



# Business Leadership Group

Dr. Henry Cloud, Never Go Back | Session 1 of 2

Dr. Henry Cloud says that highly successful people tend to consistently exhibit the ability to recognize patterns of actions that lead to failure and avoid them, paving the way to success. People who are consistently stuck in struggles, never seeming to get ahead fail to realize the patterns of actions that lead to failure. He describes the *Aha!* moment of the successful as Awakening or Repenting.

Can you think of scriptures that speak to the idea of Awakening to patterns of failure [sin]? Discuss with your group. [one passage is given below from Judges 2]

Henry says: “Highly successful people never return to what has not worked.” He illustrates the principle with the story of a family friend who returned to an “old flame” even though their relationship had failed multiple times. *Selective memory* focuses on the good, rather than the pain of the relationship. Can you restate the ‘law’ that he spoke of which allows the successful people to move forward, rather than backward? [discuss]

Highly successful people “Never try to change another person.” Yet, to run a business, you are required to be a change agent on a continual basis. How can you be a change agent in the people you lead?

Whenever the LORD gave Israel a leader, the LORD would help that leader and would save the people from their enemies as long as that leader lived. The LORD would have mercy on them because they groaned under their suffering and oppression. But when the leader died, the people would return to the old ways and behave worse than the previous generation. They would serve and worship other gods, and stubbornly continue their own evil ways.

Judges 2:18-19 GNB

Select the item above that would make the most impact or warrants immediate attention and answer the following questions:

1. Should I apply this concept or practice to my business or personal life?
2. Can I commit to a schedule to implement this application? [explain and discuss with the group, if necessary]

Comment:

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For as he thinks in his heart, so is he. Proverbs 32:7a NKJV

Development Objectives:  
Life, Leadership,  
Excellence, Kingdom



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Dr. Henry Cloud says he wishes he could have the following phrase removed from the English language “You need to....” <in regard to directing people> His examples give contrasting directives that **lead people into the desire** to do something. If the people don’t exhibit the desire to do that something, they then redirect their approach to put the choice back into their laps. Can you think of examples of what he describes or alternative approaches?

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“Highly successful people never believe that they can please everyone.” While that is a profoundly simple statement, do you sometimes need reminders?

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Since you cannot please everyone and your decisions will always make some people angry, you must choose to please the healthy people and don’t worry when you make the unhealthy people angry. How does this compare to Proverbs 22:22-24 [review and discuss]

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Henry closes by stating that two keys to success in “Never going back” are to: 1. Completely do away with the notion of self-help, while surrounding yourself with others who are moving in the right direction, and 2. We must develop a new template of activities and new wisdom to direct us away from the activities that led to failure. How can this be applied, starting in your group?

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