create a structure in which relationships can develop, and continue doing the focused work God places in front of me. My role isn't to be involved in every aspect of what develops from it.

Other people will have their own God-given assignments.

They will develop things I could never build, reach people I could never reach, and understand problems I know nothing about. Those assignments don't have to remain isolated. People can pursue them through different networks while remaining connected to something much larger.

Several weeks later, as I continued reflecting on the dream, I suddenly sensed that the thin red line surrounding each block represented the blood of Jesus. I'm sure there is far more significance to the blood of Jesus surrounding those blocks than I can possibly comprehend. Even so, I believe that is what the thin red line represented.

The Biblical Pattern Behind Spirit-Led Innovation

During the months after returning to Idaho, I continued talking with Greg about the 7i Innovation Framework and the larger purpose I was beginning to see for it. I also shared Greg's work with Os Hillman, who suggested developing what he called a "stained-glass version" of Greg's training.

I had no idea what Os meant by that, so I had to ask him.

Os was describing a version of the 7i Innovation Framework developed specifically for Christians. It would examine the Framework in light of Scripture and place it within a biblical understanding of how God reveals, equips, leads, and works through His people.

When I told Greg what Os had suggested, he explained that the 7i Innovation Framework was fully consistent with Scripture and biblical principles, even though we'd never discussed those connections. As we continued talking with pastors and other Christian leaders, we began identifying specific biblical examples that helped us clarify and articulate those connections.

The account of Bezalel was one of the most obvious. Exodus 31 describes God filling Bezalel with His Spirit and equipping him with wisdom, understanding, knowledge, craftsmanship, and creative ability for a specific assignment.

Bezalel didn't receive spiritual direction and then wait around for angels to do the work for him. God had gifted, equipped, and appointed him, but Bezalel still had to participate.

He had to design, shape materials, apply his skills, work with other people, and complete the practical tasks required to construct the tabernacle and its furnishings according to God's exact instructions.

God's revelation and Bezalel's practical work weren't separate or competing parts of the assignment. They were inseparably connected.

Genesis 1:27 provides another foundational principle. Human creativity isn't equal to God's creative power. God alone is the Creator. Yet He made human beings in His image and gave us the capacity to imagine, investigate, connect ideas, design, solve problems, invent, create, innovate, and build.

> *"The imagination of man is made in the image of the imagination of God."*
>
> **George MacDonald**
> Scottish novelist, poet, and Christian minister

MacDonald's own life and work reflected that understanding. He used novels, poetry, sermons, and imaginative stories to explore spiritual truth and help people see familiar realities from a different perspective. His writing later had a profound influence on C. S. Lewis and generations of other Christian authors.

For MacDonald, imagination wasn't an escape from truth. It was a God-given capacity through which truth could be perceived, expressed, and communicated.

That natural creative capacity is part of our shared humanity. As Christians, we can also pray, seek God for wisdom, insight, knowledge, understanding, truth, and revelation, and follow the leading of the Holy Spirit.

Romans 8:14 describes this Spirit-Led relationship plainly:

"For all who are led by the Spirit of God are sons of God" (Romans 8:14, ESV).

In John 3:8, Jesus used the wind to illustrate the mysterious movement and work of the Spirit.

Jeremiah 33:3 tells us that God will answer when we call and reveal things we don't know.

Colossians 2:2–3 tells us that all the treasures of wisdom and knowledge are hidden in Christ.

Proverbs 2:1–5 describes wisdom, insight, understanding, and the knowledge of God as treasures that must be actively sought and searched out.

God can bring something to our attention, illuminate what we don't understand, correct our assumptions, give us direction, and equip us for the work in an instant, or He can take decades to walk us through the preparation. **It is His board, His rules, and His endgame.**

We simply have to be willing to engage with Him and follow where He leads, recognizing, as Isaiah 55:8–9 reminds us, that His thoughts are not our thoughts and His ways are not our ways.

This doesn't mean every thought comes from God or that every initial impression should be acted on without examination. Biblical alignment, prayer, spiritual discernment, confirmation, wise counsel, investigation, and testing still matter. Spirit-Led discernment, careful examination, and disciplined innovation can and should operate together.

> *"Inspiration is never at variance with information; in fact, the more information one has, the greater will be the inspiration."*
>
> **George Washington Carver**
> Christian agricultural scientist, educator, and inventor

Carver's life reflected that integration. He regarded his abilities and insights as gifts from God while also devoting himself to observation, study, experimentation, and practical application. He did not patent most of his work and widely shared his agricultural knowledge to help others, especially poor farmers.

As the concept that would eventually become Co-Creating with GOD: Spirit-Led Innovation began to take shape, the biblical relationship between revelation and practical work became clearer.

God reveals, equips, and leads, but He also expects us to participate. We have to think, investigate, learn, create, make decisions, work with other people, and continue responding as He directs us. Greg's 7i Innovation Framework provided a practical way to understand many of the thinking-and-doing elements involved in that work.

One important piece still had not become clear.

Although I knew that hearing God and faithfully responding to Him belonged together with the 7i Innovation Framework, I had not yet recognized the larger Spirit-Led pattern God had walked me through in Alaska or the distinct movements within it.

When the Training Came to Life

In late fall 2024, we held three live Co-Creating with GOD: Spirit-Led Innovation events at Daren's church in Illinois, the same church he had offered as a launch site for the Global Christian Business Network when I still had no idea what I would launch there. **Yeah, that church.**

Those events allowed us to teach the 7i Innovation Framework within a biblical understanding of how God reveals, equips, leads, and works through His people. Participants applied the Framework to real ideas, problems, and assignments in a live, interactive environment.

All three events were professionally recorded, edited, and captioned. Those recordings now form the foundation of the on-demand Co-Creating with GOD: Spirit-Led Innovation training platform.

The original training brought together the 7i Innovation Framework Greg had identified, the biblical foundation we had been developing, and the understanding that God's revelation and our practical participation aren't separate or competing parts of the process.

