

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 372 of the podcast. My name is Carey Nieuwhof, and I hope our time together today helps you lead like never before. So excited to have Scott Beck and Pat Gelsinger on the podcast today. I introduce you to those leaders in a few moments, but we're going to talk about technology, the church, and the future.

Carey Nieuwhof:

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Carey Nieuwhof:

Well yeah, we live in a really fascinating season, and one of the things, one of my little hobbies has always been to follow Silicon Valley. I don't know why, I guess I'm an early adopter when it comes to technology. It's just kind of how I'm wired. So it was really fascinating to sit down and have a conversation with Pat Gelsinger and with Scott Beck. So Scott's been on the podcast before, and I brought him back because I wanted to talk to him and to Pat Gelsinger about the future church, how to connect with people watching your church online, and why so many church leaders resist tech.

Carey Nieuwhof:

So I'll give you a little bit of bio. So Pat is a Silicon Valley titan. He is currently the CEO of VMware, which you may have heard of, and the former CTO of Intel. Man he's got an awful lot. He's a Stanford University grad, he also has a bachelors degree from Santa Clara University, he is an engineer who graduated summa cum laude, and has had a hand in shaping things that you may have heard of like USB and Wifi. Yeah, he actually was driving the creation of those technologies. So he's got four decades, his time even goes back to a role as the architect of the original 8486 processor. Some of us remember 486 computers, yeah and that was like a big moment. Anyway, he's got decades of experience and he's been CEO of VMware since 2012.

Carey Nieuwhof:

Scott Beck is the co founder and the CEO of Gloop. He spent 40 years learning about scaling business and supporting champions. As the CEO of Gloop, he's putting that experience to work by doing a number of different things. He has been the Vice Chairman and COO of Blockbuster entertainment, we talk about walking into the first store, he scaled it to thousands of stores and sold it to Viacom. He's the chairman and CEO of Boston Markets and founder of and chairman of the Einstein Noah Bagel Corp, you may recognize that chain. He's the founding investor and board member of ancestry.com, founding investor in homeadvisors.com, he's partnered in over 50 venture technology companies and among other things is the partner and vice chairman of Pacific Dental Services, nearly two billion dollars in revenue there,

and served as a board member for many not for profit entities. Both of these leaders have a heart for technology and the kingdom of God, and we talk all about that today.

Carey Nieuwhof:

So I think this is a fascinating conversation. Hey, if you are working on your budget for 2021, what are you doing for healthcare? Do you know listeners for this podcast, this is an updated figure, have saved 2.1 million dollars in the last 18 months on healthcare premiums, and they've reinvested all of that back into ministry, and they've done it through Remodel Health. So sometimes you have to cut back on benefits to save money, not in this case. Most churches and not for profits discover that they can offer the same level of benefits or greater benefits, enhanced benefits for less money, and they plow the savings back into ministry. If you're interested in more, Remodel Health's benefits consultants can run a free analysis for your unique team to help you evaluate all your options. Just go to remodelhealth.com/carey. That's where you'll learn more. You can also get a free savings calculator, church buyers guide, and brand new e-book.

Carey Nieuwhof:

And also, you guys probably know about ServeHQ, longtime listeners do. They do a lot of good work, and they've got a brand new option for homeschool families we want to tell you about. So homeschooling is on the rise. A lot of parents are overwhelmed right now, and that's why they're introducing Homeschool Magnet. It's for parents just like you. Homeschool Magnet supports homeschooling families by providing students with instruction from world-class credentialed teachers in a remote classroom with their peers. So parents choose the best teachers for each student based on values and teaching approach to ensure every child is receiving the education you desire. This puts you, as a parent, in full control. So students are going to learn in the four core subject areas of math, English, language arts, science, and social studies, but ultimately you have the freedom to involve your student in as much or as little learning as they prefer based on each student's goals.

Carey Nieuwhof:

So, other online schools exist, but Homeschool Magnet is unique. They have robust online learning environment, each student works from real, physical learning materials guided by video instruction. Homeschool Magnet is only a fraction of the cost of private schools, and they have a 30 day money back guarantee, plus it's a semester-by-semester basis, so you're only making a commitment five months at a time, giving you a lot more flexibility. So if you're interested you can go to homeschoolmagnet.com and join the growing wait list. And for teachers who maybe want a little more freedom, they're also looking for you too. So head on over to homeschoolmagnet.com/forteachers to learn more and apply.

Carey Nieuwhof:

So excited to bring you all of these new ventures. By the way, in this conversation with Pat and Scott, we talk about a new technology and new solution called what we call it in the interview is PeopleConnect. That name has actually changed and you won't find it online, okay? It's now called GlooConnect, and if you're interested, you can learn more at gloconnect.church/carey. But with all that said, here's my conversation with Pat Gelsinger and Scott Beck.

Carey Nieuwhof:

Well, Scott and Pat, it's a privilege to have you on the podcast. Welcome.

Pat Gelsinger:

Very good to be here, thank you so much, Carey, and with my buddy Scott, we're happy to join.

Scott Beck:

Yeah, I'm delighted to be here as well, Carey.

Carey Nieuwhof:

Well, Scott, you're now a second time guest. First time you were on with David Kinnaman as we rolled out ChurchPulse Weekly, and so leaders have a brief bio of each of you already, but I'd love to know, just give us in your own words, because sometimes you get this really complicated bio and it's like okay, but if someone was just to ask you, what do you do? What do each of you do? And what have you done?

Pat Gelsinger:

Well I'm a tech guy who was born a farm boy, came to Christ young in my career and thought God was calling me into ministry, and then he said "The workplace is your ministry." And going from a little tech up to a CEO, a passion for tech but a passion for Christ and how tech can truly be used to bring every person to a first knowledge of Jesus and the Savior.

Carey Nieuwhof:

That's a great story. And some of the firms you've worked for?

Pat Gelsinger:

30 years with Intel, so as I joke, I went through puberty at Intel. I started at 18 and went from the entry level of tech up to being second in command at Intel, then over to EMC, and now CEO of VMware for the last eight years.

Carey Nieuwhof:

And what does VMware do? I think most people have heard of it, I've heard of it, but ...

Pat Gelsinger:

Basically software that runs data centers. Every cloud uses this kind of software, every data center uses us, but increasingly we're connecting every device, we're helping people build applications, but it's really that magic that goes inside of all the tech that everybody is using everyday.

Carey Nieuwhof:

Yeah. And Scott, fascinating bio since we've gotten to know each other over the last, well over this year really. Tell us a little bit, what do you do and what have you done?

Scott Beck:

Yeah, thanks Carey. Well, Theresa and I started our career early on with some brand names like we were at Blockbuster from store number one until store 5,000 and had the opportunity to be the President and Vice Chairman Chief Operating Officer there, and also had, as you said, Einstein Bagels and scaled that as well as some other technology businesses that people are aware of, Home Advisors or Ancestry.com, involved in those. But during that whole time we were also involved in a lot of different ministry efforts,

Family Life, to help relationship, CRU on Campus, local churches, recovery, did a lot in recovery and recovery centers. So we've just been on that dual track for the last 35 to 40 years, and 10 years ago Theresa and I decided to full time go focus on bringing technology and capabilities into churches, into para churches, into recovery centers, and that's the journey that we've been on. And then it was about six years ago that then Pat joined in on that journey and Linda with Theresa and I, so we've been jointly on that journey here for the last five or six years.

