



# BEND THE *CURVE*



**CRAIG**  
*Groechel*



# CRAIG *Groeschel*

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Globally recognized as a leader of leaders, Craig Groeschel is the founding and senior pastor of Life Church, a three-time Gallup Exceptional Workplace Award recipient. Known for its missional approach to leveraging the latest technology, Life.Church is the creator of the YouVersion Family of Apps — installed on nearly one billion unique devices worldwide. He hosts the top-ranked “Craig Groeschel Leadership Podcast” and is a New York Times bestselling author.

## Talk summary

In this talk from GLS19, Craig Groeschel encourages leaders to step beyond their insecurities and embrace their mission with confidence and determination. By ‘bending the curve,’ leaders are invited to see challenges not as obstacles but as opportunities for innovation and growth.

Key insights include the concept of “GETMO” (Good Enough To Move On), the importance of making a difference, and the belief that every leader has everything they need to fulfil their purpose. This talk is a powerful call to action for leaders to add value, create solutions, and ultimately, change the world.

## Talk outline

- I. **COST BENEFIT ANALYSIS**
- II. **GETMO  
(GOOD ENOUGH TO MOVE ON)**
- III. **BEND THE CURVE**
- IV. **THINK INSIDE THE BOX**
- V. **BURN THE SHIPS**
- VI. **ONE STEP AWAY**



# CRAIG Groechel



Cost Benefit Analysis:

Do the potential benefits justify the costs?



Assumption

Better always costs more

- 7 we assume that investing MORE brings a better return.
- 7 Over time, investing more eventually brings a diminishing return
- 7 If we spend more on something, we aren't really making it better.

how you LEAD matters more than you can IMAGINE

## PERFECTION

is often the **ENEMY** of progress

2 ideas

1. "GETMO"  
Good Enough To move ON
2. "BTC"  
Bend The Curve

<sup>65</sup> everyone wins WHEN THE LEADER GETS better

LEADERS SHOULD:

THINK INSIDE the box

CONTRACTS drive Creativity

⇒ Burn the ships

~~ELIMINATE~~ the options to turn back

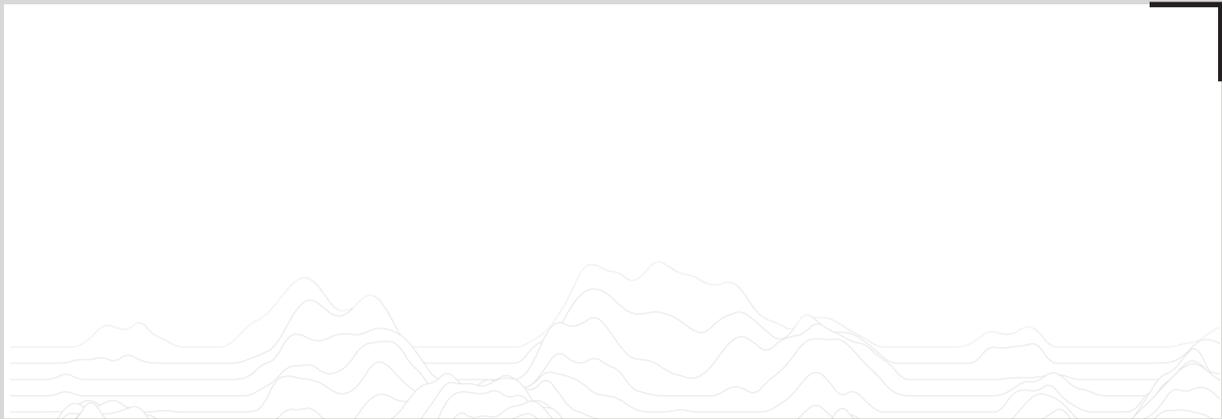
God guides by what He provides BUT He also guides by what He withholds