The Spirit-Led Co-Creation Pathway had not yet been identified, but the underlying pattern was already woven into the biblical foundation of the training. Its distinct movements would become clear later.

The relationship at the center of CCWG can now be expressed simply:

God reveals what He wants us to know. The Holy Spirit equips and leads.
We faithfully respond and do the work. God accomplishes His purposes through us.

When the Pathway Became Clear

For years, I had looked back on my time in Alaska and recognized that God had taken me on a journey that involved much more than receiving an idea.

He brought something to my attention and then led me through investigation, uncertainty, failed attempts, difficult decisions, relationships, testing, implementation, and continued adjustment. I had to keep listening to Him while also doing the practical work required to bring what He had shown me to fruition.

When Greg explained the 7i Innovation Framework in 2023, I immediately recognized its seven thinking-and-doing elements within that experience. What I still hadn't identified was the larger Spirit-Led journey that had surrounded them. In 2026, three years after meeting Greg, that larger pattern finally became clear enough for me to put into words.

As I looked carefully at what God had walked me through and compared it with the patterns I saw throughout Scripture, I identified seven distinct movements: Revelation, Clarification, Confirmation, Co-Creation, Validation, Activation, and Implementation.

I also recognized Transformation as the broader outcome God can accomplish in us, in the work itself, in other people, and in the circumstances connected to an assignment. That was when I gave the pattern a name: **the Spirit-Led Co-Creation Pathway.**

I didn't invent the Pathway and then attempt to apply it to my past. I identified it by looking closely at the way God had already led me over many years. The language was new, but the underlying experience wasn't.

The Pathway gave me a way to explain the larger journey of recognizing, discerning, and responding to what God reveals. Greg's 7i Innovation Framework provided repeatable thinking-and-doing elements that could help people develop ideas, solve problems, and bring solutions to fruition.

They were distinct, but they clearly belonged together.

The Spirit-Led Co-Creation Pathway

The Spirit-Led Co-Creation Pathway is the name I eventually gave to the pattern of God's leading and my response during my years in Alaska. At the time, I only knew that God had brought something to my attention and that following Him required far more than receiving an idea. What He was showing me had to become clearer.

I needed to determine whether I was supposed to pursue it, develop it into something other people could understand, test whether it worked, involve people whose abilities complemented my own, and continue listening to God as the work moved forward.

The Pathway describes that larger Spirit-Led journey through seven movements:

1. **Revelation:** Recognizing what God may be bringing to your attention. (Jeremiah 33:3)
2. **Clarification:** Seeking greater understanding and making the vision plain. (Habakkuk 2:2)
3. **Confirmation:** Searching out the matter, examining what you believe you are hearing, and confirming the direction. (Proverbs 25:2)
4. **Co-Creation:** Responding as the Holy Spirit equips and leads you in developing what has been revealed. (Exodus 31:3–5)
5. **Validation:** Testing assumptions and involving people whose wisdom and insight are needed. (Proverbs 15:22)
6. **Activation:** Trusting God, acknowledging Him, and beginning to move forward. (Proverbs 3:5–6)
7. **Implementation:** Continuing to listen for God's direction while bringing the assignment into sustained practical action. (Isaiah 30:21)

Outcome: Transformation

Transformation describes the change God can accomplish in us, in the work itself, in other people, and in the circumstances connected to the assignment as He renews our thinking throughout the journey. (Romans 12:2)

Transformation isn't an eighth movement but the broader outcome God can bring about through the entire Spirit-Led journey. **The Pathway isn't intended to reduce God's leading to a formula.**

Clarification can continue during implementation. Validation may reveal the need for additional confirmation. New information may require further co-creation. A major change may create another point of activation. Several movements may be occurring at the same time within different parts of an assignment.

The Pathway helps people discern which movements may need attention at any point in the journey while keeping their relationship with God at the center.

The 7i Innovation Framework

The 7i Innovation Framework provides seven repeatable thinking-and-doing elements for developing ideas, solving problems, and bringing solutions into practical use.

The seven elements are:

- **1i Illuminate:** Bring the problem, need, question, or possibility into clearer view.
- **2i Investigate:** Develop a deeper understanding through questions, observation, research, evidence, and the experiences of the people involved.
- **3i Incubate:** Create space for information, questions, and insights to connect.
- **4i Imagine:** Generate several possible responses before narrowing too quickly to a familiar answer.
- **5i Interpret:** Evaluate, organize, combine, and refine what has emerged.
- **6i Interact:** Bring developing ideas into contact with other people and real-world conditions.
- **7i Ignite:** Move the selected idea or solution into implementation through coordinated action.

Projects can fail when people fall in love with the first solution that occurs to them and begin building before they fully understand the real problem. At the other extreme, people can remain in research or discussion mode for so long that nothing moves into implementation and very little gets accomplished.

The Framework creates room for curiosity, investigation, creative thought, and multiple possibilities while continuing to move the work toward evaluation, testing, decisions, and action.

It's structured, but it isn't mechanical. Interaction may expose missing information that requires further investigation. Testing may send a project back into imagination or interpretation. Implementation may reveal that the original problem needs to be illuminated again.

The Framework helps people recognize what an idea or project currently requires, whether that means deeper investigation, more creative thinking, interaction with other people, further evaluation, or coordinated action. It provides orientation without suggesting that innovation will unfold in a perfectly straight line.

How the Pathway and Framework Work Together

The Spirit-Led Co-Creation Pathway and the 7i Innovation Framework serve different but complementary purposes. The Pathway helps people recognize, discern, and respond to what God is revealing. The 7i Innovation Framework helps them work through the thinking-and-doing elements involved in developing ideas, solving problems, and bringing assignments to fruition.