Carey Nieuwhof:

Why did you make that switch? Because it's always fascinating to me what motivates people, right? You both had the level of success and you both had probably the freedom to do whatever you want. And you could easily, if you chose, at this stage in life, be in a yacht sailing around the world for the rest of your days, and you've chosen not to do that. I would just love to know why you decided to do this venture with Gloo, with People Connect, and even to continue this run in this direction?

Scott Beck:

Yeah, it's simple. We feel like our calling, our opportunity is to basically use our skills, our capabilities to be able to serve into these personal growth ecosystems. There's nothing more important today in our mind than to be able to make sure that the smallest recovery center, the smallest church has got the world class capabilities to be able to leverage the technologies that have been created for the purposes that they're trying to accomplish. It's what we want to live our lives is to be able to make a difference for these organizations. So that's the primary driver, and we've had great partners all along the way and great success getting to this point, and now as we're launching People Connect, which makes it incredibly accessible to every small church and every small organization that's out there trying to help a person grow, we're just excited about the moment.

Carey Nieuwhof:

What about for you, what motivates you to get involved in an endeavor like this, Pat?

Pat Gelsinger:

I like to be involved in creating things that matter, 14 generations of microprocessors with Intel, helping to create USB and Wifi, literally my life mission is work on a piece of technology that touches every human on the planet and every modality of life, and that may hasten the day of Christ's return. That you really are touching humanity, and I've helped to create ministries like Transforming the Bay with Christ, here, City Gospel Movement in the Bay, super involved with Stadia, church planting across the nation, things that matter. And when Scott approached, it was like how do we bridge this world of a tech-hesitant church community, but the power of technology being harnessed by the church. And to me that was really intersection and why we got involved with Gloo. How could we help bridge that world, because ever since the time of Christ, the church has been maybe a little bit hesitant, but once again, the great commission was never a statement of the how but the what, "Go and make disciples," and it's our job to figure out the how to do so and this idea of harnessing the technology to help, that's a passion that we deeply have.

Carey Nieuwhof:

It's really interesting what you're saying, Pat, because there were two thoughts that came together that I rarely hear together, and I'm going to paraphrase, but you said basically take the best of technology and use it to help people meet Christ, or hasten Christ's return, or whatever, the Kingdom. You also

mentioned that the church community is tech-hesitant, I would agree with that. So I've written a bunch of stuff on church online in 2020 since COVID, I have for a long time been writing in that area, but I've waded through and responded to some of thousands, tens of thousands of comments this year, and I would agree. The Christian community seems to be a little bit, we're all on our iPhones going, "I don't know whether technology is here to stay." Can you speak into that a little bit? Because I think it's a really fascinating paradox.

Pat Gelsinger:

Imagine that we're here in 1500, and our name is Martin Luther, and the greatest invention of that era happened just two decades before, the printing press. And we said, "We really shouldn't put the word of God in printed form, because it really should only come from a properly trained priest. So, let's not create the bible in printed form in people's language." That's about as preposterous as saying, "Let's not embrace technology to further the church, because we should really only do church where we can hug you, touch you, and have the physical touch as well, don't you agree, Carey?"

Pat Gelsinger:

No. Right? Martin Luther embraced the technology of the day, and he changed mankind. He brought education. It became the foundations of the Renaissance, and he broke the evil cabal of the church being used for political and power purposes. That defined an entire era by embracing technology for the purpose of the kingdom, and to me, as people come online with Facebooks and Googles and so on, it's redefining our social networks. Of course the church should embrace it. We should passionately be saying, "Wow, a new way to reach people?" We have almost half of the population of the planet is in church-restricted areas, and we're not going to use technology to reach into China, or reach into Muslim and Islamic countries? And church is limited today by the capital of the edifices that we're building.

Pat Gelsinger:

Christ didn't command us to go build churches, he said, "Go make disciples." Right? And to think that we're limiting by the capital that we're putting into buildings. And the whole COVID crisis to me, all the sudden churches couldn't meet physically. And I think it's a bit of a kick in the pants to the church to say, "Of course you should be using digital technologies, because your church can reach more people, you can do so more cost effectively, and literally the planet becomes part of your potential church."

Carey Nieuwhof:

Wow. What's your take on that, Scott? Do you sense the reticence sometimes in certain leaders to embrace technology?

Scott Beck:

Yeah, for sure. And I agree totally with what Pat just said. But what I would add to it is this, Carey, what's really important is technology has to reflect the right design. For instance, the technology needs to support, bring superpowers to a relational interaction. Because it's relationship that catalyzes growth, and it's relationship that causes us. So most technology is built to disintermediate the person. No, we need to bring the technology with the design to actually bring superpowers to that relational interaction. Allow those relational interactions to get scale. That's the difference.

Scott Beck:

I think when people start to see that the design is to facilitate the relational interaction, online, then offline, either way, all ways, then I think all of the sudden hesitancy starts to come down, because it feels right, it feels real. So I think that's just an important thing is that we have to bring technology into the right design in order for it to be used for personal growth and for God's purposes.

Carey Nieuwhof:

So Pat, I mean it would be fun to have two hours with either of you, and some point you'll come back solo I hope on the podcast. But I've got to ask, seriously, when I saw on your bio that you helped pioneer things like USB and Wifi, that's like people almost see that as a human right these days, like Wifi, access to technology, and to think that you were actually involved in the creation of USB and Wifi. I'd love for you to look back on your four decades in Silicon Valley in tech, and what have been some of the breakthroughs that you've seen? Because I've been a student of Silicon Valley, I've made the pilgrimage a few times in the last few years, walked the streets, saw Steve Jobs' house and met with some of the leaders in Silicon Valley and it's just been fascinated following that story, but there are pivot points, times where technology takes quantum leaps forward.

Carey Nieuwhof:

I would love for you just to outline a few of those for our listeners, because some of them are really young, we have a lot of young listeners here and they don't remember a time where there wasn't Wifi and there wasn't USB and now we're talking to the guy who helped create that.

Pat Gelsinger:

Well I think the first one you'd have to go back and look at is truly semiconductor, silicon, Gordon Moore, Moore's Law, and this idea-

Carey Nieuwhof:

Can you go through Moore's Law? This is fascinating. I'm not sure everybody would know what that is, but it is a fascinating concept.

Pat Gelsinger:

Basically the earliest days, silicon chips were just starting to get underway, he predicted this doubling of computing power every two years. It's sort of like, wow, you double every two years for a decade and all of the sudden you're two orders of magnitude greater in capacity. In those early days it was sort of like, "Wow, literally if I do nothing I'm going to get twice as much two years from now?" And then the next two years. This ability has enabled us to literally, when you have your iPhone in your pocket today, you have over 100 times the computing power that NASA used to get the first man to the moon.

Carey Nieuwhof:

Wow.

Pat Gelsinger:

Carried in your pocket. You're sort of like, "Wow, literally I can bring computing to everything." And that's what we've been seeing for the last 40 years.

