

[Announcer:](#)

Welcome to the Carey Nieuwhof Leadership Podcast, a podcast all about leadership change and personal growth. The goal? To help you lead like never before in your church or in your business. And now your host Carey Nieuwhof.

[Carey Nieuwhof:](#)

Well, hey everybody and welcome to episode 250. Quarter of the way to what? 1,000? Yeah, of the podcast. My name is Carey Nieuwhof and I hope our time together today helps you lead like never before. Man, we just love milestones like this and we are pushing 8 million downloads on this podcast and you guys have made it such a great journey and I got to tell you, I just love being able to do this.

[Carey Nieuwhof:](#)

Thank you for making it possible. Thank you for helping out our partners who bring this to you for free. Thank you for sharing this with your friends for I know talked to so many of you when I'm on the road or reading my inbox that you're sharing this via social, you're sharing this via email and just a playing them back for your team and we just want to keep making this better.

[Carey Nieuwhof:](#)

I got to tell you, if you ever have a convicting moment, and I'll tell you about it before we get into today's guests bio. I had one about a year ago with Gary Chapman in Edmonton when it was minus 25 Celsius. I'm going to tell you that story. But he is the author, the very well known author of The Five Love Languages and I talked to him all about that, it's application in your family and at work.

[Carey Nieuwhof:](#)

How does this work when it comes to your employees? I think you're going to love today's episode. Another thing that I love to see is I love to see churches win and so does Tony Morgan. He is the founder and lead strategist of the Unstuck Group. I sat down with Tony and asked him some questions just about what he's learning as he works with church leaders and he also worked with me when I was lead pastor of Connexus. I'm now founding teaching pastor.

[Carey Nieuwhof:](#)

But I brought Tony in and I thought I had a backdoor problem at the church. What I love about Tony is he's so good at analyzing situations and he told me, "Carey, you don't have a backdoor problem. In fact, it's a miracle you're growing at all. You have a front door problem." And so I asked him. Tony, you have actual ratios on this stuff. How do you figure this out? Here's what he had to say.

[Tony Morgan:](#)

We take a look at engagement in a couple of different ways. Partly we're looking at once that person connects to a church, how do they stay engaged? And that helps us measure whether or not there's a backdoor issue. But what churches tend to forget is that all of the guests coming in their front door, how they're connecting with them, how they're tracking and following up with them.

[Tony Morgan:](#)

And really how many guests that takes for the church to continue to see traction and to see an increase in attendance which obviously increases our opportunity

to share the gospel. There are churches that believe they have a backdoor problem when in reality it's really a front door challenge that they're facing.

[Carey Nieuwhof:](#)

Well, Tony has all kinds of insights and if you want to learn more, he has a free church health assessment absolutely free. You can find it at [theunstuckgroup.com/carey](http://theunstuckgroup.com/carey) and take that today. Tony outlines seven cycles of where churches land themselves. It's a life cycle of an organization and you'll find yourself in that cycle and it will tell you an awful lot about yourself. You can go to [theunstuckgroup.com/carey](http://theunstuckgroup.com/carey) to take that today.

[Carey Nieuwhof:](#)

The Unstuck Group has helped hundreds of churches get unstuck and thousands of leaders find their bearing and I'd love for you to check them out. Also, what are you doing in terms of media this year? Because I know social is kind of everything and this is the thought that haunts me. So many churches act like the only thing that matters is what happens in their building on Sunday morning.

[Carey Nieuwhof:](#)

Now that's really really important, but everybody you want to reach is online. And if you want to reach more people this Easter than ever before, you've got about a month, how do you get people to stop and take notice of the invitation you want to extend to them? Well, I would say it's through video and design and you would say we don't have the staff for that. Well, I'll tell you what, Pro Media Fire can help.

[Carey Nieuwhof:](#)

They've got a team, an entire creative team that you can access for a very low monthly flat rate. You get a graphic designer, an animator, a video editor for less than the cost of one staff hire, in fact, far less. They can make your sermon series, graphics, social ads, sermon bumpers, whatever media your church needs and they've got a special because you listened to this podcast. Go to [promediafire.com/carey](http://promediafire.com/carey) and this is the very last month for the media bundle launch special for 40% off.

[Carey Nieuwhof:](#)

That's going to go away. Go to [promediafire.com/carey](http://promediafire.com/carey) to get it and get some traction before Easter at your church. Well, I am so excited to bring you my guest this week. His name is Gary Chapman. A lot of you know him. I imagine most of you have read or at least are familiar with The Five Love Languages. That's a book that's really helped me in my marriage. It's a book that really has helped me parent better and also lead better.

[Carey Nieuwhof:](#)

You can't lead all the staff the same. We get into all of that. It's fascinating because, and we hinted at this in the interview, but it bears repeating. It's a pivotal moment in my life. We are in Edmonton, Alberta. I'm speaking at this conference. It's literally minus 25 it doesn't matter whether it's minus 25 Celsius or Fahrenheit, it's just cold. That's how cold it is. We're waiting for a van to take us to the hotel to do this event tomorrow.

[Carey Nieuwhof:](#)

I'm standing on this platform in this parking garage thing by the airport and I'm like, I think that's Gary Chapman. I just see him out of the corner of my eye.

While we're standing there freezing, I go over and talked to him and I just asked him like, "Are you Dr Gary Chapman?" And so we shake hands and I start asking him questions and that led obviously to this interview. But part of me is thinking, what are you doing in Edmonton when it's minus 25 in January?

[Carey Nieuwhof:](#) He's not exactly a 25 year old leader trying to get a break. He told me that his book has sold, are you ready for this? Over 12 million copies and that it sells better every year. And then I'm thinking, okay, really what are you doing here in Edmonton in January? Because I knew he wasn't even keynoting. He was doing a workshop. I just asked him, I said, "What are you doing here?" And he said, "Well, you know what? Not everybody has heard the message."

[Carey Nieuwhof:](#) And I thought now that is mission driven. It was so convicting to me, over a year after that conversation I'm like, I want to be that guy. When I'm however old he is, I want to be that guy. I want to be mission driven, not money driven, not fame driven, not whatever driven. If that's all you get out of this episode, man, you've already won. But you're going to get a lot more out of that.

[Carey Nieuwhof:](#) We have a lot of fun talking about the five love languages, marriage, relationships, the differences, and then how it applies at work as well. Let's jump into my conversation with the Dr. Gary Chapman. Well, I'm extremely excited and a lot humbled to have Dr. Gary Chapman on the podcast today. Welcome Gary.

[Gary Chapman:](#) Thank you. Great to be with you Carey.