The Pathway helps people work through questions such as:

- What is God bringing to my attention?
- What does it mean?
- Am I understanding the direction accurately?
- How is the Holy Spirit equipping and leading me?
- What assumptions need to be tested, and whose wisdom or insight is needed?
- What response is required to begin moving forward?
- What practical work is required to bring the assignment into sustained action?
- What is God accomplishing through this journey?

The Framework helps people work through questions such as:

- What problem or possibility requires attention?
- What needs to be understood?
- What patterns and connections are becoming visible?
- What possible responses can be developed?
- Which ideas should be evaluated, combined, refined, or selected?
- What do other people and practical testing reveal?
- How can the selected idea or solution be implemented?

The Pathway has seven movements, and the Framework has seven thinking-and-doing elements, but they shouldn't be forced into a one-to-one alignment.

Clarification can occur during any part of the Framework. Co-Creation may involve all seven thinking-and-doing elements. Validation may be especially visible during Interact, but Investigate and Interpret can also expose weak assumptions.

Implementation is closely connected to Ignite, but new information may require renewed attention to earlier elements of the Framework. Transformation shouldn't be treated as an eighth Framework element or as a direct counterpart to Ignite. It is the broader outcome God can accomplish through the entire Spirit-Led journey.

Within Co-Creating with GOD, prayer and spiritual discernment remain active throughout both the Pathway and the Framework.

A person can pray while illuminating a problem, seek the Holy Spirit's direction while investigating it, remain attentive as ideas incubate, ask for wisdom while imagining possibilities, exercise discernment while interpreting what has emerged, listen carefully while interacting with others, and continue seeking God as the work moves into implementation.

The Spirit-Led Co-Creation Pathway and the 7i Innovation Framework don't compete with or replace one another. The Pathway keeps our relationship with God and our response to His leading at the center, while the Framework helps us engage the thinking, interaction, and work involved in bringing ideas and assignments to fruition.

Together, they form the foundation of Co-Creating with GOD: Spirit-Led Innovation.

Why the Complete Training Is FREE

From the beginning of Co-Creating with GOD, I have believed the complete foundational Spirit-Led Innovation training should be available to people regardless of their ability to pay. Important ideas aren't limited to people with elite educations, large bank accounts, famous names, or access to powerful relationships.

I firmly believe that some of the most important inventions, innovations, strategies, and solutions will come from people the business and technology worlds would consider the least likely, including those living in countries and communities largely overlooked by both.

There are people throughout the world with intelligence, creativity, experience, insight, and God-given assignments who have never had access to substantive innovation training.

> *"The constant duty of every man to his fellows is to ascertain his own powers and special gifts; and to strengthen them for the help of others."*
>
> **John Ruskin**
> Christian social thinker, author, and art critic

Ruskin's life and writing reflected that conviction. He wrote extensively about education, economics, craftsmanship, and the moral purpose of work, challenging a society that often measured people primarily by wealth or social position.

He believed people should recognize and strengthen their particular abilities so they could use them in service to others. His concern went beyond theory. He taught at the Working Men's College and later used part of his inherited wealth to establish the Guild of St George and support educational and social initiatives.

That principle is one reason the complete foundational CCWG training is included with the FREE Membership. A person's financial circumstances, location, education, or current position shouldn't determine whether they can learn to discern and develop what God may be placing before them.

I'll never know who most of those people are. Someone could complete the training, seek God, and apply what they learn to develop something extraordinary, and I may never hear about it.

They may solve a problem in their community, create a business, improve a process, develop an invention, strengthen an organization, or discover an approach that affects people far beyond their immediate circumstances.

Knowing that CCWG could serve as a catalyst for even one of those outcomes is more than enough reward for me because it means I am doing exactly what God has called me to do while helping other people move forward with what He has called them to do.

That is the whole purpose behind Co-Creating with GOD: Spirit-Led Innovation.

Money should never be the reason someone can't access this training.

That's why the complete foundational Spirit-Led Innovation training is included with the FREE Membership. Making it accessible to people in different countries and language communities is part of the Global Vision. Our on-demand training platform is currently capable of supporting more than forty languages.

The foundational training includes the Spirit-Led Co-Creation Pathway, the 7i Innovation Framework, a BASIC Seminar, an ADVANCED Workshop, DEEP DIVE sessions, training on how to remain creative, inventive, and innovative in the age of AI, the Wisdom Library, and supporting resources that help people apply what they learn.

The purpose is to give people a foundation for applying what they learn to a real idea, problem, decision, or assignment in ways that can produce meaningful results.

More Than a Training Program

The training matters, but it isn't the final objective. The larger vision is a global network of networks connecting like-minded, Spirit-Led believers who are learning to recognize what God is revealing, develop the ideas and assignments He places before them, and bring them to fruition.

Co-Creating with GOD isn't the entirety of the Global Christian Business Network God began revealing to me decades ago. The larger mandate includes areas, initiatives, relationships, and forms of practical work that extend beyond the CCWG training and Membership structure.

I now understand CCWG to be the tip of the spear. It is the first major initiative being developed and the primary way people can begin receiving training and connecting with one another. It provides a shared foundation and serves as a catalyst for the relationships, projects, and networks that can eventually emerge.

CCWG can begin moving forward before every other part of the Global Vision is in place. People can learn to recognize what God is revealing, develop their ideas and assignments, and connect with others whose knowledge, experience, abilities, and resources can help bring those assignments to fruition.

As that happens, some of what develops through CCWG will connect directly with the broader mandate of the Global Christian Business Network. Other individuals will follow the directions God has given them, and their ideas and assignments may remain independent while still contributing to His purposes.

Being like-minded doesn't mean everyone will have the same assignment, background, perspective, or way of approaching a problem. It means they share a desire to follow the leading of the Holy Spirit and a common foundation built around the Spirit-Led Co-Creation Pathway and the 7i Innovation Framework.

For years, I described what God had shown me as a Global Christian Business Network because business and the marketplace were the settings in which much of the vision developed.