Carey Nieuwhof:

Has Moore's Law held true over the years? It's about a doubling still?

Pat Gelsinger:

It's starting to flatten. We're getting some physical limits at this point in time, which will bring us to the third breakthrough in a second, which I'll talk to. But the first one, this idea of being able to just radically increase computing capabilities in silicon. Just imagine what we can carry in our pockets now.

Pat Gelsinger:

The second, and this is sort of where USB and Wifi come in, the idea that we can connect everything, where literally, as I say in my mission statement is that we will bring technology to every human on the planet. Today, we're a little bit over 50% of the planet is now persistently connected to the internet. By 2030, that number is 90% of humanity will be persistently connected. About 10 billion people that are connected. Plus all of the things that they're connected to as well. Whether it's my smart thermostat, or my autonomous cars, we're connecting everything. So now you have, I can bring capabilities computing to everything. I can now connect everything, and I think today we're seeing the third great breakthrough literally and what do you do with all that connectivity and data in the area of AI, where literally I can now bring intelligence as a result of computing and connectivity. I can bring intelligence to everything, where it becomes predictive, it becomes smart. I can truly, "Oh Carey likes this stuff, show him more of this stuff."

Carey Nieuwhof:

Right.

Pat Gelsinger:

This machine is starting to go out of maintenance, let's take predictive actions before it breaks. You're now going into a high risk neighborhood, let's reroute you right now because there's some things going on on those street areas, we'll give you a safer route. Today all of these things now become possible as we bring literally intelligence to everything. I sort of joke about, "Imagine tomorrow morning, when your smart device wakes you up an hour earlier and says you had a heart irregularity last night. I needed to get you up early. I've loaded the directions into your car. I've uploaded all of your biomedical to your physician. We're running the complete DNA sequencing of your medical against that information. It will be fully complete by the time you reach the doctor. We're running you past your favorite Starbucks on the way. I moved your order from your normal Starbucks to this one. And, I made it decaf because you are going to the doctor."

Pat Gelsinger:

All those things are in the next decade. That type of things of touching every aspect of humanity as we bring these three great breakthroughs together. Compute everything, connect everything, and bring intelligence to everything, and to me, after 40 years in technology, I think we're just getting started. I'm as fired up now as I was 40 years ago.

Carey Nieuwhof:

So I've got to just go there, and by the way, I have in this box, I open it on the weekend, my new series six Apple Watch, so I think it does that whole heart rate thing, I think it does.

Pat Gelsinger:

I've got my Oura ring on.

Carey Nieuwhof:

What is that? Tell me about it.

Pat Gelsinger:

Well, it's better than a watch, because here you charge it once a week and it includes all your biometric sleep patterns, everything, heart rates, temperatures, et cetera.

Carey Nieuwhof:

In a ring?

Pat Gelsinger:

Yeah. O-U-R-A. And this is not a marketing program for Oura.

Carey Nieuwhof:

No, no, no, no.

Pat Gelsinger:

For me it's been life changing.

Carey Nieuwhof:

Isn't that interesting. Now I've just got to be honest with you, a lot of people would find that creepy. The Social Dilemma came out this year, I don't know if you've had a chance to see it or not, but if you follow Tristan Harris, I'm sure you're both aware of Tristan's work, and other people like that who I've tracked for a few years. People are like, "Whoa this feels like big brother." Scott, you and I have had lots of conversations about privacy and the importance of predicting that. Can you just speak into people's fears over that kind of technology and how Big Brother-ish it feels? What do we need to be afraid of? What do we not need to be afraid of? I'd love both of your takes on that.

Pat Gelsinger:

Clearly, and I think about it as three things need to come together, right? Clearly, technology needs to protect your privacy. And of course, we need to have good security. It has to be increasingly built into everything, but then you need to have the public discourse, as well. These trade offs, because it's not clear, at what point, if I can predict COVID but I need to track your behavior, right? Is that good or bad for humanity? These are tough trade offs and they should be properly debated, and then you need the privacy advocates. They need to be sitting at that table as well. So I have government technologists and privacy or civil rights advocates, they need to sit at the table and come to the right judgments. And whatever the specialty is, if it's a healthcare, they need to be at the table. If it's financial services, they need to be sitting at the table.

Pat Gelsinger:

Because these things, you can't predict them a priori, because all of the sudden, a new technology breakthrough happens, we then need to go through the discourse again. And over and over in time as technology helps shape public policy, and for that I'll say I chastise my own technology peers. "You need to be far more concerned and on the front foot, we can't be, as I call us, cowboys, we're sitting over here in Silicon Valley, we do some great innovation. Oh Washington might do something bad to prevent our industry, let's ride like cowboys and shoot them up in DC."

Pat Gelsinger:

No, we have to be actively involved, and I call it technology as a force for good. We have to be constantly saying, "How do we shape technology?" Because it's this pliable, play dough like thing, and everyday we have to be saying, "Oh, cool breakthrough, block chains and AI, now how do I make it a force for good?" And we need to bring that social conscious into the very fabric of how technology is developed and how it's delivered to every consumer on the planet in every modality of life.

Carey Nieuwhof:

I think it makes an interesting point, Pat, because I've thought about that. I've been tracking this for a while, thinking about the ethics of what technology does, but also the ethics of what I do as a podcaster, author, blogger, and the content gets accessed a lot, millions of times a year. And I'm like okay, so we all absent the technology sphere, and that really leaves it to the bad actors. Is that a simplistic way of thinking? If the good people disappear from the internet, if the church disappears from the internet, if Christians disappear, is that simplistic to think about that?

Pat Gelsinger:

It is one of my fears and why I think church stepping back from any technology discussion actually weakens the technology view for that exact reason. And hey, I think some things are bad today. Facebook's business model is a pariah on humanity because they keep probing, probing deeper into your social network to have more accurate advertising and reach. Yeah, I have a problem with that. And so should you, I believe. At the same time, hey but it needs to be debated in this public policy agenda to help shape it for good, because we've also seen there's so much benefit to being able to have connectivity and social network in the technology realm as light. For that, the more we step back from it, the less influential we the church are in it, and that's part of the reason I say, "Boy, I want the church to be first and foremost on these technology trends."

Carey Nieuwhof:

Yeah. And it's interesting to me, when people get interviewed on this, in the press or even technology publications or sites or documentaries, there's no theologians. We should be leading the ethical conversation and I'm not sure we're up to it. It's really interesting to me that theology and philosophy has now given way to other factors that are debating this, and it's usually ex-employees that end up waving the flag.

Pat Gelsinger:

Yeah. And I think very much the theologians, the philosophers, the privacy experts, the politicians, and those responsible for the social fabric of our nation, and business leaders. I wasn't trained as a theologian, but I'm making theological, philosophical, and policy decisions every day in how I'm shaping technology.

Scott Beck:

Yeah, and Carey let me just add onto that. So as Pat and I think about Gloop and how do we bring infrastructures and capabilities into not just the churches, but the recovery centers that interact with the churches, the para churches that interact with the churches, the community service organizations, that entire connected network, as Pat was talking about it. As we said, it's all about personal growth, and growth requires engagement. Engagement we've talked about is powered by relationship. There's no relationship that works without being known. You have to allow yourself to be known in a relationship, otherwise it's not going anywhere. Right? And the foundation that sits below being known is trust. So at the basis of the entire Gloop architecture, it is about trust. Gloop's infrastructures bring HIPAA compliance, like for a doctors office.

