



## **Blueprint for Life**

by Michael Kendrick and Ben Ortlip

★★★★☆ (4.5 stars)

*Buy this multimedia product if:*

- *You want to take a client or a group through a destiny-discovery and life-goal-setting process.*
- *You want great materials with high-profile speakers for doing a life purpose class at your church.*

### Overview

The *Blueprint for Life* is a multimedia life-purpose discovery and goal-setting package designed to help people clarify their calling, take stock of their priorities, and set goals to realign their actions with their life purpose. This is a wonderful tool for coaches, both for one-on-one situations and group coaching. It fills a major need created by the popular *40 Days of Purpose* program, which helps individuals understand what God wants of each person in the body of Christ, but does little to help you understand your unique, personal destiny.

Each week of the 8-week course has you read a short chapter about a topic, listen to an audio session, then complete a set of life purpose or goal-setting exercises. The first several weeks focus on inventorying and clarifying your own sense of call. Then you evaluate five different key areas of life and set change goals in each one:

- Spiritual
- Relational
- Physical
- Financial
- Career

The overall quality of the materials—from writing, audio, and printing to packaging—is truly superb. This resource was bankrolled by a business leader who wanted to help Christians more effectively set life goals, and the investment made in developing the product shows. Contained in a beautiful slipcase is a 160-page bound manual with articles and exercises for each week (done by an accomplished Christian author), five CDs-worth of inspirational audio sessions on life purpose by big-name Christian speakers (Andy Stanley, Tony Evans, Bruce Wilkinson, Chip Ingram, John Maxwell, etc.), a personal journaling booklet to record your reflections, a set of reminder cards for your action steps, a wall poster for your goals, and even a gift assessment. There

are few things I've reviewed that I'd say this about, but this really is worth twice the price.

### Evaluating the Materials

In general, the life purpose exercises included are very good, although the instructions are sometimes a little minimalist (so having you as a coach do some hand-holding along the way is a great addition to the process). Exercises cover things like inventorying what you know of your life purpose, creating a dream list, benefits and regrets, vision and mission statements, and creating stepping stones (their name for action steps) for each goal. The five key areas they've picked for goal-setting are also solid choices. The only thing that felt Biblically questionable was the sub-section on outward appearance—that certainly isn't a priority theme in the New Testament.

The writing is top notch—just be aware that this wasn't put together by a coach, so you'll have to overlook some “oughts” and “shoulds” in the writing style and exercise instructions.

There are several things this package needs (which you as a coach can probably easily supply). The most glaring omission is that there is no system for prioritizing which of the five areas to work on. Participants end up with a total of about 15 goals—far too many to tackle at once. A simple *Wheel of Life* exercise identifying which area the person is most motivated to tackle is something you'll need to add. Second, the integrated *Leader's Guide* for doing the Blueprint process with a group is weak. There is no accountability structure for completing the personal assignments, and the group discussion questions cover the input sessions instead of the self-discovery exercises (which is what people will really want to talk about). Again, just develop your own basic set of coaching questions to review the exercises people do during the week and you'll be all set. And while I'm pleased that a gifting tool is included with the materials, it is unfortunate that they chose one of the weakest available, a Wagner-Houts variant (it lumps several different categories of Biblical gifts into one list in a way that is often yields very confusing results). For a better outcome, substitute DiSC or MBTI.

### The Opportunity

All the warts aside, here's what excites me about the *Blueprint for Life*: having this set of tools put together in such a high-quality, low-priced package creates all kinds of exciting opportunities for you as a coach. You can bundle this as a coaching package and walk the client through it over 8 weeks. You can offer a life-purpose discovery tele-class and have each person go through the materials. This kind of class will tend to lead to plenty of follow-up coaching opportunities, so it could also be an excellent practice building tool for a professional coach.



You can also do this in your small group, men's or women's group or as a class at your church—a rudimentary facilitator's guide is included to help you do just that. The materials are targeted toward the needs of the average lay person, and the quality and affordability of the materials (and the recognizable names on the cover) should make it easy to get your pastor on board.

### Summary

This is a product I've been looking for for quite a while—an approachable life purpose discovery process you can do with one person or as a group coaching experience. It's not perfect (the writer could have used the input of an experienced life coach), but with superb packaging, big-name teachers on audio CDs and an unbeatable price, nothing else I've seen in this niche comes close. If you want to do life purpose coaching, offer destiny tele-classes or do a course at your church, these materials might be the perfect fit.

### **Reviewed by:**

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