Business and the marketplace remain central to the Global Christian Business Network because businesses create products, services, jobs, infrastructure, relationships, and resources. Business leaders also operate in environments where real problems require decisions with practical consequences.

But the mandate isn't limited to business.

God can give ideas related to technology, education, healthcare, finance, media, ministry, government, nonprofit work, communities, families, or fields that don't yet exist. They can improve a process, address a humanitarian need, or become an invention, business model, ministry, educational tool, creative work, system, service, or an entirely new approach.

> *"For one person who is blessed with the power of invention, many will always be found who have the capacity of applying principles."*
>
> **Charles Babbage**
> Christian mathematician and inventor, often called the father of the computer

Babbage's own work illustrated this principle. He conceived mechanical computing machines that anticipated essential features of modern computers, but bringing those concepts into practical form would require the contributions of mathematicians, engineers, machinists, and people who came after him.

Training can help equip people, but bringing ideas and assignments to fruition also requires relationships.

One person may recognize the problem. Another may understand the technology. Someone else may know the market or the people affected. Another person may bring operational experience, scientific knowledge, legal counsel, capital, manufacturing capabilities, distribution, or a relationship that opens the right door.

At the right time, one connection can change what becomes possible.

But inspiration and connections alone don't solve a problem. Someone still has to clarify what is being addressed, investigate the situation, test assumptions, make decisions, organize resources, and continue working until the idea produces a meaningful result.

That brings me back to the prayer that started this journey.

I didn't ask God for success merely for the sake of being successful. I asked Him for ideas, projects, and resources that would allow me to help people and support what He wanted to accomplish through me.

What I see now is that this same principle can be lived out through a global network of networks where people pursue the different assignments God has given them, connect with others as He leads, and use what He places in their hands to help fulfill His purposes through work no one person could accomplish alone.

How the Different Parts Support the Global Vision

As Co-Creating with GOD has developed, different Memberships, Add-Ons, programs, platforms, and tools have taken shape to support the Global Vision.

CCWG is intended to serve as a catalyst for businesses, projects, products, services, and other initiatives that create genuine value and generate resources. Over time, the projects and initiatives catalyzed through CCWG are intended to become important funding vehicles for work connected with the larger Global Christian Business Network.

The complete foundational training can remain included with the FREE Membership, while revenue generated through paid Memberships, programs, services, and the CCWG CERTIFIED Advisor program can help support the people, technology, infrastructure, relationships, and other work required to continue developing CCWG.

The aim is to build a sustainable model in which the complete foundational training remains globally accessible, paid offerings help support the continued development of CCWG, and the projects and initiatives emerging through it can generate additional resources for the larger mandate.

The **FREE Membership** removes the financial barrier and gives people access to the complete foundational Spirit-Led Innovation training.

The **PREMIUM Membership** supports those who want to study more deeply, continue applying what they are learning, and develop relationships with other Christian leaders.

The **AMBASSADOR Membership** supports Members who want to introduce more people to the complete FREE training through their relationships and personal networks. It provides a

personal FREE Member enrollment site, outreach resources, and a follow-up system to support those introductions.

The **INNOVATOR Add-On** creates a setting where people who are actively developing ideas, products, services, strategies, organizations, and solutions can question assumptions, identify gaps, exchange expertise, and strengthen their work.

The **CHAMPION Add-On** connects ideas and initiatives with experienced leadership, strategic counsel, relationships, governance, and resources that can help them move forward and produce lasting results.

INNOVATOR and CHAMPION are separate Add-Ons for AMBASSADOR Members.

The **CCWG CERTIFIED Advisor program** is being developed to equip people who can help leaders and organizations apply the Spirit-Led Co-Creation Pathway and the 7i Innovation Framework to real ideas, problems, decisions, and assignments. Participation involves separate training and certification.

The **new AI-enhanced enterprise remote sales platform** is being developed to support the Remote Sales Method and provide the technological infrastructure for Co-Creating with GOD's future global remote sales projects.

NeumaGO.ai is being developed as a purpose-built platform for Spirit-Led human augmented intelligence. It is intended to support research, questioning, documentation, collaboration, and the application of both the Spirit-Led Co-Creation Pathway and the 7i Innovation Framework.

Each part is designed to address a different need within the Global Vision. They aren't sequential stages every Member is expected to move through. People can engage with the parts that fit their needs, assignments, and level of involvement.

Together, these parts help people move beyond learning about Spirit-Led Innovation by providing access to the relationships, expertise, counsel, resources, and technology that can help them apply it to real ideas, problems, decisions, and assignments.

God Used Remote Sales to Prepare Me for the Global Vision

Although I'm not a programmer, God has given me a knack for recognizing what software needs to accomplish and seeing how different concepts, technologies, and processes can be brought together within a working system.

Looking back, I can see how the software applications and remote sales systems I conceived and architected became another important part of my preparation for the Global Vision.

That began in 1998 with LeadDog, a basic lead-distribution app that automatically sent new leads to remote sales reps each day. In 1999, I launched my first web-based remote sales software system. It was rudimentary by today's standards, but I had it developed around the four-part hybrid business model for virtual sales that God had shown me earlier.

That model combined the Internet's 24/7 global reach, cloud-based sales automation software, mass media advertising to generate leads, and remote sales reps who earned commissions from sales generated through their individual websites.

That basic system gave me a working model in which to develop and apply the remote sales concepts I had been talking about. Using it while working from Alaska, I became the top sales rep and sales team builder for Zig Ziglar's personal development direct sales company. More importantly, it demonstrated that people could be successful at remote sales regardless of where they lived.

Rather than trying to turn that basic system into an enterprise platform, I took what I had learned and architected an entirely new enterprise-level remote sales software system. I launched it at the beginning of 2001.

It was designed to support large global remote sales organizations by helping them duplicate successful sales processes, train remote sales reps, communicate effectively, manage leads and follow-up activities, and build relationships with prospective customers and clients.