[Carey Nieuwhof:](#) We met earlier this year, early 2018 in Edmonton in January which was quite the experience. Do you remember flying in that night?

[Gary Chapman:](#) I do.

[Carey Nieuwhof:](#) There was a blizzard. It was every stereotype you can imagine and I met you and we were standing waiting to be picked up by a shuttle for this conference we were both speaking at and I looked over and I thought that looks like Dr. Gary Chapman. Like most people who have listened to this podcast, I knew of you by reputation, had read some of your books so I struck up a conversation. And just to acquaint listeners, I remember I asked you how long ago was the five love languages? You said it was 25 years now? 1992, 1993?

[Gary Chapman:](#) 25 years, absolutely.

[Carey Nieuwhof:](#) You told me something about the sales which I thought was really fascinating. What's happened to the book sales wise?

[Gary Chapman:](#) It's been interesting. For 25 years, every year it sells more than the year before and it's now sold over 12 million copies in English and been translated in 50 languages around the world which absolutely blows my mind.

[Carey Nieuwhof:](#)

I bet it does. And the fact that it keeps selling more every year is a little bit counter intuitive as well. I guess it meets every criteria for the word classic which as a leader made me think, okay, if that's true, what are you doing in Edmonton in January? Because you've kind of passed the threshold of success. You got nothing left to prove, you've sold 12 million books and even if you are getting a nickel a book, it's clearly not the money that that's moving you there. You weren't main staging I don't think at that event, you were doing breakouts. And so I asked you why did you come? Do you remember what you said?

[Gary Chapman:](#)

I think I probably said something to the effect that there are people here that haven't heard what I'm going to say and it's worth hearing.

[Carey Nieuwhof:](#)

That's exactly what you said. It was so humbling for me because I thought that's the mission. That's somebody who's mission driven. You've been doing this all of your life and when a lot of people maybe at your stage of life would be sitting a lounge chair somewhere warm with a drink with an umbrella in their hand, you were in Edmonton in January getting the message out. That was very convicting, very inspiring. I will never forget that.

[Carey Nieuwhof:](#)

That was a wonderful first time to meet. And then we shared a couple of meals together and I'm really, really honored to have you on. Your work literally has impacted tens of millions of people. The Five Love Languages, 12 million copies, 50 languages that it's now been translated into. I want to go back and ask you first of all, how did you end up stumbling on these love languages? And then why did you write the book in the first place?

[Gary Chapman:](#)

Well, it really grew out of my counseling. I'd been counseling a number of years before I wrote that book and over and over I was hearing in my office similar stories where a wife would say or a husband would say I just feel like he doesn't love me or she doesn't love me and the other would say I don't understand that. I do this and this and this, why would you not feel loved? I knew that people were sincere, but they were missing each other.

[Gary Chapman:](#)

I knew there had to be a pattern to what I was hearing because I just heard it again and again. Eventually I sat down and read several years of notes that I had made when I was counseling and I asked myself the question, when someone sat in my office, I feel like my spouse doesn't love me. What did they want? What were they complaining about? Their answers fell into five categories.

[Gary Chapman:](#)

I later called the five love languages and I started using it in my counseling and helping them discover each other's love language and challenging them to go home and speak it. Sometimes they would come back Carey in three weeks and say, "Gary, this is changing everything. The whole climate is different now between the two of us." And then I started using it in small groups and the same would happen.

[Gary Chapman:](#)

It was probably five years later and I thought, if I could put this concept in a book and write it in the language of the common person, put the cookies on the bottom shelf, maybe I can help a lot of couples I would never have time to see my office. That's what motivated me to write the book. Of course, little did I know that it would sell as it has sold and that God would use it to help so many couples. Almost every Saturday when I do marriage seminars, I do about 20 marriage seminars on Saturday a year.

[Gary Chapman:](#)

I'll have couples come up to me and say, "We were that close to divorce. Someone gave us your book on the love languages which the lights came on and we tried it. We learned each other's language, we start speaking it. It literally saved our marriage." That's what motivates me. I know it's a simple message, but I know if couples will apply, it is going to change the emotional climate in their marriage and it's going to affect everything else in their marriage. So yeah, I'm highly motivated.

[Carey Nieuwhof:](#)

That's incredible. How do you stay motivated over that long? A lot of people will take on an idea, they'll get excited about it and then a decade later they're on to something new. But now that's 30 years if you look at the runway for this. For 30 years you've been doing this and you're at retirement age for a lot of people, I would assume, and you're doing every other weekend on average marriage seminars. What's the key to longevity?

[Gary Chapman:](#)

People ask what I'd like to do if retire and say I like to do what I'm doing. I love what I'm doing. I'm motivated because I know that it's not just the love languages. I speak on other aspects of marriage as well, but I know that marriage and family, so many broken marriages which affects so many broken families. I know that many people have not heard the kind of things that I'm sharing and are easy to apply and that really do change the climate of the marriage.

[Gary Chapman:](#)

In a given audience if I'm speaking on the love language I'll say, now, for some of you, if you've read the book, this will be a review. For others of you, it will be an introduction. I know that a lot of the people out there have not heard it before and when they hear it and they say, "Oh, well that's simple. Why didn't I think of that?" I say, "Well, it's the same concept, not necessarily so simple to do because you may have to learn to express love in a different language to your spouse. But if you do, it'll pay off."

[Carey Nieuwhof:](#)

Because a lot of us we're on a mission, a lot of church leaders listening to this, some business leaders listening to this and I think if any of us reached the 12 million mark we'd be tempted to say, "Well, this must be the finish line." But it's not. How do you keep the message fresh? How do you make sure that you're not just giving the stump speech that you've given for 20 years?

[Gary Chapman:](#)

Well, I think because I know that there are people there that have not heard this and there's some who have the general idea but they're not practicing it and I

know it's going to help them. That's why I'm motivated. I know it's going to help people. And so even though I've shared it many, many, many times, I know that some of them are not applying it. Even if they've heard the term, they're not applying it. I'm trying to make it practical and challenging them to go home, take the quiz, figure out your love language, try speaking each other's language and see what happens. And when they do, good things happen.

[Carey Nieuwhof:](#)

The day after you and I met for the first time I was at a breakfast with some publishers talking about this and I said 12 million copies and he's here in January, that's incredible. We've all read your book. We tried to recount the five love languages, in between three or four of us we got four out of five. We didn't even pass and it's been pivotal in my marriage and my parenting because you've done a teen version and so on. Just so we're all on the same page and for those who may be new, what are the five love languages?