Carey Nieuwhof:

Yeah, what does that mean, HIPAA compliant?

Scott Beck:

That means that you have control over your data. You have to grant a right for one doctor to share data with another doctor or with even your wife. And that same kind of capability, consent, those consent architectures exist at Gloop. The GDPR or the CCPA, and those are the European standards, and the California privacy act standards, we bake that into our infrastructures. So when a church adopts Gloop, they actually gain privacy, they gain security, they gain trust. And that's just architected into what we do, because it's one of the things that a small church can't do on its own.

Scott Beck:

So it's got to be about the leverage, the power of these collective infrastructures that allow them to get the privacy and the security, the connectivity that Pat was talking about, the access to all of that processing capability, and that's why we're doing Gloop.

Carey Nieuwhof:

Well you've both been leading at the meta level, but let me give you a little quick snapshot that made me think about that, and hopefully this helps some leaders, but when we launched Connexus Church in 2007, myself and Rich Birch who runs unSeminary, some of the leaders listening will know Rich, we were on staff at the time launching Connexus and I remember one of the decisions we had to make is, "Where are we going to put our database?" We were just pivoting, cloud based computing was kind of new, the internet was getting faster, it had just toggled into broadband versus dial up, and we debated, "Do we use an online server?" Like, store our stuff in the cloud, or do we actually get that big computer that sits in a room that you have to cool where we put our data?

Carey Nieuwhof:

We both kind of realized that it's probably the software in the cloud that is better protected than a computer sitting in an office that somebody could break through a window and steal all the data from, or hack us online. We are not privacy experts. Can you just comment on that for churches that are patching their own networks together, or thinking, "No, we've got this." Because it is complicated. You get hacked, that's a big deal.

Pat Gelsinger:

Yeah. I've even in some of the Gloo board meetings said, "Churches are at risk of lawsuits for not handling data properly." Literally, this could destroy entire congregations if not done properly. Because your job is to have some of the most private, intimate data associated with people, that's part of what a church does, reach them at their most intimate levels. So against that, that's why some of Scott's comments on Gloo and how we've architected the platform put enormous effort on being on the front end of many of the security, privacy conversation. I do think churches today, if you're running in a PC that is sitting under your administrator's desk and that's where your core database is, you're at risk. And moving to cloud-based solutions today gives you literally the best security experts on the planet are monitoring those cloud environments today, seven by 24, with large teams of people and some of the most advanced technologies. It's far more secure than you're going to be able to do yourself, unless you're at the highest end of sophisticated churches today which very few are.

Pat Gelsinger:

So in essence I'd say you're much, much better off in that regard moving into some of the cloud based service offerings, SAS offerings as they're called, cloud services that you can be buying and taking advantage of from the cloud. And again, let some of us help, Gloo and others, these are areas that we are specialists in. We can help guide the right choices in those areas, but it's time to make that move.

Carey Nieuwhof:

Anything else about the founding of Gloo and then I want to get into some of the other things that are coming down the pike for technology in churches, but anything about you and Linda joining the board, or Scott, you and Theresa founding Gloo that you want to add that would be relevant to leaders? Because I just think it's fascinating that they two of you who could do at this point pretty much anything you want to do with life decide that your mission is going to be to provide safe technology for churches.

Scott Beck:

First of all, I think that the point that you make there is Theresa and Scott, Pat and Linda. This is from our standpoint, I know from Pat's standpoint, it is the two of us, Theresa and I, leaning in on this. And I know when we're sitting and talking with Pat, he's got Linda there as well, and it's like, "Okay hey are we doing this together?" And we're doing it not only Pat and Scott, but we're doing it as couples. And I think that's a really important point.

Carey Nieuwhof:

Tell me why that's important to you? That is something that comes up in our conversations again and again, and I'd love to know what is your heartbeat behind that?

Scott Beck:

The heartbeat is God's design for oneness. Just the simple idea that the two of us come together, we become one, and we complete each other and we complement each other and we challenge each other in all the right ways. So that's just core to what we are. Pat and I were first introduced by Dennis Rainey at Family Life Ministries.

Carey Nieuwhof:

Oh okay.

Scott Beck:

So there is even in the DNA of our relationship, Family Ministry has brought us together. So from my standpoint-

Scott Beck:

Yeah, go ahead, Pat.

Pat Gelsinger:

Let me jump in there, Carey, as well, because in my book on balancing faith, family, and work, *The Juggling Act*, I talk about agree to agree. And if you and your spouse don't agree on something then one of you is schizophrenic, because God has called you to one, and if he's calling one of you to something and he doesn't call the other, in that itself, God is not a schizophrenic God, he's going to bring both of you there or there's still learning for one or both of you in that decision-making process. To me, this is so foundational to every relationship that God has formed in this magical ceremony of matrimony, that truly two have become one, and in that mystery, there's such great value if you partner with your spouse, and every decision that you make of significance and saying we're going to agree to agree.

Carey Nieuwhof:

Yeah, it's interesting, and I'm glad you started there, Scott, because I find for my wife, Toni and I, we've been married 30 years, and the next I don't know how many decades we have left, three maybe, hopefully, it's a joint venture. Like we are working closer and closer together every year for shared objectives now that we're empty nesters and everything like that. So I think that's a really good point, and it's like relationship goals for those of you who are early into your marriage. We had a lot of bumps in the early years, so there's hope ahead.

Carey Nieuwhof:

Anyway, that was a good excursus, but let's continue. So anyway, anything else about the founding of Gloop, what's where we were going, Scott?

Scott Beck:

We're just all in, as Pat is, to be able to say, "Hey, we've been blessed with lots of capabilities and experiences and access to resources and the intelligences, and our job, our responsibility, our stewardship is to put that to work, to be able to serve people who are helping people grow," and that's what we're doing.

Carey Nieuwhof:

Go ahead, Pat.

Pat Gelsinger:

Two other things I would just add to that as well. As we touched on already, this idea that technology and church, having a company that sits right in the nexus of that, that is being led by people of deep Christian conviction as well, to me that's powerful. Because there are churches today, I don't believe, and I'll say this even more, if you're a physical only church, I think you're dead in the future. I just don't think that you're going to be able to survive in this increasing digitally connected world, and I truly believe there are going to be two types of churches going forward. There's going to be the phigital

church, that is digital and physical, or the church that's all digital, and truly it's only embodiment and representation is in the virtual or digital world. So having a company that's truly and uniquely focused right at the apex of those two coming together was very, very important to us as part of Gloop.

Pat Gelsinger:

Finally, I think it's our great commission objective, go into all the world. And remember, He kicked the disciples out of Jerusalem, he had to bring persecution to do it. Go into all the world and the world is getting connected, how could we not be participating in this greatest social transformation in maybe human history. Jump right in the middle of that.