One of the platform's most distinctive capabilities was its ability to give each new remote sales rep a complete, replicated sales system with a single click of a mouse. It ultimately supported tens of thousands of remote sales reps around the world across numerous projects.

I also had a generic version of the software developed, and over time the global affiliate network promoting it grew to include almost 30,000 affiliates.

Successfully combining technology and sales automation with personal interaction helped me become one of the top remote sales reps and remote sales team builders in the world in my niche. On one project, I was the catalyst and primary driver behind monthly sales growing from under $200,000 to over $20 million in under two and a half years. From Alaska of all places.

During those years, I became highly adept at using technology and sales automation to make remote sales reps more effective while helping them build stronger relationships with

prospective customers and clients. That approach became the foundation for what I now call the **Remote Sales Method**.

In 2004, I also architected an enterprise learning management system for personal development and remote sales training, which taught me more about using technology to equip and develop people across different locations.

In 2010, in spite of all the success I had experienced, God made it very clear that it was time to shut down the enterprise-level version of my remote sales software. Then, in 2015, He led me to spend a year researching where the next generation of remote sales technology was headed. I called this emerging combination of sales technologies **Advanced Internet Intelligence**.

I had a prototype of a new remote sales system developed in 2016 and launched a beta version in 2017. It was built around machine learning, social listening, personality profiling, and a process for drawing information from multiple data sources in sequence until the needed information was obtained.

The development roadmap also included predictive capabilities. The technology industry now commonly refers to that sequential process as waterfall enrichment.

The system was based on machine learning to support remote sales, but it didn't incorporate the type of generative AI later made widely accessible through ChatGPT.

At the time, however, I was picking up breadcrumbs from leaders in AI and sales at Fortune 500 companies. Those breadcrumbs gave me a lot of food for thought about what AI might eventually make possible and where sales technology was headed.

The beta was designed to help remote sales reps become better informed, make better decisions, communicate more effectively, and build stronger relationships. However, the external data streams it depended on were still too inconsistent in price, quality, and availability to support the platform at the level I needed, so I eventually put the project on pause.

The underlying concepts never went away. In fact, they are even more relevant today because the technology, data quality, and access to reliable data sources have improved so dramatically since then.

I have now architected a fifth remote sales software application and am having it developed. It will also be my second enterprise-level remote sales software system. The name hasn't been finalized, so I currently refer to it as the new AI-enhanced enterprise remote sales platform.

In this case, AI represents three interconnected forms of intelligence: artificial intelligence, augmented intelligence, and advanced intelligence. Artificial intelligence provides the technological capabilities. Augmented intelligence describes how those capabilities strengthen human intelligence while keeping remote sales reps actively involved.

Advanced intelligence describes the platform's combination of enriched data, predictive insights, contextual understanding, and decision support, building on the same forward-looking principles behind Advanced Internet Intelligence.

The **Remote Sales Method** provides the foundation for the platform. Its architecture draws on what experience has taught me works most effectively in remote sales, what I learned from every platform that came before it, and what God continues to show me as He leads me through its development.

The platform will also incorporate an agentic AI lead-generation component capable of carrying out coordinated, multi-step research and lead-generation activities.

The purpose won't be to remove remote sales reps from the process. It will be to give them better information and help them focus their time and attention on the people and activities where they can be most effective.

Remote sales reps will still decide who to contact, how to communicate, and how to build the relationship. Sales is ultimately relational, and the best technology still depends on the character, judgment, and intentions of the people using it.

The same standard applies to the new platform. This is about more than building better sales technology. It is about applying that technology in a way that reflects God's character. God's people are called to operate in a spirit of generosity, truth, and selflessness rather than greed, deceit, and manipulation. It starts with making a commitment to do business and sales God's way.

This new AI-enhanced enterprise remote sales platform and NeumaGO.ai are completely separate systems. NeumaGO.ai is being developed as a platform for Spirit-Led human augmented intelligence to help people research, question, document, collaborate, and apply the Spirit-Led Co-Creation Pathway and the 7i Innovation Framework.

The enterprise remote sales platform is being developed specifically to support the Remote Sales Method and Co-Creating with GOD's future global remote sales projects. For years, I have

envisioned a global Christian network of professionally trained remote sales reps with excellent character who could support projects throughout the world.

Co-Creating with GOD can help catalyze businesses, projects, products, services, and other initiatives that create genuine value. Some of those initiatives will need global remote sales organizations capable of introducing what has been developed to the people, businesses, communities, and countries they are intended to serve.

The new enterprise remote sales platform is being designed to provide infrastructure for that work. By helping those initiatives reach the people they are intended to serve and generate revenue, it may also help some of them become funding vehicles for work connected with the larger Global Christian Business Network.

What appeared to be separate software projects over the years were also part of my preparation. Each one taught me more about global teams, training, information, communication, relationships, technology, and what it takes to move from an idea to a functioning system.

I can now see how those experiences have prepared me to develop another part of the larger vision God began revealing decades ago.

For the complete story of these platforms, the experience behind them, and the new AI-enhanced enterprise remote sales platform now in development, see **From Alaska to the Next Generation of Remote Sales**.

NeumaGO.ai: Spirit-Led Human Augmented Intelligence

In 2009, shortly after the first 40-day fast, God revealed a much more detailed mandate for the Global Christian Business Network. Seventeen years later, He prompted me to complete another 40-day fast.

Toward the end of that fast, in June 2026, God made it crystal clear that I was supposed to develop an AI platform for Co-Creating with GOD: Spirit-Led Innovation. Once again, He was revealing a piece of the Global Vision I couldn't have anticipated.

The first fast had been followed by a much clearer understanding of what the larger network was intended to address. The second was followed by direction concerning a technology that could help people throughout the world research, question, document, collaborate, and apply both the Spirit-Led Co-Creation Pathway and the 7i Innovation Framework.