[Gary Chapman:](#)

One of them is words of affirmation. You look nice in that outfit. Really appreciate what you did. Just verbally affirming the other person. There's an ancient Hebrew proverb that says life and death is in the power of the tongue. You can kill people or give them life by the way you talk to them. For some people, words of affirmation is their love language? And so I got a love language, it's gifts. It's universal to give gifts as an expression of love.

[Gary Chapman:](#)

The gift says they were thinking about me. Look what they got for me. Doesn't have to be an expensive gift. It's the thought that counts. Number three is acts of service. Doing something for the other person that you know they would like for you to do. In a marriage that's such things as cooking meals, washing dishes, vacuuming floors, washing the car, mowing the grass, doing the laundry.

[Gary Chapman:](#)

Anything you know your spouse would like for you to do. I remember the old saying, actions speak louder than words. It's true for these people. It's not true for everyone. Number four is quality time. Giving the person your undivided attention. This is the person that enjoys having an hour and a half lunch with a friend and just talking. In a marriage, it's a husband and wife who sit down on a couch looking at each other and talk to each other and share life with each other or take walks down the road and talk or go out to eat and talk.

[Gary Chapman:](#)

But it's giving the other person your full attention. It's not just conversations because each of the languages have dialects and conversation is one of these dialects. It might be doing a project in the yard together, but the important thing is not the project. The important thing is this is something we're doing together. Number five is physical touch. We all know the emotional power of physical text.

[Gary Chapman:](#)

That's why we pick up babies and hold them and kiss and cuddle them. Long before the baby understands the meaning of the word love, the baby feels loved by physical touch. In a marriage this is such things as holding hands, kissing, embracing, the whole sexual part of marriage. Arm on the shoulder, put your

hand on their leg is you're driving down the road. I'll sometimes say when they walk by, you trip them. Just getting on that one.

[Gary Chapman:](#)

The basic concept is out of the five, each of us has a primary love language. One of the five speaks more deeply to us emotionally than the other four. We can receive love in all five, but one of them is more important. And if we don't get our primary love language, we will not feel loved even though we're getting some of the other languages. The key, you have to learn to speak the language of the other person.

[Gary Chapman:](#)

And when you do, I call it the love tank. The love tank fills up and you feel loved by that other person. Then it's easier to process all the rest of life, easier to process the conflicts and the hard times in life because you feel secure in each other's love. That's the basic concept.

[Carey Nieuwhof:](#)

Is it typical for you a couple to marry someone with the same love language or different?

[Gary Chapman:](#)

Very seldom does a husband and wife have the same love language? It does happen, but not very often. And even if they have the same language, they will likely have a different dialect. For example, one wife said to me, "My husband and I have the same love language." I said, "What is it?" She said, "Acts of service." But she said, "The things I want him to do for me that make me feel loved are different from the things he wants me to do for him." Same language, just different dialects.

[Carey Nieuwhof:](#)

That's so funny. In other words, emptying the dishwasher may be it for her but his would be something entirely different. Vacuum the car, whatever, clean the house. One of the reasons I ask that is that was a tension point early on in our marriage because my wife is quality time and I'm a visionary, entrepreneurial guy, always busy and she wants my undivided undistracted attention which I have trouble given to anybody let alone the person I love the most.

[Carey Nieuwhof:](#)

It's been a discipline over the years but that caused a lot of confusion until we were introduced to love language. One of mine it's acts of service and gifts for me. I'd bring her home flowers, I thought that's what good husbands do. Every week I'd bring her home a fresh bouquet of flowers. She would leave them in the sink or tell me that it was annoying and she didn't have time for it and I would have to cut them myself.

[Carey Nieuwhof:](#)

Part of me I'm thinking, do you know how many women would love their husbands to bring them flowers? But apparently not this one. But that's a love language thing, isn't it?

[Gary Chapman:](#)

Absolutely. I had just a lady today called into a radio program I was doing and she said that I'm engaged and I love to how long conversations with my boyfriend and we live in different towns but he doesn't want to have long

conversations on the phone. Obviously to me her love language is quality time. She likes this long conversation.

[Gary Chapman:](#)

He's not quality time so he does not really fond of this and she was feeling hurt by that. But if she understands that he has a different level language and if he understands that's her love language, he has to learn to give her those long conversations. She has to learn to speak whatever his language it is. And if they do, they can continue to grow in the relationship.

[Carey Nieuwhof:](#)

It's true. And my wife has really come to appreciate and I think always did fresh flowers, but when you're trying to raise two kids and get dinner on, it just doesn't communicate. And then she would try to communicate with me and say, well, let's just leave the dishes and let's connect. I'm like, I can't leave the dishes. I can't connect. And Mary and Martha, I really think Jesus got that wrong. He was perfect except for that.

[Carey Nieuwhof:](#)

It's like Martha was right, Mary was wrong. But I'll go down as a minority view on that one in history. We've really learned that and it's been so life giving. She knows that I'm acts of service and gifts, she's quality time and I'm going to let her speak to her second gift, I don't want to presume. But we've figured out a way and you're right, it really fills up the love tank and I have to make sure that I might get up an hour earlier and get my list crossed off 'cause then I feel like I'm in a place where I can truly give undivided attention. It's a learned behavior, isn't it?

[Gary Chapman:](#)

It is. The good news is you can learn any one of these languages even if you did not receive them as a child. You can learn them as an adult. It might be a learning curve, but you can learn them. In fact, if you want to have a good marriage, you choose to learn to speak their love language.

[Carey Nieuwhof:](#)

You said something interesting and I'd love you to drill down on, even if you didn't learn them as a child. How much does our childhood home environment impact the expectations we carry into our relationship as adults?

[Gary Chapman:](#)

Well, I think they do impact us. I think as we watch our fathers, we see what our fathers do and that's our idea of what a husband does. We watch our mothers and that's our idea of what a wife does and we bring those models into our marriage. But our spouse had a different mom and dad and they had different model. So this is a common source of conflict in that she says, "Well, in my house my father would clean the toilet." And he said, "Well, in my house my mother cleaned the toilet."

[Gary Chapman:](#)

That's why one of the things I suggest, I have another book that's called Things I Wish I Had Known Before We Got Married. 12 things that I wish I had known. One of them is I wish I had known that toilets are not self cleaning because I thought she would do it, she thought I would do it. I suggest to couples before

you get married, make a list of all the things that will have to be done after you get married.

[Gary Chapman:](#)

Somebody's got to buy food so much, somebody's got to cook food, wash dishes. Everything you can think of, make a list. Then individually she puts her initials by the ones she thinks she will do and his initials by the one she thinks he will do. He does the same. Then you come together and see how many of them you agree on and maybe half of them, maybe even two thirds, you agree on.

