



Leading
By
Design

2020 IMPACT REVIEW

YOUR RIPPLE EFFECT

This has been a tragic year in many ways. The pandemic, racial unrest, and natural disasters have had ripple effects, negatively impacting virtually every human being. Your partnership with Leading by Design has also had a far-reaching ripple effect ... but one which has positively influenced literally millions of people. Please join me in giving glory to God for what He has done thru your partnership throughout 2020. Here are just a few examples.

EMERGING LEADERS

This fall, I had the opportunity to do strengths coaching for four interns from a Christian conference center. Through coaching, they gained new awareness of their individual God-given design which is currently rippling into their sense of identity in Christ and their entire internship experience; this greater awareness will eventually influence their calling to an even greater contribution to mankind and God's Kingdom.



"Mr. Frickenstein showed genuine excitement about the way my strengths fit together. Even over Zoom, he warmly encouraged me to examine more closely how unique my set of strengths are, and that awareness made me grateful for the beauty God created in each of us." Intern, Spring Canyon Conference Center

ESTABLISHED LEADERS

Throughout this year, it has been my privilege to provide executive coaching for 14 Christian leaders on an ongoing basis. Several of my clients are pastors. When you enable me to serve a pastor by helping him think through his current leadership challenges, there is a *ripple effect* in his own family and in each member of his congregation and their families, workplaces, and communities. And when I come alongside the CEO of an online ministry, your investment positively impacts each member of their full-time staff, their 250 volunteers, and the 15,000,000(!!!) customers across the world whom they serve on a monthly basis. Now that's a huge splash!

"Scott's previous experience, the Leading by Design content, and his heart to serve others through coaching has been professionally transformative and personally life-changing for me. He has helped me gain insights into my strengths and values and methods to leverage my own giftings while also leaning into others to maximize their contributions." Staff member, the Navigators

LEADERSHIP TEAMS

It's also been a joy to invest in several leadership teams. I coached each member of Spring Canyon's staff, and led their team through two full-day team sessions. The *ripple*: this 18-person team has ministered to 1,800 customers this year ... impacting their walks with Christ, their families, churches and workplaces. You started another huge *ripple* when I spoke to the leaders of a global sign language ministry. Glory to God for the ensuing impact on deaf communities across the world!

"Scott spent hours pouring into our team during 2020. The net effect of that time has been not only individual growth in each of us, but also greater cohesion and unity as a team. On a personal note, my experience with Scott was profound. He is a coach's coach. His probing questions gave me healthy food for thought, and his keen attentiveness to my answers gave me courage to learn more about myself." Director, Interns and Outdoor Leadership, Spring Canyon Retreat & Conference Center

These testimonies and facts give you a quick glimpse of how God is using your generosity and faithfulness in prayer to impact leaders thru Leading by Design.

To learn more about what your partnership makes possible, visit leadingbydesign.us.