# Cost benefit analysis

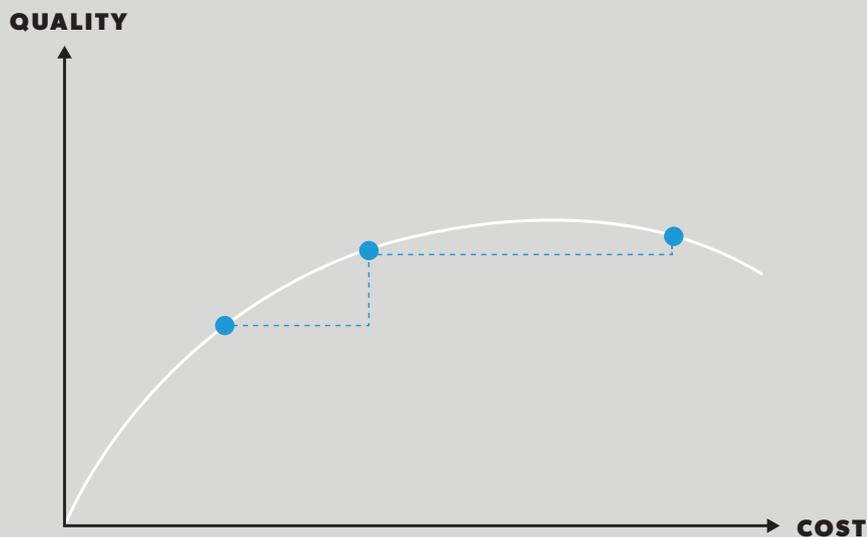
Craig explains that investing more—**over time**—eventually brings a diminishing return and there comes a time when the additional cost isn't worth the additional resources.

Share with those on your team your initial reaction to the concept of **investing less and getting more**.

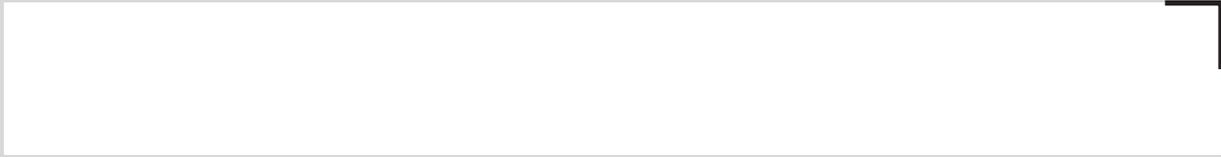


## GETMO | Good Enough To Move On

Craig invites us to find the sweet spot of investment, what he calls '**GETMO,**' by figuring out when it is **Good Enough to Move On**. Using the graph below, demonstrate the GETMO curve with an example from your life.



- **Think of a repeating task you are responsible for.**



- **Describe the personal investment and amount of return at each point on the GETMO graph**



- **Thinking of the same task from above, identify the factors most helpful to you in determining when something is good enough to move on.**



- **In what area of your current role is the pursuit of perfection limiting you?**



# BEND THE

# Curve

## Craig invites us to bend the curve by:

Thinking inside  
the box

He explains that decisions drain your energy while constraints drive creativity. *Write down a few ideas of constraints that you can use to drive creativity.*

BURN the  
ships

Craig describes this as completely selling out to the path forward. *Identify one task you want to accomplish in the next year.*

Why does it matter that this task is accomplished?



How can you “burn the ships” to keep yourself and/or your team from going backwards?

**Craig ends his talk by sharing a personal practice of how he physically reminds himself to step out of doubts and negative voices and step into calling.**

What is it time for you to step out of?

What are you stepping into?

What practice can you put into place to remind yourself of this decision?