[Gary Chapman:](#)

But the other third he thought you would do it, you thought he would do it. Now's the time to decide, okay, let's talk about this. Who's better equipped to this? And let's decide before we go into marriage, who's going to do what? Therefore, we'll have fewer conflicts once we get into the marriage. Now, it doesn't mean you have to do that for 50 years. Maybe you can change.

[Gary Chapman:](#)

Before we got married, my wife agreed that she would keep the books, pay the monthly bills and all that. She did it about three months and she said to me, "Honey, could you do this?" I said, "Well I could, but why?" She said, "It hurts my stomach." We didn't have much money. I was in grad school. It was kind of tight and it was hard to hurt your stomach.

[Carey Nieuwhof:](#)

Not adding up the way it should. That's good. So much of it is communication. Well, let's talk to parents for a minute. I mean, you've got books on this to teens and children, etc. But all of a sudden you introduce some new people into the mix and their love languages are different than yours.

[Gary Chapman:](#)

I say to parents, the question is not do you love your children? The question is do your children feel loved? Parents can be sincere. Most parents love their children, but not all children feel loved. Here's a 13 year old sitting in my office. He's run away from home. He says to me, "My parents don't love me. They love my brother, they don't love me." Do the parents loving him? Yes. Problem, they haven't been speaking his love language.

[Gary Chapman:](#)

Learning the love language of a child or a teenager is extremely important in meeting the emotional need. The deepest emotional need a child has is the need to feel loved by the significant people in their lives. And for them, that's just their parents. If they feel loved they grow up emotionally healthy. If they don't feel loved, they grow up with many internal emotional struggles and the teenage years they will likely go looking for love typically in all the wrong places.

[Gary Chapman:](#)

Both of those books, Five Love Languages of Children, Five Love Languages of Teenagers written to parents on how to effectively love their child or their teenager so that the child feels loved. We did more recently write one to the teenager, it's called A Teen's Guide To The Five Love Languages. It's helping the teenager get the picture on this that mom and dad also have a love language.

[Gary Chapman:](#) If a teenage can get that, it's going to enhance the relationship between them and their parents.

[Carey Nieuwhof:](#) It would seem to me, Gary, that maybe it's just a sampling of people that tend to show up at a church. But in my experience at our church and other churches, I would hazer to guess it's not mathematical, it's more anecdotal that the majority of teens and young adults would say I feel misunderstood and perhaps not loved well enough by my parents. It seems to be a pretty common story.

[Carey Nieuwhof:](#) Is that a common story and if so why and what can parents do about it? Because I think you're right. I mean, there's a couple of crazy parents who don't love their children or love anybody, but I would say 90% of parents they really do love their kids and they're doing their best. Where is that disconnect? How does it show up?

[Gary Chapman:](#) Well, I think especially with a teenager, parents often do not understand what is going on in the mind of a teenager. The brain is being rewired as a teenager and they're beginning to develop a logical thought. That's why they say to you, well, that doesn't make sense. They listened to you as a kid. Now they're saying, well, that doesn't make sense. It's because they are developing logical thought and I say developing because it's not fair yet.

[Gary Chapman:](#) Sometimes they'll say it doesn't make sense where from your perspective it makes a lot of sense. But I think if we understand the changes that are taking place in the body and in the brain and emotionally, man, it's so important that during those years of development and change that they see a lot by the parents. I think it's not that parents are not sincere, it's that parents really don't understand.

[Gary Chapman:](#) But each child has a particular love language and if I want them to feel loved I've got to learn what it is and I've got to learn to speak it. Let's say for example that the teens love language is words of affirmation. Let's say that's a parent gets aggravated with them because of teenage behavior one sort or other. Instead of the parents raising their voice at them or telling them how awful that is.

[Gary Chapman:](#) Negative words to a teenager whose love language is words of affirmation is like a dagger to their heart. It's saying I don't love you. That's not what the parents can tend to be saying, but that's what the teenagers feeling when you use harsh and negative words with them and that's their primary love language is the opposite of that. Understanding that can help a parent be effective in loving a teenager while they go through all those changes.

[Carey Nieuwhof:](#) What are some other examples of how love languages get nuanced in teenagers just for the parents who are listening and starting to feel a little uneasy?

[Gary Chapman:](#) Well, the teens emotions are going like this. What I say to parents, it's not just knowing their love language, it's also knowing when to speak it. For example,

let's say that a teens love language is physical touch and when they were little you could go up after the game they played, hug them, say how you did a great job. Now they're teenagers, don't go hugging them on the field, they are going to push you away. Even in the home. Maybe in the morning they came up close to you and you actually hugged them and they received it.

[Gary Chapman:](#)

In the afternoon, you try to hug them and they push you away. There are some things going on inside of them and their emotions. I say to parents, if physical touch is the teens love language, if they come up close to you, it's okay to hug them. That's a good time. If they're standing on the other side of the room, don't go over there and hug them because they're putting that distance there for a purpose. Learning how to read the teenager and know when to say and do what is also a part of the equation.

[Carey Nieuwhof:](#)

You say some really helpful things on discipline in children and teenagers. Do you want to just go through a few really good guidelines for parents on what is helpful discipline, what's not helpful discipline? Just guidelines.

[Gary Chapman:](#)

I think first of all we should have as few rules as possible, not a thousand rules. Every one of them should be purposeful. We should have thought our way through, what's this rule for? And with the rule, we should also tell the child and the teenager the consequences if they break the rule. For example, let's say the rule is we don't throw the ball inside the house. If you do throw the ball inside the house, the ball has to go in the trunk of the car for two days.

[Gary Chapman:](#)

And if you break something, you have to pay for it out of your allowance. The kid gets that, the teenager gets that. So now everybody knows what will happen if they break the rule. You say otherwise, it'll depend on our emotion of the day. If I'm already stressed out and they throw the ball, I'm going to yell and scream at them. And if I'm really in a good mood, I might just say, remember don't throw the ball the house and just overlook it.

[Gary Chapman:](#)

The kid doesn't know whether the rule counts or doesn't count. We have to be consistent in applying the consequences. The other key thing is if you know the child's love language and you can wrap the discipline in their love language, they're going to receive it much more readily. If words of affirmation is their language, and so you're going to discipline them about the ball in the house.

[Gary Chapman:](#)

You say, Johnny, I'm so proud of you man. You seldom break the rules but this time you know you broke the rule so you know what has to happen, right? Let's walk out to the car and put the bottle in the trunk. I don't know what that vase costs, but we'll have to find out and you'll have to pay for it out of your allowance. But look, man, I'm so proud of you because you seldom break the rules.