God was directing me to develop a platform that would use AI to augment and enhance human intelligence without replacing the thinking, creativity, discernment, relationships, judgment, or involvement the work requires. People would remain actively engaged, and the entire process would remain Spirit-Led.

> *"AI is neither savior nor threat in itself; rather, its value depends on how it is discerned, governed, and deployed by God's people."*
>
> **Matthew Niermann and Quintin McGrath**
> *Lausanne Global Analysis,* "AI and the Great Commission"

That direction led me to begin developing NeumaGO.ai. I can clearly see the connection between NeumaGO.ai and how God first led me to use new technology when I was developing remote sales.

In the late 1990s, the Internet was beginning to become a serious business tool. Most people hadn't yet recognized how it could connect large numbers of people and support work across distance. God used that period to lead me into a form of remote sales that wouldn't become mainstream for another twenty years.

The technology is different today, but the underlying question is similar: How can a rapidly advancing technology help people extend their capabilities without replacing the discernment, creativity, relationships, judgment, and active human participation the work requires?

NeumaGO.ai is being developed for global accessibility through Co-Creating with GOD.

Its name draws from two Greek words: *pneuma*, meaning spirit, breath, or wind, and *agō*, meaning to lead, guide, or bring forward. Together, they express the central idea behind the name: people being led by the Holy Spirit while using AI to extend and strengthen their God-given human capacities.

Within NeumaGO.ai, "AI" refers to **augmented intelligence**. Artificial intelligence provides the underlying technological capabilities, while Spirit-Led human augmented intelligence describes how those capabilities are used.

This approach uses the speed, scale, and analytical power of technology to extend and strengthen human knowledge and intelligence while people remain actively engaged in discernment, creativity, relationships, judgment, accountability, and practical participation.

The Holy Spirit leads. People discern and decide. Augmented intelligence assists.

The goal isn't to create technology that replaces prayer, Scripture, spiritual discernment, wise counsel, professional expertise, or the need for people to think and make decisions. It is to develop technology that assists people while keeping them prayerfully, intellectually, creatively, and relationally engaged.

NeumaGO.ai will help people organize information, investigate questions, distinguish between facts and assumptions, expose gaps, examine alternatives, recognize patterns, compare possibilities, document what they are learning, and identify practical next steps.

It will also be question-led rather than simply producing quick answers. The platform will challenge assumptions, ask what evidence supports a conclusion, introduce another perspective, identify what remains unknown, and help people think through how an idea or decision could affect those involved.

The Holy Spirit leads, and people remain prayerfully engaged, bringing their discernment, knowledge, experience, imagination, creativity, and judgment to the work.

This approach is directly aligned with the Spirit-Led Co-Creation Pathway and the 7i Innovation Framework. The Pathway helps people discern what God is revealing and how He is leading them to respond. The Framework helps them investigate, develop, evaluate, strengthen, and implement the ideas and solutions connected with that direction.

Through Co-Creating with GOD, NeumaGO.ai will play a significant role in bringing the Global Vision to fruition. Over time, it will help people from different countries, cultures, industries, professions, and areas of experience work together across those differences while keeping prayer, discernment, relationships, expertise, and human judgment at the center of the work.

The platform will support individuals working on their own assignments, companies and organizations collaborating within controlled workspaces, CCWG CERTIFIED Advisors guiding client projects, and carefully defined global initiatives involving people from different countries and fields.

Access to NeumaGO.ai will require a paid PREMIUM Membership, separate enrollment, and an additional platform fee. Details about availability, features, and pricing will be provided as development continues.

The technology is intended to support people while they remain fully engaged in the work.

CERTIFIED Advisors and the Global Network of Networks

People can understand the Spirit-Led Co-Creation Pathway and the 7i Innovation Framework and still need help applying them to a real situation. They often need help clarifying what they are trying to accomplish, identifying assumptions, asking stronger questions, involving the right people, examining possible responses, and determining what to do next.

That's the role CCWG CERTIFIED Advisors will fill.

CERTIFIED Advisors will be equipped to help leaders and organizations apply the Spirit-Led Co-Creation Pathway and the 7i Innovation Framework in business, ministry, nonprofit, educational, organizational, and community settings.

They won't tell other people what God is saying to them or make spiritual decisions for them. They will support that work through strong questions, disciplined investigation, practical experience, facilitation, and an understanding of what it takes to develop an idea or assignment and bring it to fruition.

CERTIFIED Advisors will work in many different settings. Some will work with executive teams or entrepreneurs. Others will serve ministries, nonprofit organizations, educational institutions, innovation initiatives, or community leaders.

This is where the vision for CERTIFIED Advisors connects directly with the global network of networks.

Someone living and working within a country brings local knowledge of its culture, relationships, industries, problems, and ways of communicating that can't be fully replicated by someone outside it. No centralized organization can hold all that local knowledge, nor should everything depend on one.

The long-term vision includes developing at least 1,000 CERTIFIED Advisors, with at least one serving in each of the world's 195 countries. These Advisors will work within their own cultures, professions, industries, and existing relationships while remaining connected with other people applying the same foundational principles.

They will help leaders address problems within their own settings, recognize when knowledge from another field or country is needed, and connect their work with other networks when those relationships can strengthen what is being developed.

This is one practical way the Global Vision will take shape throughout the world: through Advisors who understand their local settings, remain connected to a much larger network, and help people develop their God-given ideas and assignments and bring them to fruition.

Wisdom and Discernment in the Age of AI

Artificial intelligence is advancing rapidly, information is multiplying, and industries are changing. Leaders must make consequential decisions in an environment filled with noise, pressure, competing claims, and incomplete information.

The answer isn't simply to consume more information or move faster. Christian leaders need wisdom, understanding, discernment, creativity, and the ability to distinguish truth from error. They need to know when to move, when to investigate further, when to seek counsel, and when to wait.