Scott Beck:

I'm going to add one more thing to that. As we talk about that, the network of the church goes across personal growth and it connects to everything. It's secular, and it's also faith-based. So Gloop is serving secular organizations that are intersecting with one another, faith-based organizations, and so whether you've got a recovery center out there and it's a secular recovery center, we're there to serve it, right? And if you've got a church, we're there to serve it, but these things all, like Pat said, they interconnect. Because there is no separation, ultimately. It is just really connectivity of a global growth, personal growth ecosystem, and we've got to be able to bring capabilities, and we've got to be able bring technology, connectivity, all the things that Pat talked about to serve that.

Carey Nieuwhof:

I want to shift gears for a second before we talk about People Connect, which I want to get to, but one of the things that has come up was scale, and both of you have extensive experience with scale. Intel, VMware, which is a little more business to business than business to consumer. But Blockbuster, Boston Market, Einstein Brother Bagels, Ancestry.com, I mean you guys have scaled a lot of organizations, and last time you were on, you talked about walking into the first Blockbuster store, what year was that, Scott? 1990 ...

Scott Beck:

'85.

Carey Nieuwhof:

'85. 1985, you walk into this local video store, and what do you think? I remember you telling me this, I think maybe it wasn't on the podcast.

Scott Beck:

Yeah, I walked into that store week one, day four, I was member 91 in the world.

Carey Nieuwhof:

Of Blockbuster?

Scott Beck:

And I looked around and I said, "This is really a good idea. There should be a lot of these." So I jumped in and partnered with them and ultimately became the President and Chief Operating Officer to help that scale globally, yeah.

Carey Nieuwhof:

And you sold that in the '90s? What, to Viacom?

Scott Beck:

We sold that to Viacom in '93, that's right.

Carey Nieuwhof:

So you've got experience with scale, both of you do, and you mentioned this, I think it was you, Pat, earlier in the conversation today where you said, "This is the opportunity for churches to really scale, like to really reach the world." I've seen that, welcome to my basement, I'm doing a podcast that has 13, 14 million downloads from my basement. It's crazy what can scale. I know a guy in Atlanta who's scaled a virtual services company, 100 million dollars in revenue in the last 10 years, and they don't have an office. He runs it out of his house, I've been to his house.

Carey Nieuwhof:

So church leaders are a little bit late to the party. Some of them are getting it, like Elevation understands that, Life Church understands it, Fresh Life Church, many other churches understand it. But I want you to talk about scale and some of the principles behind scale, because I think most of the people listening to this podcast, they want to reach more people. I'm going to assume that they have a growth bias. So talk about scale and the possibilities of online ministry.

Pat Gelsinger:

Now when you think about your physical church, the biggest ones get up to physically maybe up to 100,000 members, campuses and so on. I'm doing our VM World Conference next week, and I will have 200,000 simultaneous people participating. The largest stadiums built can't hold that many people. You'll think about it, the events that we'll do, we're going to have maybe 10 million participants, and differing on the classes, and labs and so on that we do, over the life of that material.

Pat Gelsinger:

If you think about that, you're sort of saying, wow. Imagine if you and I, Carey, says we want to be able to reach 100,000 people, let's go start by building the stadium church to go do so, we only need to raise maybe a billion and a half dollars to go do so. That's nuts. You couldn't even dream of that business case. But to go say we're going to go reach 100,000 people online, today that's sort of like, "Okay, let's get our media put together, that will take a week, and let's go get it up on Facebook and let's go start some promotional activities. Great. Let's have 100,000 people participate in this service." Right?

Pat Gelsinger:

The scale aspects that are possible now because everybody is connected, the cloud computing capacity is there to deliver it, and the social networks already assuming that that's the case. And then you can sort of say, "Huh, I'm not limited by being an hour north of Toronto." Literally every human connected on the internet has now become part of my potential congregation that I can deliver this message to. The scale aspects, and again, this is only going to accelerate. As I already noted, 90% of humanity will be persistently connected to the internet by 2030.

Carey Nieuwhof:

Wow.

Pat Gelsinger:

10 billion people are part of your potential congregation. That is simply mind blowing in its potential. And let's run the capital campaign to go reach those people, or let's start building the products, services, and media outreaches, social networks that allow us to reach those people. That's the fork in the road that the church faces today.

Carey Nieuwhof:

Well said. Scott, your thoughts on scale? You've just done it so many times.

Scott Beck:

Yeah, I mean for sure, and I say yes to everything Pat just said, and we've got to also bring technology to scale the one-to-one and the one-to-few interactions as well. Because ultimately, within that 200,000 million person de facto congregation, what's really going to change is all of those one-to-one, one-to-few interactions, and how do you bring technology and scale to those personal growth core interactions within the context of that million congregation. Right?

Scott Beck:

You've got to look at the scaling of the macro audience, and you've got to look at the scaling of the micro interactions, okay?

Pat Gelsinger:

It's the one to a million, as well as the million one-to-ones.

Scott Beck:

Exactly. The million one-to-ones, the million one-to-fews, and the one-to-millions, right? And when you get all of that working, that's where you've got really the power to be able to scale. Because you've got to scale a video rental transaction, one transaction at a time. And then you've got to scale that across lots of places. So scale always starts with what's the core interaction that you're trying to scale, and it is that relational interaction and how do you bring the powers of, like Pat said, computer processing, connectivity, AI, intelligence, to bring superpowers to those interactions?

Carey Nieuwhof:

Wow yeah, and you're right, at the end of the day, it doesn't matter how many customers in the day Blockbuster had, or a technology company has, if I had a bad experience I'm checking out. And if I get forgotten in the shuffle, and that's what mega churches ... not every church is perfect, but mega churches that really grow and are effective have figured out how to get bigger, like fill that football stadium not one at a time but thousand person rooms 100 times on the weekend, or 50 times on the weekend, but they've done small group really well, and personal interaction really well.

Carey Nieuwhof:

The one thing I know at Connexus Church, our church, which is only 1,500 people that's exploded during COVID is small groups, most of them virtual. Right? It's that personal connection, people want to be connected, not just watch a streaming message.

Carey Nieuwhof:

So let's talk about People Connect, because that's something that I have partnered with the two of you on and with Gloop on to help share with the wider church community, largely because I was so excited when you shared the idea, Scott. I'm like this is a solution that I think is really going to help people. So what is the vision behind People Connect?

Scott Beck:

Yeah. People Connect is really a simple idea, and that is that in this digital age, there are people out there that are coming to the church websites, to the recovery center websites. There are people out there that are watching the streams, and we don't know who those people are. And so we've been able to put technologies in place to not only be able to understand the people in your community with using compliant big data, but also being able to understand the people that are actually at your website, at your children's pages, to be able to then create compliant audiences and to be able to help run. I love the collaborative nature of People Connect, because everybody is contributing to a fund that then can run wonderful, beautiful PSAs about the idea that churches care, churches are relevant, churches are ready to serve you in hope for anxiety, or hope for your relationship, relevant things.

Scott Beck:

So we run these beautiful PSAs using all the technologies, gathering all of those people, and then we can connect them back to the right churches and to the right programs in a very simple, simple manner. So it's literally connect your website, fill out a profile, and receive people that are the right people for you. Well it doesn't get any easier than that. But, what happens in the background is now all the sudden those churches are in a collaborative environment in terms of using cooperative data compliantly, using cooperative promotion in a great way that creates the right sentiment, and using cooperative technologies that get the economies to scale up all of that.