[Gary Chapman:](#)

You wrapped it in his love language. He walks away feeling this is right, this is fair. I broke the rule, everything's fine. But if you don't wrap it in his love

language and if his love tank is empty, then he walks away thinking I messed up one time and they get home on case. We're far more likely to receive the discipline if you feel loved.

[Carey Nieuwhof:](#) I'm having a lot of flashbacks right now. I remember reading your book for teenagers. What's it called? Love Language For Teenagers.

[Gary Chapman:](#) Love Languages of Teens For Teenagers.

[Carey Nieuwhof:](#) I remember reading the piece on discipline about prescribing like pre-deciding the consequences and it was a drop my jaw open moment. I'm like, of course. I don't know whether you used the example or whether I thought of the example, but in society as a whole all the consequences to the rules are spelled out in advance. If you're going 10 miles an hour over the speed limit, police officer can't come up to you and go, well, you're going to jail for a year because I'm having a bad day and my boss is on my case. Its death penalty for you.

[Carey Nieuwhof:](#) I mean, it's the finest set. You're getting somewhere between a \$50 fine and \$100 fine or whatever it is. It might be a demerit point or it isn't, but they can't make it up on the spot and I'm like, well, that's what just about every parent does. You just make it up in the moment when your emotions are going. Was it you? I'm pretty sure it was you who suggested that ahead of time when there isn't an issue, you give your children as they mature some discretion as to what the penalty might be. You wrote that. So talk about that because that was huge.

[Gary Chapman:](#) Especially if they're 10, 11, 12 or teenagers and you're making a new rule and you say, "What do you think will be a fair consequence of doing wrong? Sometimes they all raise it higher than you would have.

[Carey Nieuwhof:](#) Our kids did every time. I mean, when I read that, I'm like I'm going to try this out. And they were early teens or whatever and they were getting the car and I'm like, so if you're late, what do you think a good consequence should be? Well, I think I should lose the car for a month. Wow, I was thinking an hour but we'll go with a month. That's awesome. And then because they set the rule, they have ownership. That's so good. Anything else on teens? I want to talk about workplace and a bunch of other stuff too.

[Gary Chapman:](#) Those are the key factors. If a teen feels loved and a teen knows what the rules are and you administer the consequences on a regular basis and everybody knows, you're moving down a good road because a teen needs boundaries. That's what rules are all about. A teen needs boundaries because they're going to need boundaries as long as they live and the teenage years are actually childhood and teen, that's the years to learn I got to live within boundaries. And if I don't live within the boundaries, there's going to be negative consequences.  
Y

[Carey Nieuwhof:](#)

That's what happens when you're 30 or 40 so might as well start when you're 10. You said as few rules as possible. What would you say to the parent who's like, "Do you know how complicated it is out there for teenagers?" I feel like we need 82 rules and how would you even pick a handful or two or three? Where do we even start with that?

[Gary Chapman:](#)

Well, I'm not an arbitrary on how many are we ought to have. But I would say this, every rule you have should be meaningful. That is, you're going to set a curfew for teenagers who are old enough to go out on their own. Okay, a curfew. Well, why do you do that? Because you know there's going to be people out there that want them to stay up later and later and later and get into more and more and more trouble so you have a curfew. That's the purpose of it.

[Gary Chapman:](#)

We're either trying to protect our children, a rule for safety or we're trying to teach them some skill that they need to learn like putting your toys up when you get through playing with them, put them back where they belong. Riding your bicycle into the garage after you've been out bicycling. It's teaching them something that's going to be helpful to them for the rest of their lives.

[Gary Chapman:](#)

We take care of our possessions. There's all kinds of reasons why but we ought to have a reason and we ought to communicate the reason why we have this rule in our house. And they're going to say, "Well, Johnny next door he doesn't have to do that." "I understand honey, but I'm your mother, I'm your father and we have to make the rules here. Johnny's mother and father can do what they want to do. We make the rules because we love you and we want you to learn everything you can learn so that you're going to be a success in life. That's our objective."

[Carey Nieuwhof:](#)

That's good. Now, you've also brought this into the workplace because you hire actual people who respond to love languages. What are the applications for employers, leaders, managers?

[Gary Chapman:](#)

Well, through the years so many people would come up to me from time to time and say, I know you wrote your original book for married couples and applying that to marriage and then you apply it to children and teenagers. But I'm using it at work in my work relationships. I would say, "Tell me about it." And they'd give me their story. Several of them was like, could we write a book on this? But they were people like hairdressers and construction workers.

[Gary Chapman:](#)

Finally I met Dr. Paul White who is a psychologist, 20 years experience in working with businesses and he approached me about writing a book on this topic. And I said, well doctor I'm open to this, but we need to do a little research to make sure it works in the workplace. For two and a half years he would go into all kinds of businesses and he would give the people a job satisfaction test and then he would share the concept of we call them the five languages of appreciation in the workplace.

[Gary Chapman:](#)

But it's the same love language, just taking the love languages to work. And then he would explain it to them and everybody take the quiz and everybody learned everybody's appreciation language. Then he would go back a year later and give them another job satisfaction test. In every instance it was statistically improved. What it says to the manager is if people feel appreciated in the workplace, they're more highly motivated to give themselves to the task. It's going to be good for the bottom line. But most managers will tell you, well, I appreciate my people. I tell them.

[Carey Nieuwhof:](#)

Words of affirmation.

[Gary Chapman:](#)

And they hit maybe 40% of their people, but the other 60% those words don't mean anything to them. What we're saying is if you want to be effective in expressing appreciation in the workplace, you have to individualize it. You have to know what their appreciation language is. Incidentally, it's not always the same as their love language at home because a work relationship is not a relationship. There's about 36% correlation.

[Carey Nieuwhof:](#)

How much I miss that 36%.

[Gary Chapman:](#)

About 36% will have the same appreciation language as their love language at home, but the others have a different one at work. We have a quiz that goes with the book. You get a free assessment. We call it the MBA assessment, motivating by appreciation. When you get it, it gives you your primary appreciation language at work, your secondary and the one that's least important to you. It's important to know that also. That means I'm going to do anything for them.

[Gary Chapman:](#)

We started to write it only for managers and supervisors, but later we thought this can start anywhere. One little work group of five people that worked together every day. They can start it right there in their group. And when they do, they're going to enhance the climate in which they work and somebody else is going to want to know, hey, how about that? It can start anywhere, not at the top. It can start anywhere in the organization.