That brings me back to what God showed me in 2009: Christians would need to hear His voice for themselves, remain anchored in His Word, and follow the leading of the Holy Spirit in an environment increasingly shaped by deception and confusion.

Jesus described the Holy Spirit as the Spirit of truth:

"When the Spirit of truth comes, he will guide you into all the truth, for he will not speak on his own authority, but whatever he hears he will speak, and he will declare to you the things that are to come" (John 16:13, ESV).

AI now makes it possible to create and distribute convincing false information at a speed and scale that would have been difficult to imagine when I wrote that document.

AI can organize information, accelerate research, compare alternatives, and identify patterns, but it can't discern God's assignment for someone's life, hear the Holy Spirit, or obey God on that person's behalf. It should extend and strengthen human capabilities without becoming a substitute for Scripture, human thought, spiritual discernment, wise counsel, or personal accountability.

When people routinely turn to AI before they think, question, seek God in prayer, investigate, or seek wise counsel, they reverse the proper order and begin surrendering abilities and responsibilities they were never meant to give away.

Co-Creating with GOD uses technology to extend and strengthen the abilities God has given people while keeping prayer, spiritual discernment, relationships, expertise, creativity, critical thinking, and personal judgment at the center.

The world has no shortage of information. It needs people who remain anchored in God's Word, follow the leading of the Holy Spirit, bring wisdom, clarity, creativity, and discernment to real situations, and faithfully do the work required to bring God-given ideas and assignments to fruition.

What God Can Accomplish Through the Global Vision

I can't even begin to imagine everything that will emerge from the Global Vision, and that's one of the most exciting aspects. If the last thirty years have taught me anything, it's that God can connect pieces in ways I could never predict. But I can see some of what will become possible.

> *"The Christian is the one whose imagination should fly beyond the stars."*
>
> **Francis Schaeffer**
> Christian theologian, philosopher, pastor, and cultural thinker

Schaeffer spent much of his life challenging Christians to apply biblical truth to every area of life and culture. He wrote about philosophy, art, science, technology, ethics, and the ideas shaping society, insisting that the lordship of Christ wasn't confined to activities normally considered religious.

In *Art and the Bible*, where this statement appears, he encouraged Christians to use their imaginations and creative abilities to produce work that reflected truth, beauty, and the reality of God.

His words weren't a call for imagination to operate independently of God or without discernment. They were an invitation for Christians to think beyond the limitations of a worldview that excludes God while remaining grounded in biblical truth.

That distinction is important because the Global Vision isn't built on human imagination alone. In 1 Corinthians 2, Paul was speaking specifically about the wisdom of God revealed through Christ.

His words shouldn't be reduced to a general promise about creativity or innovation. They do, however, establish something central to this vision: believers aren't dependent on human wisdom alone. God has given us His Spirit, who reveals His wisdom and helps us understand what He freely gives.

> But we impart a secret and hidden wisdom of God, which God decreed before the ages for our glory. None of the rulers of this age understood this, for if they had, they would not have crucified the Lord of glory. But, as it is written,
>
> "What no eye has seen, nor ear heard,
> nor the heart of man imagined,
> what God has prepared for those who love him"—
>
> these things God has revealed to us through the Spirit. For the Spirit searches everything, even the depths of God. For who knows a person's thoughts except the spirit of that person, which is in him? So also no one comprehends the thoughts of God except the Spirit of God.
>
> Now we have received not the spirit of the world, but the Spirit who is from God, that we might understand the things freely given us by God. And we impart this in words not taught by human wisdom but taught by the Spirit, interpreting spiritual truths to those who are spiritual.
>
> **1 Corinthians 2:7–13, ESV**

The Global Vision therefore isn't about human imagination operating independently or creating a future and then asking God to bless it. It is about Spirit-Led believers seeking Him, discerning what He is revealing, and applying their knowledge, imagination, experience, abilities, and work to what He places before them.

As that happens, believers will develop ideas, inventions, innovations, and practical solutions that address real problems. Christian business leaders will create economic value and use some of the resources generated to help people, support ministries, strengthen communities, fund additional innovation, and carry out other work God places before them.

Leaders will serve within secular and Christian organizations as trusted advisors, problem-solvers, builders, and innovators who bring wisdom, clarity, and creativity to difficult situations and produce practical results. People in countries with fewer financial resources will gain access to substantive training and develop ideas that benefit their communities and the wider world.

Experienced leaders will mentor younger innovators, and specialists from different fields will gather around ideas requiring knowledge no single person possesses. Businesses, ministries, researchers, technologists, educators, investors, advisors, and community leaders will form relationships around problems and possibilities God is bringing to their attention.

The global network of networks will connect people who otherwise never would've encountered one another. It will bring together someone who understands the problem, another person with the necessary technical knowledge, and others with relevant experience, resources, relationships, or insight from another industry or country.

Some ideas will create revenue that helps fund the development of additional ideas. Others will solve problems whose value cannot be measured primarily in money. Some will serve local needs, while others will reach people across industries, cultures, and nations.

Some of the most significant ideas to emerge through this global network will come from people Greg and I never meet, working in countries or industries I know nothing about.

They will come through inventors, educators, executives, entrepreneurs, scientists, advisors, ministry leaders, creators, and young people who recognize something God is bringing to their attention and actually do something with it.

The network will have its greatest impact when people faithfully develop what God has placed before them and connect with the knowledge, experience, relationships, and resources that can help carry it further.

That's how God can accomplish His purposes through people working together in ways no one person or organization could manage alone.

What Success Ultimately Looks Like

For me, the ultimate measure of success isn't how many people enroll in the training, how many become paid Members, how much revenue is generated, or how large the global network becomes. Those numbers can help show the scale and sustainability of what is developing, but they aren't the purpose.

> *"The place God calls you to is the place where your deep gladness and the world's deep hunger meet."*
>
> **Frederick Buechner**
> Christian author, theologian, and ordained Presbyterian minister

Buechner's words point to a different way of understanding both vocation and success. In *Wishful Thinking*, he explained that calling isn't determined only by what a person enjoys or only by what the world needs.