Carey Nieuwhof:

Pat, anything you want to add to sort of the DNA of People Connect?

Pat Gelsinger:

Well the thing, and I think Scott touched on it, this idea, we're all of the sudden, everybody sort of says, "Boy if people can't come to my church, I've got to go online." But now every pastor is now speaking into this, you're looking at this camera, you're lusting after that ability to get the reactions. Do people hear me? Right? When did they nod their head? When did they flip open their bible page? You're lusting after that interaction that now this inanimate camera that you're trying to show your passion, your humanity, tell your stories through. And I think everybody is struggling in this phase of how do I effectively connect? How do I get behind the camera and now be able to reach, touch, and understand what's going on on the other side?

Pat Gelsinger:

That's really what People Connect is trying to do. We know now how to get our faces out to the internet, reach our churches that way, but how do we get to the other side of the camera and pull them in so I have real feedback, real understanding of what's going on? And when I show up for next week, I know I got reactions this week to what I said last week, now I know better how to connect with them. My small group leaders know what's happening on the other side, the entire team can start saying, "Oh, this

digital thing isn't a bad experience," because remember our objective in technology isn't to try and have a lousy form of what we did in the physical church, it's to have a better form of what we can now do online and digitally, as well. It's not one versus the other, how do I bring these together to enable more people to hear the cause of Christ?

Pat Gelsinger:

And again I'll say, the Great Commission wasn't a statement of how, we have to put on our sandals and go to every village, it was a statement of what? Make disciples and how do I reach to the other side of the camera to do that more effectively?

Carey Nieuwhof:

Yeah. So let's break this down, there's really three stages if I've got this right, and correct me if I'm wrong. But you imbed a pixel on your website. So lots of sites do this, that's why if I'm shopping for a pair of shoes, I don't buy, next I'm on my social media, it's like all shoes everywhere I look. So that's just the way the internet works. But there's this pixel that sort of helps identify who that person is. And then there is a social media campaign, as you say, a PSA campaign, and it's white label, it's not labeled with your church, but it's a collective social media campaign where it might say, "Struggling with loneliness? Or anxiety?" Or whatever that happens to be, but it's just basically a "churches care" kind of campaign.

Carey Nieuwhof:

If I interact with that, that will give me an opportunity to identify myself, to say, "Yeah I'm Carey, I've been watching Connexus Church, and I'm really interested like in finding out more about that church." And then I fill out my contact information voluntarily and it gets delivered to that church's inbox with like "Hey, Connexus meet Carey, he's been watching your church online and would love to connect personally." Is that it?

Pat Gelsinger:

That's it.

Carey Nieuwhof:

That's it. Okay. Now you have seeded, because the two of you have raised quite a bit of capital for Gloop. You have seeded through private investment the social media campaign with a million dollars of seed money, so it's already funded, can you explain that? What does that buy you? That is something 99% of all churches, 99.9% of all churches do not have the ability to do, to run a campaign at that level.

Scott Beck:

Yeah, that's what we've done. We've seeded that campaign fund with a million dollars, and what we do is we take 50% of the, let's say for a small church, \$1000. We take 50% of that \$1000, \$500, and all of the sudden there's a million \$500 in that campaign.

Carey Nieuwhof:

Right.

Scott Beck:

So the more churches that join, the more power in the campaigns. And then we bring Carey back to a beautiful directory of that church, "Hey this is what this church is about," in a really simple, clear, clean way, okay? And to your point, connect them back into that church. But yeah, one we seed the campaign, and then every dollar that's coming into People Connect, 50% of it goes to further add fuel to that overall campaign.

Carey Nieuwhof:

Yeah. Okay, well that's super clear. How have you funded Gloop? Like have you got private people that are funding that? How does this work out?

Scott Beck:

We funded Gloop, it's a private company, it's a for-profit company which we think is really important. So, we're able to access capital that wouldn't normally be available to the church ecosystem, and we're not competing with the church for donation dollars from the same people they're trying to get dollars from. So we create it as a for-profit, private company, and it's been funded over the last 10 years through a couple forms. Number one, through private investors like Pat and myself and Theresa and Linda, as well as it's been funded by revenue that comes in from the churches that are part of leveraging the services and the para churches and the recovery centers that have been involved with us.

Carey Nieuwhof:

Okay. That's great. So you have other investors who they believe in it too and they're trying to help. I also think that often the difference between profit and not for profit is you pay taxes or not, right? That's it.

Scott Beck:

Everybody is for profit. If you don't make a profit, you close your doors. The only question is whether you're tax exempt or whether you're taxable. But everybody has got to make a profit.

Carey Nieuwhof:

Right. Right. You've got to at least break even or else the days are short, right?

Scott Beck:

No doubt.

Carey Nieuwhof:

You said there's a number of donors that have adopted a city by scholarshiping churches in a city. Can you talk more about that?

Scott Beck:

Yeah, it's super exciting. All across the country, city movements have been organic movements for decades. A bunch of people try to get together and they solve homelessness or foster care or you name it, teen addictions, within a city, right? So what we're finding with People Connect is that donors in cities are really liking the idea of hey 100 churches in my city leveraging People Connect so we can have these PSAs, these ad campaigns, these-

Carey Nieuwhof:

Social media stuff, yeah.

Scott Beck:

Social media campaigns running. Not just at the national level, but also at the city level. So a little bit like think about it like with Blockbuster. With Blockbuster we would have "Make it a Blockbuster night." And we would run that across the whole country. And Dallas would say, "Make it a Blockbuster night with the Dallas Cowboys." And they would run that at the Dallas level. And then the store itself would say, "Hey, make it a Blockbuster night in Richardson, Texas." Right?

Scott Beck:

So that same capability is basically being leveraged here, and then so these donors are loving the idea of catalyzing a sufficient number of churches in their geography which does a couple things. Number one, it gets those churches going. Number two, it gets them all on a connected network like Pat was saying, so now they're all connected to each other. And number three, those donors are actually being able to see what's happening on digital dashboards across those churches and across those cities. And they are really going for it. We're really excited to see people adopt cities and to be able to start being a catalyst for their city.

Scott Beck:

I mean Pat, Transforming the Bay is a city movement himself. He totally is a founder in that.

Carey Nieuwhof:

Yeah, anything you want to add to that Pat?

Pat Gelsinger:

Yeah, I would say we have our sphere, which is when we came back to the Bay area I like to joke that God was giving me the job of being CEO so I could have a platform to start TBC, Transforming the Bay with Christ. We're going to amplify works of service, we're going to unify the Christian leadership, we're going to multiply churches in the Bay area. Today we have 7, 800 churches that are participating with TBC in the Bay area and as I joke, this is the most influential area on earth, it's the least church area in the nation. It has the largest per capita income on the planet, and one of the lowest philanthropic rates in the nation.

Carey Nieuwhof:

Wow.

Pat Gelsinger:

So I call it, my mission field is rich, influential, miserly pagans. That's who I'm called to serve.

Carey Nieuwhof:

That's so well said.