[Gary Chapman:](#)

But here's what we discovered and we didn't do this research, it was done by others. That 70% of the people who have a job say they feel little to no appreciation from the people with whom and for whom they work. 64% of the people who leave a job and go to another job say they left primarily because they didn't feel appreciated where they were. This is a huge factor in retaining employees and getting the most out of the employees. It has tremendous implications for the business world.

[Carey Nieuwhof:](#)

It takes us right back to where we started with married couples who are like I don't feel loved so I think I'm out of here. Same thing with employees. One of the axioms in business these days is people don't quit companies, they quit managers. A lot of that is probably anchored in appreciation. Let's talk about

physical touch. There is a charged issue in the workplace today. Is it the same in the workplace? How do you handle that in today's climate?

[Gary Chapman:](#) It was very interesting in all of our pre-studies, the HR people when we came to physical touch would say we don't do physical touch.

[Carey Nieuwhof:](#) You get fired for physical touch here.

[Gary Chapman:](#) We heard it so consistently that Dr. White said to me, "Maybe we should leave that out."

[Carey Nieuwhof:](#) Four love languages of appreciation.

[Gary Chapman:](#) I said, "Dr. White, there are no human cultures where people do not touch other humans." Now yes, there are inappropriate touches to be sure, but there are also appropriate touches in the workplace. But what we did discover almost no one had physical touch as their primary appreciation language at work.

[Carey Nieuwhof:](#) At work, save that one for home.

[Gary Chapman:](#) And it worked. So when we did the inventory, we did leave it out. But in the book we have a chapter on physical touch. When is it appropriate? When is it inappropriate? Because that is a major problem in the workplace, physical abuse and sexual abuse. But we discuss it thoroughly in the book.

[Gary Chapman:](#) What we say essentially is if you see a fellow employee who's always giving people fives or patting them on the back, you can assume it's good to touch them. But if you don't ever see them touch anyone else, probably best not to touch them or if you happen to hit them on the shoulder and they stiffen up, don't ever do that again.

[Carey Nieuwhof:](#) I mean, it's a highly charged issue but I'll often find a hand on the shoulder and a direct look or a touch to the elbow can be appropriate and then in other circumstances it can be completely inappropriate. But you're trying to communicate empathy, you're trying to connect with people. Let me take it here because I think most people listening, most leaders listening would be familiar with the studies that showed that at a certain level, money is demotivating.

[Carey Nieuwhof:](#) You reach a certain level, whether the figure is \$75,000 a year, whatever it happens to be in 2018, 2019. \$75,000 a year, beyond that. Would everyone love to make \$150,000? Of course, but it really is declining appreciation. I've learned even as a leader and a manager that not everybody wants a raise like the primary love language. I think bosses often think, oh, I'll just pay you more money but that is not the primary motivator for a lot of people. Can you drill down on that first a little bit and what you've learned in your research?

[Gary Chapman:](#) If gifts is the person's primary love language and they are making a salary that they can live on comfortably, they would rather have a gift in a field and something that they really would like to have than they would have more money. Money's easier thing. It's easier just to give money.

[Carey Nieuwhof:](#) What would an example be? You send them on a vacation, you get them a gym membership?

[Gary Chapman:](#) Here's the good thing, will they take the inventory? If gift is their primary language, then they get to go back and list the kind of gifts that would be meaningful to them. So now you've got a list that came from them. Give me and my spouse a weekend away at a bed and breakfast or give me an off with pay. They'll tell you exactly what it would be meaningful to them. So you've got the information now, you don't have to guess about it. It's right there. And that's true in all of the languages. They go back and tell you some of the things that would be meaningful to them.

[Carey Nieuwhof:](#) What about quality time? How does that show up in the workplace?

[Gary Chapman:](#) It might be such things as just checking with me, coming by once a week just depending on the relationship and just saying, how's it going? How's your work going? How's your son doing? The one that plays football, how's he doing? It can be things about the job or just life in general, but it's giving them a little undivided attention.

[Gary Chapman:](#) Or maybe it's going together three or four of you in a car going to a conference or going to any event, quality time. The conversations in that small group are very, very meaningful to those people. It's just acknowledging that they're a person. It doesn't have to be long, extended conversations. They can be short conversations, but it's geared to them and who they are and not always about the work.

[Carey Nieuwhof:](#) What's the one we haven't covered yet? We've talked about physical touch, words of affirmation, which would be probably written and verbal, talked about quality time, talked about gifts. What's the missing one? I'm blanking right now.

[Gary Chapman:](#) Acts of service. Did we say that?

[Carey Nieuwhof:](#) Acts of service. We win. What would you do with that?

[Gary Chapman:](#) In a workplace that would be such things as I'm going to the break room or I'm going to the storage room, is there anything I could get for you while I'm down there or if you have any problems with your computer, I'm pretty much into computers. I'd be happy to help you with it. Or if you see them working on a project that's really heavy and kind of overwhelming to them to ask, would it be helpful to you if I did dah, dah, dah?

[Gary Chapman:](#)

You always ask because sometimes maybe they don't want your help. But could I help you with that? Would it be helpful for you if I did that? It's just those kinds of things in the workplace that are very very meaningful to those people. I remember one administrative assistant said, "If my boss ever lifted a hand to do anything to help me, I would drop dead." Well, obviously her appreciation language was acts of service. But he'd never ask her, is there something I could do that'd helpful to you?

[Carey Nieuwhof:](#)

What's fascinating to me is when you say it out loud, it's not PhD level stuff. It's like of course. It's kind of the golden rule, treat others the way you want to be treated and yet it's so absent in the workplace and a lot of these don't even cost any money. I mean, it's just the way you treat other human beings. In fact, as an employer it's going to save you money because you'll have lower turnover and happier employees who are engaged.

[Carey Nieuwhof:](#)

I guess for those of us who work in a not for profit church setting, that goes for volunteers too. If you start paying your volunteers in their love language, that's a real motivator.

[Gary Chapman:](#)

Absolutely. What we found is this in nonprofits including churches, people volunteer because they want to make a difference in the world. But the reason they stay in that volunteer position is they feel appreciated by the people that they're doing it with and for. If they don't feel appreciated, they'll leave that volunteer position and go volunteer somewhere else. The reason they volunteer and the reason they stay is often very different. They still want to make a difference but if they don't feel appreciated, they go make a difference somewhere else. Tremendous impact for churches and nonprofits.

[Carey Nieuwhof:](#)

That's a huge insight. It really really is. Again, appreciation is not always the annual thank you dinner. It's personal. It's specific. It's beyond that. Want to ask you, what is some of the best marriage advice you've ever heard and some of the worst that you've ever heard?