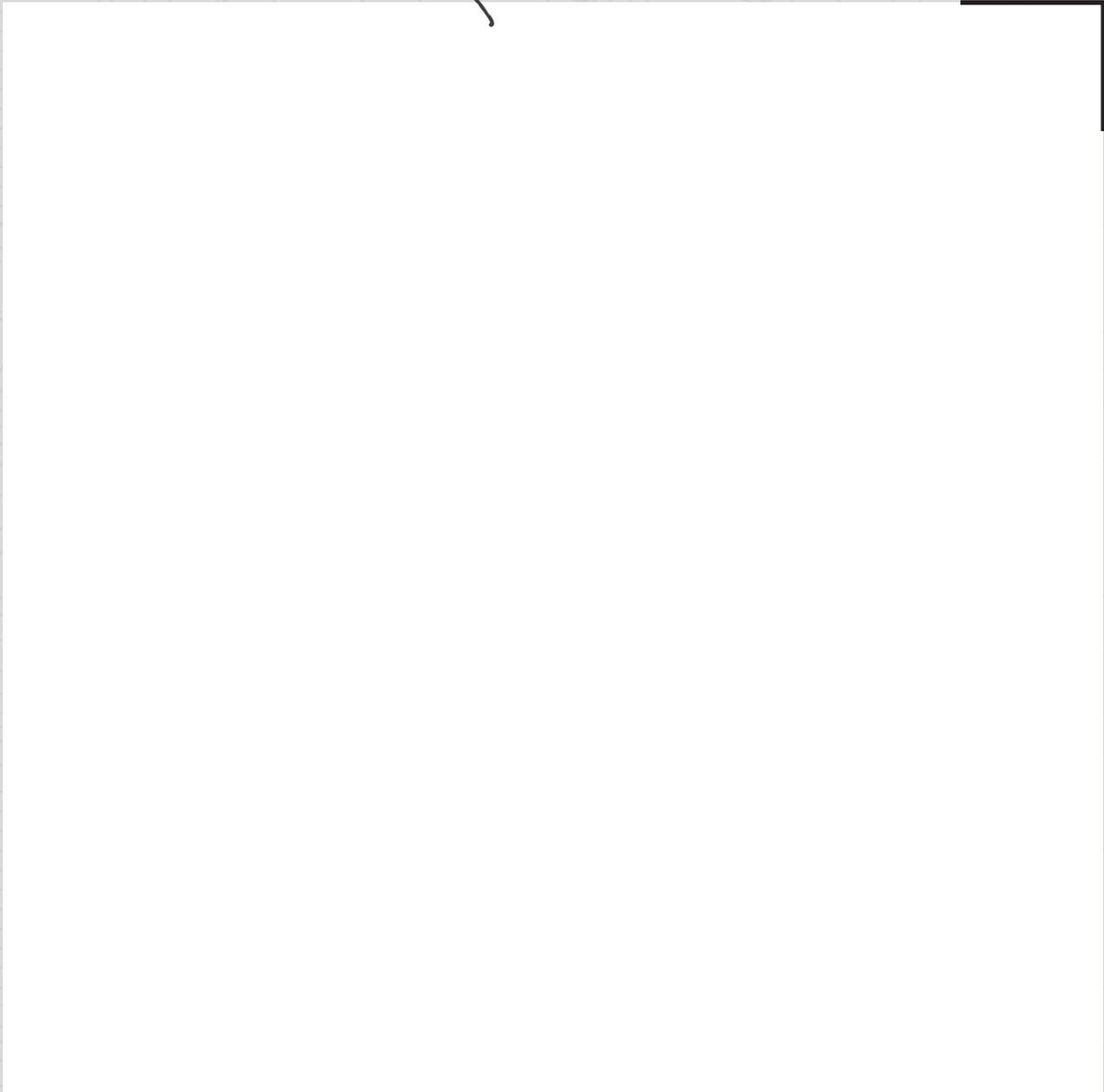
*Act*

Reflecting back on Craig’s key points, which ONE of these will you focus on in the next 7 days that will improve the results you want in the environment you lead?

**Compile your key action steps on the next page to identify next step and priority.**



*Key action steps*



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