It is discovered where the work someone is deeply drawn to do meets something the world genuinely needs to have done. That meeting place doesn't guarantee ease, recognition, or financial success, but it brings personal calling and service to others into the same understanding of meaningful work.

What really matters is what people do with what God gives them.

Are people learning to hear God more clearly and exercise greater discernment? Are they developing the creative capacity He placed within them, learning to ask better questions, and becoming willing to examine and challenge their own biases, beliefs, and assumptions?

Are they involving people whose insight and experience are needed? Are they moving ideas beyond inspiration and into practical development? Are they doing work that serves people, solves problems, creates value, and represents God well? Are they being transformed through the journey?

Success looks like a Christian business leader making a wiser decision because they sought God instead of reacting to pressure.

It looks like an entrepreneur developing an idea that creates jobs and addresses a real need, an inventor bringing something into the world that improves people's lives, or an advisor earning trust because their questions, wisdom, and counsel consistently help others make better decisions and create value.

It looks like someone in a country I never visit completing the training, recognizing an idea God has been bringing to their attention, and building something that serves people far beyond their immediate community.

It also looks like people stewarding resources generated through innovation with integrity and in a spirit of generosity, truth, and selflessness, and forming networks that help them accomplish together what none of them could accomplish alone.

Ultimately, success isn't defined by size. It is God accomplishing His purposes through people who listen, respond, keep learning, make adjustments, and faithfully do the work He places before them.

That is what success ultimately looks like. **And that is the Global Vision.**

Now Is the Appointed Time

More than thirty years ago, I prayed and asked God if I could be a businessman who came up with ideas, traveled the world, generated resources, and helped people. I thought I was praying about my own life. Looking back, I can see that God was beginning to lead me on a journey that would eventually help other people discern and develop what He was showing them.

The remote sales experience taught me what can happen when God brings an idea to someone's attention before they possess the knowledge or abilities required to build it. The years that followed taught me that success isn't always the destination, loss isn't always the end, and waiting isn't the same as abandonment.

While God was taking me through those experiences, He was leading Greg along a different path. Greg's journey showed how a repeatable innovation framework could be identified through careful research, applied under demanding marketplace conditions, and taught to others.

When our paths converged, I finally began to understand how the Spirit-Led pattern God had walked me through and the thinking-and-doing elements Greg had identified complemented one another. I can now see how the different pieces God revealed over more than three decades are beginning to fit together.

The Global Christian Business Network is the larger mandate. It will connect like-minded, Spirit-Led believers around the world and create ways for knowledge, wisdom, experience, relationships, ideas, and resources to flow across independently developing networks.

Co-Creating with GOD is the tip of the spear and a catalyst for the larger mandate. It is the first major global initiative through which people can be equipped, connected, and given a shared foundation.

Out of this worldwide community of like-minded, Spirit-Led believers will come God-given ideas, inventions, innovations, strategies, solutions, creative works, businesses, products, services, and other initiatives developed through CCWG's training, collaboration, and relationships.

Some of those businesses, projects, and initiatives are intended to generate resources that can help fund the development of the larger Global Christian Business Network and other work God wants to accomplish.

Ultimately, the Global Vision is about people and what God wants to accomplish in and through their lives.

The ideas, initiatives, tools, and relationships aren't the end goal. They are means God can use to change lives, meet practical needs, strengthen communities, equip people to fulfill their God-given assignments, and accomplish His purposes throughout the world.

The Spirit-Led Co-Creation Pathway expresses the larger journey of recognizing, discerning, and responding to what God reveals. The 7i Innovation Framework provides practical thinking-and-doing elements for developing what He brings to our attention. Together, they give people a shared foundation they can apply within their own circumstances and assignments.

NeumaGO.ai is being developed to support that work through research, questioning, documentation, and collaboration. The CERTIFIED Advisor network is intended to provide personal guidance within different countries, cultures, and organizations. As these parts develop, they can help people find the knowledge, relationships, and practical support needed to carry out work no one person could accomplish alone.

That brings me back to Jeremiah 33:3, a verse I've prayed for decades:

"Call to Me and I will answer you, and tell you [and even show you] great and mighty things, [things which have been confined and hidden], which you do not know and understand and cannot distinguish" (Jeremiah 33:3, AMP).

What's now taking shape through Co-Creating with GOD is part of God's answer to that prayer, not only for me but for people throughout the world.

God reveals what He wants us to know. The Holy Spirit equips and leads.
We faithfully respond and do the work. God accomplishes His purposes through us.

This vision has taken decades to unfold, and none of us can yet see everything God intends to accomplish through it. We don't have every part mapped out, and we can't yet see how every need will be met. But that's been true throughout this journey.

Psalm 37:3–5 describes what God has been teaching me throughout this journey and how I need to continue moving forward:

"Trust in the LORD, and do good; dwell in the land and befriend faithfulness. Delight yourself in the LORD, and he will give you the desires of your heart. Commit your way to the LORD; trust in him, and he will act" (Psalm 37:3–5, ESV).

In 2023, God also gave my wife a promise that has stayed with us:

"I will provide a way when there is no other way." We have seen Him do that repeatedly throughout this journey, and we trust Him to do it again as we move forward with what He has placed before us.

If God has been bringing an idea, problem, or assignment to your attention, I invite you to join us. Become a FREE Member of Co-Creating with GOD, begin the Co-Creating with GOD: Spirit-Led Innovation training, and take the next faithful step toward developing what He has placed before you and bringing it to fruition.

Now is the appointed time to build what God has been revealing.

Cheers,
Brett Rademacher
Co-Creating with GOD: Spirit-Led Innovation
Learn to discern God-given ideas and bring them to fruition.

P.S. If you know someone who might be helped or encouraged by what I've shared here, please feel free to share this document with them.

Sources and Notes

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