[Gary Chapman:](#)

I would say the most powerful word on marriage would be, it's scripture verse Philippians 4 which said, "Let this attitude be in you which was also in Christ Jesus who though he was God he did not demand his rights as God but he emptied himself and became a man, got on the same level with us and then he emptied himself further to death on the cross." It's the attitude of I'm here to serve you. It's the opposite of selfishness.

[Gary Chapman:](#)

A selfish attitude in a marriage is thinking, what am I getting out of this? You're not meeting my needs. You're not carrying your load. It's what am I getting out of it? This attitude is an attitude of service. I'm here to invest in your life. I'm here to help you reach your potential for God and good in the world. The reason I say that's the most important advice is because it's what changed my own marriage because all of us by nature are selfish.

[Gary Chapman:](#)

I entered marriage with a selfish attitude. I was going to be so happy. This woman was going to make me happy. She didn't make me happy, I made her happy. Until it dawned on me one day that I had a very selfish attitude and I was not following the example of Christ who said about himself, I did not come to be served, I came to serve. And I just said, God, that's the attitude I want.

[Gary Chapman:](#)

When I adopted that attitude, I started reaching out to her and saying, how can I help you? How can I make your life easier? How can I be a better husband? She gave me answers and what happened in her within three months, she started asking me those kinds of questions. When you get to go on this way, you're going to have the marriage you wanted. A loving, supportive, caring marriage. All has to do with the attitude

[Carey Nieuwhof:](#)

Got to ask you, that's not just good marriage advice, that's great leadership advice. I mean, that's at the heart of servant leadership and everybody wants to work for a servant leader. Nobody wants to work for the boss with all the benefits flowing to him or her. You said within three months, so some of us have a short fuse. It's like, well, I tried that for two days it didn't work. How did you get through three months of just flipping that and saying I'm going to serve?

[Gary Chapman:](#)

I think it was because my heart had been changed but I just asked God, forgive me for being so self centered and give me the attitude of Christ. I think it was a spiritual thing for me that I just felt that this is what I'm here for, it's what I'm going to do. I'm not saying if you do this, the spouse will always turn around and reciprocate, but I am saying there's nothing more powerful you can do.

[Gary Chapman:](#)

See, I didn't know anything about love languages at that time, but looking back on it her answers were teaching me how to love her. The things she said, what you can do, she was teaching me how to love her. When people receive love, they're far more likely to respond to your request or to start asking you what they can do for you. It's like love simulates love. We Love God because God first loved us.

[Gary Chapman:](#)

Same principles true in human relationships. Somebody has to initiate it. By nature, we sit there. If they'll change, I'll change. You might wait a long time. But no one can keep you from changing your attitude today. You can change it. You begin to change your attitude and reach out to serve them and you're doing the most powerful thing you can do to enhance the climate of your marriage.

[Carey Nieuwhof:](#)

Well, and I can say from personal experience, your teachings have really helped my wife Toni and I get along a lot better over time and they've helped literally millions of people. One of the questions I get and I'm sure you've seen it in couples that come to see you cause you still counsel. You've seen it, you've heard about it many times people who say, I love my spouse but I feel like a doormat. I feel like they're walking all over me. There was no reciprocation in this. What do you say in a case like that? What's at play there?

[Gary Chapman:](#)

Well, the common response, the natural response there is that you are hurt and that hurt leads you to bitterness and anger and later hatred. Just wanting something to happen to them bad. That's the natural response that all of us when we get hurt and stepped down and feel like they were not being treated with respect and dignity. I'm very empathetic with that emotion. If you yield to that emotion, then you'll become a part of the problem and not a part of the solution.

[Gary Chapman:](#)

But if you can rise above that and say this is the way I feel, but I'm going to choose to learn my spouse's love language and I'm going to choose to speak it and I'm going to do it for a period of time. I used to say, let's do a six month experiment and let's see what happens. And somewhere along the line she actually began to express that this is good. I don't know what's going on here, but I'm feeling a whole lot better about us.

[Gary Chapman:](#)

You start making request of them and because they feel loved by you, they're very likely to respond to your request. If not, if they don't respond to your request at the end of the six months, you can do the tough love thing. You can say, I don't know how you feel about us but I feel like the last six months I've really been trying to be a better wife or a better husband and I don't know if you feel like I have, but I know I've been trying.

[Gary Chapman:](#)

But I don't feel like you're reciprocating and I don't know, maybe you don't own our marriage and maybe you don't like to be married. But I've got to have some help and I'm going to go to see a counselor and if you want to go with me, I'm happy for you to do so. But if you don't, I'm going about myself because I've got to have some help. Often it's that kind of approach that wakes them up and they either go to the counseling or they say, well, let's talk about it.

[Carey Nieuwhof:](#)

And then beyond that, you're at very specific advice about the future of a marriage that should be worked out with the counselor.

[Gary Chapman:](#)

Here's what happens most of the time. We're hurt and so we grumble, we complain, we lash out in anger periodically at them and then we try to do tough love and we say after two years, all this bickering we say, I'm going to go live with my mother and if you're willing to get help, I'll consider that but I'm not staying here any longer. They say, good riddance. We try tough love at the wrong place. We should try tender love for a period of time before we do tough love. Then the tough love is far more likely to be successful.

[Carey Nieuwhof:](#)

That's a really good word. What's some of the worst marriage advice you hear commonly given by people? You gave us some of the best and that was great from Philippians. Fantastic.

[Gary Chapman:](#)

I think the worst concept is you deserve to be happy and if you're not happy in your marriage, go find you somebody who will make you happy. Marriage alone is never going to make you happy. Happiness comes essentially from investing in

your life in helping people and it starts in the marriage. If you invest your life in others, it gives you a deep sense of satisfaction. Your children, your parents, your neighbors. You set for your goal in a marriage you're supposed to be happy and if you're not happy then, and your friends will tell you this, some of who have been divorced they'll say, well if you're not happy and I was unhappy for years, you ought to leave because there's somebody out there that will make you happy.

[Carey Nieuwhof:](#)

I hear that all the time. Why do you think that is such a pervasive, I would call it myth, I would agree with you. Why do you think that's such a pervasive belief?

[Gary Chapman:](#)

Perhaps because our culture has become a happiness culture, it's pleasure seeking. It's almost like pleasure has become God. Is this where you find meaning in life? Pleasure. So whatever's pleasurable, do it and we bring that into our marriage that you're supposed to be making me happy and I'm not happy so I'm going to go try to find something to be happy. I think it's largely our culture that we've excepted that cultural message.