Pat Gelsinger:

Here in the Bay area. But as we think about that as well, this idea of city gospel movements and with movement day, with the Palau organization, and Kevin Palau is on the board of TBC with me, it really is how can we have the churches collective? John 17, that you would be one and really bringing that idea together, and then being able to combine that with data, and Gloop, and People Connect, you start to say, "How am I doing? What's being effective in my area?" And everybody is learning from everybody as they start to benefit from that as well. What are the needs in this zip code compared to that zip code? And how has that gone? And all of the sudden you're really starting to be able to benefit by the community, by the philanthropy, of the community saying, "Hey let's uplift all of our churches in our area in really bringing about a gospel movement of a city." And that really is exciting to us and Linda and we've been deeply invested in that here in the Bay area. There's an example, we're connecting that up with Gloop in a very big way.

Carey Nieuwhof:

Anything else you want to share about People Connect, then I've got one or two other questions, we're coming up on time so I want to be respectful, you're both extremely busy, so thank you.

Scott Beck:

No, I think you've got it. I think you've got it. With technology, you're always working to try to get to simplicity on the far side of complexity, right? Technology is really complex. And if you look at it, what we've got to do and what People Connect does is there's massive technologies underneath it, but it gets it to super simple.

Carey Nieuwhof:

And nobody individually can do what you guys have done, this is what gets me.

Scott Beck:

Yeah, it's the collective, right? It is the connective tissue of the body. And that is the idea. Technology that allows the body to be the body ultimately. But it's an simplicity and I think People Connect is the best of both, that connectivity and the simplicity to be able to do the job, like Pat said, to get those people from being numbers on a screen, to be able to be people that we've got relationships with and we're helping grow.

Carey Nieuwhof:

All right, so final question, I want to look to the future. One of the things I'm hearing over and over and over again, and here we are seven months into the pandemic, and I get this almost every day from church leaders, it's like, "Carey, people are Zoomed out and screened out." I'm like, I wouldn't bet the future on that. Any thoughts on where the future is going when it comes to technology and the church and how people behave? You've touched on that already in different ways, but I want to close there, because the degree of resistance to screens and so on is just fascinating to me. Let's talk about the future and where we might be in a few years.

Pat Gelsinger:

Well first I'd say is while there certainly are aspects to that, and when I got a call from my seven year old granddaughter complaining about how many Zoom sessions she was on for her school that day, it was sort of like, "Okay now my seven year old is complaining about being Zoomed out." But have we started

to leave social media? Are we doing less social media? Have you gotten rid of your Facebook account or the other ways? The answer is no. Not by any means. We're becoming very, very digitally connected in different ways.

Pat Gelsinger:

Another question is how is the church going to use that? People aren't leaving these, and in the COVID era yeah we're a little bit numbed by it right now as we have lost all forms of physical connection as well. Maybe it's a year until we have a widely deployed vaccine that's been well accepted, so we're still going to be here a while at that level. But it really is this question and I just think, was God on the throne in the great influenza? Yes he was, right? It's not a question of whether these things are going to come. What is God doing in my church, in my community, in our nation and in our world in this period of time? And I do think it's a kick in the butt to the church to say, "Embrace these opportunities," because my job isn't for you to build a big building, it is for you to reach people and embrace technology as an effective way to reach people at a scale, a capacity.

Pat Gelsinger:

Just a little story, Carey, one of my customers, big CIO for one of the big banks, he tells me, he says, "You wouldn't believe it, Pat. The board of directors brought me in and they gave me a standing ovation for how we responded to COVID." When was the last time a CIO who makes the email work gets a standing O from his board of directors. The technology person became the most important person to that business.

Carey Nieuwhof:

Wow.

Pat Gelsinger:

Every church leader needs to think that same way as well. Who was your most important person? Was it your worship leader? And maybe your small group leader, maybe your executive pastor? No, your tech person needs the standing O because he's the most important person on your ministry team at this point, and our objective is to give those people the tools that truly are going to take this dramatic period of human history when everybody's coming online, and participating, to be able to truly hear the gospel of Christ wherever they are, in whatever language they're in, and connecting them up to the social fabric that will truly disciple them into the God-chosen humanity that they would become like him.

Carey Nieuwhof:

Scott, final word?

Scott Beck:

Yeah, COVID is, in so many respects, just leapfrogging us into the future. So many of these things were going to happen over time, but the social norms are always the hardest things to change. And what COVID did was it did a 360 or a 180 on the social norm as it related to being in-person versus to be on a screen. Hey, over the last two decades, church attendance had already gone from three times a month to one time a month.

Carey Nieuwhof:

Yeah.

Scott Beck:

So listen, there was already a gap that the churches weren't paying attention to.

Carey Nieuwhof:

Correct.

Scott Beck:

Paying attention to people in the gap between face-to-face times together is critical. It's like not only Sunday to Sunday, but that gap, what's going on on Monday, Tuesday, Wednesday, Thursday. How are you encouraging? How are you helping? How are you being able to do all those things that Pat was talking about? When they go back, they're going to be going back once a month. They're not going to be going back four times a month.

Carey Nieuwhof:

Yeah. I would agree with that. I haven't talked to a single expert that would disagree on that in 2020.

Scott Beck:

Just get your arms around the idea of, to Pat's point, that we've got to have a bi-modal approach. We've got to have a digital approach and we've got to have a face-to-face approach. And how do we bring technology to service and the gap between our face-to-face times together? That's what's got to happen. And, not everybody can afford a full time CIO. And that's why Gloop is here, to be able to bring technologies and capabilities, economies of scale, and basically be that CIO in a box to be able to help those churches scale and to be all that they were created to be, help those pastors, help the congregants, help the small group leaders. We're just pumped. We're pumped for the moment.

Scott Beck:

It's been a decade-long journey that we've been on, and we feel like we've just gotten to the right place at the right moment and we're delighted to serve. I'm so grateful for Linda and for Pat, for their partnership. The people that we've got at Gloop, our other board members, our other investors, our employees, and our partners, the churches that have been serving us and working with us as we've been serving them, because they've been co creating this with us. And we're just grateful for that. I'm grateful for also you, Carey, in terms of what you're doing, in terms of being a voice of leadership and our partnership with Barna and David Kinnaman. There's just so much that's coming together right now that can get knitted together to be able to serve the church in a very unique and simple and powerful way.

Carey Nieuwhof:

Wow. I want to thank you, you've both been so generous with your time. Pat, thank you so much. Scott, thank you so much. Where can people go to learn about People Connect? Is that just peopleconnect. ... where can they find it?

Scott Beck:

gloopconnect.church/carey

Carey Nieuwhof:

We'll link to everything in the show notes. Thank you both so very much.

Scott Beck:

Absolutely.

Carey Nieuwhof:

Well, conversations like that really feed into my passion to connect with world changing leaders. I mean, USB and Wifi and Blockbuster video and somebody who has scaled like Scott. I find it such a privilege to have those conversations.

Carey Nieuwhof:

Hey, just a reminder, we did talk about People Connect. It is now renamed GloopConnect, and you can learn more at gloopconnect.church/carey if you're interested in that. It's so funny because you're like, "Well why didn't you rerecord the episode?" What I'm learning in working with entrepreneurs like Scott and getting to know people like Pat is change happens really, really fast, and they're not afraid to pivot.

