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Heartbeat's Future: Plan A and Plan B

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A Perspective On Heartbeat's Past and Present

Elements of a Narrative of Key Events

- *LBS vision and execution of HB radio was beyond bold for it's time—an idea whose time has still not fully come the idea of speaking to the world in a way that generates meaning, hope and new possibility.
- *LBS creation and execution of workshops also exemplified this remarkable vision.
- *LBS ability to sustain interest and funding for Heartbeat were on the power of his very distinctive preaching, the perception that he was doing something important, new and that no one else was doing and the deep attachments and connections formed and reinforced over many years with a small but committed and in a few cases very wealthy individuals.
- *There came a time after leaving New York and settling in Vermont when LBS reached out to involve some other individuals James Walters and Doug Brown. They did not directly support LBS in his work but created subsidiary works Urban Initiatives and a program for medical professionals. LBS was key to creating funding for these individuals and efforts.
- *Sometime following the departure of Doug Brown, JMH returned to the work and there was the launch of Life That Loves to Happen, including the new seminar, and the planning with Toucerone, and the attempt to apply the strategy to a city, (Nashville) Extra staff with Joy Duncan and Ellen.
- *Then there was the radical downsizing in which Walters, JMH, Joy Duncan, Ellen, Jay all left and admin. assistance etc was moved to Lubbock.
- *Heart incident at Canoe club. Tim M. and JMH launch three wishes with help of Nashville core and Koonces.
- *The Celebration in Asheville

- *Purchase of Video equipment
- *video experiments with local group
- *golf in the wilderness
- *Bringing in Mike Cope
- *Young adult emphasis
- *First experiments with taping WRM
- *Completing and releasing first installments of WRM
- *Considering an effort to see the future in light of HB 4th wall experience

ATTEMPTS AT DEVELOPING KEY INSIGHTS INTO WHAT IS POSSIBLE NOW

1. LBS recent exposure to leadership at ACU and Lipscomb reflect that these universities are due to the shifting composition of student body very much in a position to directly and immediately benefit from the Heartbeat Insight.
2. If LBS focused on being a guiding consulting resource to a university for example ACU, Lipscomb, Pepperdine it is conceivable that an endowed chair and or institute could be created to sustain and advance The Heartbeat Insight.
3. If seems that the Universities are more likely to be early adopters of The Heartbeat Insight as compared to churches as well as providing a more stable base for longevity than alliances with churches. At the same time the university based institute could have a lot of influence in training a new generation of communicators and leaders.

Unlikely needs
1. opus
2. non-pave

or 3 chairs

4. At this point in the absence of a written or video version of Heartbeat's opus of work the creation of Institute will require that LBS last energies be poured into a systematic flowering of all he has learned.
5. Can or will this opus of work and it's adaptation for immediate impact on university and churches and the training of new communicators and leaders be done from Temenos? This seems very unlikely as so much of the work will be done in conversation with key individuals and in direct training and teaching responding to where those being guided, consulted or trained actually are.
6. Could this work be done on a semester a year basis with effective co-workers carrying on the work while LBS retreats to Temenos for renewal? Yes this could work and would be the place to start.

*under this plan a Heartbeat office would be created and staffed in city of lead university i.e. Nashville, Abilene, Malibu the Lubbock dependency would be diminished as this is developed.

*a capital campaign would be launched in conjunction with chose university to endow the institute. The connection with a university would lend credibility to the idea that the named institute would be permanent and sustainable.

*the on the scene presence would make it possible for the Heartbeat Insight to be made manifest in small groups of young adults, in churches, and in courses, seminars and events held in conjunction with the chosen university. This direct experimentation on the ground is absolutely critical to refining and

applying the HI to real world situation and to its wide spread support and adoption.

*without LBS directly in critical teaching and conversation and mentoring situations the most important transmission of the HI is unlikely to happen.

7. If above is too demanding and arduous to attempt
What are the possible Plan B's?
8. Plan B. Stories To Talk About. The camera still loves LBS. LBS is a world class story teller. LBS and JMH would collaborate to produce a weekly video built around a teaching story complete with study guide etc. that could be a part of the WRM project for the young adult mindset but could work for general audiences world wide.
9. A professional FR effort would be constructed around the young adult positioning with special emphasis on taking full advantage of LBS depth and MC's popular appeal and ability to go and present to a multitude of audiences. This would not likely generate the degree of funding possible with Plan A but could stabilize HB funding and provide possibility for incremental growth over time.
10. This version of Plan B would begin with a 5 year capital campaign and would be structured so that by the end of the 5 years MC and other co-workers could sustain work even if LBS should not be able or desire to continue.
11. Plan B does not preclude the creation of an institute but probably makes it less likely than the more direct approach outline in points 1-7.