[Carey Nieuwhof:](#)

Your research, you continue to write, you continue to research, you continue to counsel. What is your current subject of fascination, research, exploration these days? I'm curious, what are you passionate about most as you look ahead?

[Gary Chapman:](#)

Well, we just turned into manuscript that I wrote with an African-American friend of mine we've been friends for over 50 years. He's a counselor as well. Met him when he was 14 and I was rather young myself. We've just written a book that'll come out in January to young men approximately ages 11 to 16 own wise decisions. The thesis is that the decisions you make in these years are going to affect the rest of your life.

[Gary Chapman:](#)

The subtitle is 11 decisions that brave young men make and I don't know what the official title will be. We're hoping that we can get into the African-American community as well as the Anglo and Hispanic community and help young men all the front end of the life to make some wise decisions that often are counter-cultural but will pay huge dividends in their adult lives.

[Carey Nieuwhof:](#)

Man, I'm so glad you're going there. I'm so glad you've written on that. What made you decide to invest in that area?

[Gary Chapman:](#)

Well, I think because just encountering so many young people who have grown up in homes where their parents divorced or many times they didn't even know who their father was, they grew up without a father. Consequently they don't have positive role models, male role models. And so we're trying to speak in ... And we're sharing our own experience of what we went through in those years and what brought us to make the decisions that we made in our lives.

[Gary Chapman:](#)

That's really what motivated both of us. It's just that desire to help young people who are not in necessarily a healthy family though a healthy family will

profit from the book too. We're encouraging them to read it with a father or with a trusted adult that both of you read it and discuss it with this older person so that we're hoping it'll be a tool for parents and other students who want to mentor a young man that age.

[Carey Nieuwhof:](#) Well, I know as we wrap up your books are sold everywhere, but if there's a website where people can get access to some of the assessments, I would be curious in running my team through the love languages of appreciation in the workplace. Where can you find things like that?

[Gary Chapman:](#) Well, the main website is [5lovelanguages.com](http://5lovelanguages.com). You get her a little review of all my books and there's free online quizzes for married couples and singles and military couples and teenagers and some of them are books have a downloadable study guide if you want to use them in a small group. Now, the appreciation book is a different website. It's [appreciationatwork.com](http://appreciationatwork.com). A free profile comes with each book that's bought, but you can also buy additional profiles without the book.

[Carey Nieuwhof:](#) Which is a great investment if you're an employer. Fantastic. All right, we will link to all of that in the show notes. Dr. Gary Chapman, thank you so so much. This has been incredibly helpful and encouraging both personally and vocationally. Thank you.

[Gary Chapman:](#) Well thank you Carey. It was good chatting with you. I'm glad we met in Edmonton.

[Carey Nieuwhof:](#) I'm glad we met in Edmonton too. Thank you.

[Gary Chapman:](#) I hope we meet again somewhere along the lines.

[Carey Nieuwhof:](#) Well, that was so rich. And do you know we have transcripts? We have transcripts. We added those about six months ago or so. We also have show notes with links to everything that we talked about and so much more. You can find that all at [careynieuwhof.com/episode250](http://careynieuwhof.com/episode250) or go to [leadlikeneverbefore.com](http://leadlikeneverbefore.com) and just in the search bar type in Gary Chapman. For any listeners who were at South by Southwest on the weekend where I spoke, thank you so much.

[Carey Nieuwhof:](#) Thanks for your support. I'm obviously recording this ahead of time, but I just wanted you guys to know how much your support means, how cool that probably was cause I'm recording this beforehand. I'll give you a full report later. Anyway, that was like a bucket list thing for me to be able to speak at South by so that was awesome. Make sure you check out the free church health assessment at [theunstuckgroup.com/carey](http://theunstuckgroup.com/carey).

[Carey Nieuwhof:](#) It's almost Easter. Head on over to [promediafire.com/carey](http://promediafire.com/carey) and get a creative team working in your favor before you miss one of the greatest opportunities of

the year. I just love our partners. They help us bring you this for free every week and we are back next week with a fresh episode. In fact, it's the beginning of a little series. Next week I'm going to talk to Kevin Queen, but on Thursday March 14th I sit down for a fascinating interview with Drew Powell and Matt Warren.

[Carey Nieuwhof:](#)

They have been at Cross Point for years. Cross Point's a great church in Nashville that's been through a big leadership transition which we'll talk about. It was actually Drew Powell who gave me the idea, if you follow my writings to talk about how the foyer moved, how things have changed in attractional church. I wrote a post a number of months ago that drew all kinds of reaction and response about why attractional church has passed peak, why it's changing and what's next for weekend services.

[Carey Nieuwhof:](#)

I was in Nashville at the beginning of 2019 and I sat down in studio with Drew and with Matt and we talked about all the change. It is just a fascinating conversation. Here's an excerpt.

[Matt Warren:](#)

Sometimes where it's like, okay, we're going to do an Avicii cover song to open the program and you see these girls in their 20s and 30s and the boyfriends they drag with them and they're like, "Oh yeah, this song's great." And you see them connecting to an element in the program and then you get up and do a Bethel worship song they're like, "Oh, that's cool, but I don't know it, I've never heard that song before."

[Matt Warren:](#)

It's a moment of connection. We leverage culture and kind of connect a church to that for them essentially. And so it won, when we were able to kind of intersect that cultural moment and leverage it to teach the Gospel to these people. Absolutely attractional worked. I mean, Cross Point grew tremendously through the season when we focused on that. And again, with our balance of discipleship, evangelism and community, the evangelism thing worked.

[Matt Warren:](#)

I mean, we were seeing tons of baptisms, tons of salvation. It was easy to look at the metrics and say, yeah, this is working. And yet for some of us it still felt a little bit fractured.

[Carey Nieuwhof:](#)

Now, if you haven't subscribed, that is a really good incentive to do so because then you're not going to miss Thursdays episode and the next Tuesday I'm back with Kevin Queen. We'll share more about that later. But man, he is a new pastor, the lead pastor at Cross Point Church and I'll tell you, one of my new favorite people. I've gotten to know him over the last year. You're going to love it.

[Carey Nieuwhof:](#)

I love being able to drill a little bit deeper on some issues and that's what we're doing this year. I think you'll love that episode. We are back on Thursday with a fresh episode and in the meantime thank you for everything. Just thank you for being you. Thanks for the ratings, reviews, the encouragement, the shout outs

on social, the encouragement when I see you in person. You guys are the best and I hope our time together today has helped you lead like never before.

[Announcer:](#)

You've been listening to the Carey Nieuwhof Leadership Podcast. Join us next time for more insights on leadership, change and personal growth to help you lead like never before.