Carey Nieuwhof:

So anyway, yeah, you record an interview one day, and then it's broadcast the next, and things change. I long to see that kind of iteration in the church to be honest with you. So anyway, you can learn more at gloopconnect.church/carey if you are interested in that. And of course we have show notes with transcripts and everything like that over at careynieuwhof.com/episode372.

Carey Nieuwhof:

I've got a What I'm Thinking About segment. I'm going to talk to you about lies about online church. This is something I'm really passionate about, and I want to share a couple of them with you. And next episode, I'm so excited to bring you Andy Stanley. So in July, Andy made national news when he announced North Point would not reopen until 2021 and so I kind of asked him why and what methodology he uses to find clarity, what he's learning about preaching to a camera, and the hardest part of the pandemic for him personally. Here's an excerpt.

Andy Stanley:

I had such a hard time finding my new rhythm. You know Joel Thomas.

Carey Nieuwhof:

Yeah, very well.

Andy Stanley:

He was the lead pastor here for many years. I called Joel, no, he texted me. He said something along the lines of, this isn't a direct quote, but basically, "I don't know what to do." I'm like, "Me neither." There's so much that needs to be done, my routine is so messed up, and I am honestly I feel like I'm busier than ever. But part of it is routine, the personal side, our daughter got married in the middle of this, that was interesting. And it has been challenging to know how to lead our staff because I don't see our staff very often.

Carey Nieuwhof:

That's next time on the podcast, and of course subscribers get it for free and automatically. Thank you for sharing episodes that mean a lot to you, I do watch for that online. We're really, really grateful for you. You are the people who make this show what it is, and I love being able to serve you. If you subscribe, you're going to get episodes from, well not only Andy, but Jon Gordon, Todd Wilson, Lysa Tereurst, William Vanderbloemen, and Beth Moore, Mark Batterson, Patrick Lencioni, and so many others are coming up on the podcast.

Carey Nieuwhof:

So now it's time for What I'm Thinking About. What I'm Thinking About is brought to you by Remodel Health. If you want to save, well our listeners have saved over 2 million dollars so far on healthcare next year go to remodelhealth.com/carey, and you can learn how your organization can save. And, by ServeHQ's brand new Homeschool Magnet student experience. You can learn more and join the growing wait list at homeschoolmagnet.com.

Carey Nieuwhof:

So I'm thinking about weird lies that pastors, church leaders believe about church online. So I hear this all the time. If you follow my writing, not just this podcast, although you'd get this on the podcast too. I'm not afraid of technology. As somebody who started this podcast in my basement and still does it from my basement, I know that you can reach the world in a far better way digitally than you can in analog. Standing out in my front yard and having these conversations probably isn't going to draw much of a crowd, but for some reason when we have them behind a microphone and share them on the internet, well lots of you show up.

Carey Nieuwhof:

Anyway, here's what I keep hearing, and these are lies I think we have to get past because everybody you want to reach is online. Everybody you want to influence is online. That's true if you're a business, it's true if you're a church leader, but here's what leaders are telling me, they're saying, "You know what, Carey, this is lie number one. People are screened out." And I get it. So yesterday, I had like 11 hours of Zoom calls, I was screened out, but I still watched The Office before I went to bed, I don't know why. Do I want to live that way? No I don't want to live that way.

Carey Nieuwhof:

However, if you really think the reason people aren't on my site is because they're screened out, I don't think so. If you think people are screened out, run your theory by the creators of Tik Tok or Instagram. I think they're going to tell you that no, apparently people are not screened out, they're not as done with screens as you think.

Carey Nieuwhof:

In 2019, for the first time ever, the amount of daily minutes people spent on their mobile devices surpassed the amount they spent watching TV. The average American spends 152 minutes a day on social media alone. So if you're offline, you're going to miss it. And you might be a little bit tired, and you may want to go for a walk in the woods, and that's great. But, here's what I think is going on. People are screened out on things that aren't interesting to them. They're screened out on bad content, but are they screened out? Nope.

Carey Nieuwhof:

Here's another thing, people have actually said this to me, as I was writing this on my website, I couldn't believe it, but somebody said to me, "You know what Carey, the internet is temporary." I'm like really? Really? I don't think so. And I've heard variations of this, like, "When everyone can come back in person they will." Or, "People just don't like technology." Or, "Online won't last, it's a bridge to get people back in the building." Personally, I would not bet the future on the internet being temporary, okay? And now I get it, people have a hard time with change, people have a hard time with technology. There was an article written in 1985, so I'm old enough to remember 1985, this is from the New York Times and I quote from a columnist who is writing about the invention of the laptop computer.

Carey Nieuwhof:

I remember in 1984, I was in first year of college, I saw somebody show up to class with a laptop and I'm like, "Whoa what is that?" I'm like, "Man that guy is rich." I think it cost him like \$6000, back in the 80s that's an insane amount of money even today. Anyway, this is what the New York Times columnist had to say about laptop computers, "On the whole, people don't want to lug a computer with them to the beach or on a train to waste away the hours that they would rather spend reading the sports or business section of the newspaper. Somehow, the micro computer industry has assumed that everyone would love to have a keyboard grafted on as an extension of their fingers. It is just not so."

Carey Nieuwhof:

Well, fast forward a couple of decades and people pretty much have a keyboard grafted on as an extension of their fingers. Now I get it, the future never makes sense from the present, but just because you don't like something or fully understand something doesn't mean it isn't true. I would not bet the future on the internet being temporary.

Carey Nieuwhof:

And then finally, online relationships aren't real relationships. People just say that all the time. People now meet online in dating relationships more than they get introduced in person or by friends and family, or actually by churches. So that's a new phenomena, and saying online relationships aren't real relationships is a little like saying online shopping isn't real shopping. I don't think that's going to win the day. Now, do I think online relationships should end up in real life? Of course. If you meet online, you don't want to keep it online. You want to meet in real life. But this idea that the stuff that happens online isn't real I think has got to go.

Carey Nieuwhof:

So those are just a few thoughts. I don't know what you would have to think, but everyday I send an email newsletter to about 75,000 leaders. And if you haven't signed up for that yet, you can do it by texting my name, CAREY, to 33777. That's CAREY to 33777. That will sign you up for our newsletter. And it's really short. It's not long, under 100 words usually. Links to some content I hope you'll find helpful. We've got about 75,000 leaders we serve pretty much everyday on that list. So if you'd like to join that, I share thoughts like this and more, plus you'll never miss an episode of this podcast as well if you subscribe to that.

Carey Nieuwhof:

This transcript was exported on Oct 13, 2020 - view latest version [here](#).

Thank you so much for listening. I really love this. And I would say as far as real relationships go, six months into not flying anywhere you know what I miss? I miss you guys. I don't miss airports, I do not miss flights, I don't miss restaurants, I don't miss hotels, but I miss you guys. And I love it when I land in a city and you come up and go, "Hey man, I'm a podcast listener." And then we talk and we share stories and that day will come back again soon, but in the meantime, we've got this, and as far as I'm concerned, it's pretty real. So thanks so much for listening, 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.