

1%. It appears to be such an insignificant percentage.

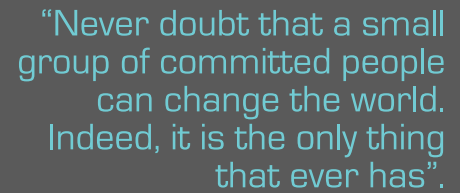
It's one out of a hundred. It's just a penny out of a dollar. It's just a year out of a century. Can any fraction that small affect the whole? Can you really do anything with a number that miniature?

You might be surprised. History reminds us that **1%** of a group of people has been able to impact the other 99% over and over again—when that **1%** has bought into an idea with reckless abandon. In other words, the few can affect the many, when the right people are committed.

During the 1960s, the Civil Rights movement in America changed the course of history for minority groups. When Dr. Martin Luther King Jr. said, "I have a dream" in 1963, he was the point man for a movement that within one year would change legislation in the U.S. Believe it or not, it was a relatively small group of people. Millions sympathized with them, but never acted. In fact, only about 1% of the population was on board with the civil rights movement. But that's all they needed. They marched together, stood together, faced opposition together...and they changed history.

During the "Hundred Years War" in France, a teenage girl named Joan of Arc had a vision to lead her nation to freedom. It seemed ridiculous to her—she was a child and a female, both which worked against her. The French were at their lowest point in history. But in 1428, Joan approached a commander and offered her services. At 17 years old, Joan was leading 3,000 French knights into battle, and winning. When she died at the age of 19 she had accomplished her goal. Less than **1%** of the French were even behind her, but her troops restored hope to a nation. Without knowing, she led a movement that changed France's history.

John Wesley wanted to see spiritual renewal in England during the 18th century. Although he was kicked out of the Anglican Church, he didn't give up on his goal. He traveled on horseback through the country speaking to crowds and organizing groups who responded to his challenge. His goal was to transform the nation by first transforming individuals. It worked. One historian wrote that Wesley almost single-handedly saved England from bloody revolution in the 1700s. He launched the Methodist Church and impacted the British population profoundly...with a small fraction of the people. We are told he had about 1 ½ % of the English people involved.



"Never doubt that a small group of committed people can change the world. Indeed, it is the only thing that ever has".

Margaret Meade

Even today, we see this 1% factor. Elections have been won by a **1%** margin of the vote. The media can produce a movie or a message and create a buzz that changes the minds of a people, even when less than **1%** see it. The business community has changed cities by leveraging a tiny portion of people and moving them in the same direction. It's called "critical mass." A fraction can impact the whole when they are first impacted, then commit to influencing the majority. This is the story of human history. Jim Collins states that 26 billion people have lived on earth. Those 26 billion have been influenced most by 3,000 people. Margaret Mead once said, "*Never doubt that a small group of committed people can change the world. Indeed, it is the only thing that ever has.*"

So What About Us?

At "**Growing Leaders**" we dream of a world where this next generation of students harnesses their gifts and serves them up to the world. Let me ask you a question. What would the world look like if just **1%** of the people under 25 years old joined a movement to transform the world? What if these young people committed themselves to a worthwhile cause, and joined hands to impact the whole?

It might take on a variety of approaches. Perhaps some commit themselves to the AIDS crisis in Africa or at home. Others might determine to build and run hospitals in developing nations. Some may want to provide food to impoverished groups in Asia. Another bunch will want to teach children to discover their gifts and identity so they can make a better life for themselves. Some will want to start churches or other non-profit organizations to provide hope for the hopeless. Still others might want to create media programs that will ignite others to get involved. The common ground is that these young people have joined forces to lead the way for everyone else.

For the first time in history, we have a chance to actually connect this entire generation worldwide, thanks to technology. Any one of us can know what's going on in nearly every nation of the world, in a matter of moments. We can actually interact and swap wisdom. And, because of this interaction, we may be able to accelerate a movement. We can equip and encourage each other, by sharing the same commitment to transform the world. The key is this: we must first commit to being influenced by some common values, then commit to influence the world in a positive way.

I recognize this sounds idealistic. The world's population is larger than ever. And so needy, too. Why now? I believe these facts are the very reason we must act now. The world certainly won't get any better if we fail to act.

Why the Young?

Why young people? Why not older, more experience people? Good question. Certainly, students need experienced adults to act as mentors and coaches. But, world change often happens through the energy of the young.

Consider this:

- * **Mozart:** Composed his first symphony at age 6
- * **Bill Gates:** Started Microsoft at age 19
- * **Trevor Ferrell:** Began Trevor's Place to feed the homeless at age 12
- * **John Wesley:** Launched the Methodist movement at age 17
- * **Albert Einstein:** Wrote first paper on theory of relativity at age 16
- * **Mark Zuckerberg:** Launched Facebook at the age of 19
- * **Louie Braille:** Designed reading system for blind at age 15
- * **Josiah:** Became a reformer as king of Israel at age 8
- * **Joan of Ark:** Led 3,000 French knights into battle at age 17
- * **Sagen Woolrey:** Started free lunch program for poor at age 12
- * **Student Volunteer Movement:** Pioneer missionaries: ages 18-24
- * **Cassie Burnall:** Stood for her faith at gunpoint at age 17
- * **DesMonte Love:** Led kids to safety in Hurricane Katrina at age 6
- * **George Williams:** Stared the YMCA at age 23

Today, one half of the world's population is 25 years old or younger. That represents around three billion people. What an incredible pool of talent to harness. Now consider this. If just 1% of the population can impact the other 99%, we must only leverage a fraction of that three billion people in order to impact the world. That's our goal. To focus the energy and gifts of 1% of the population, under 25 years old...to influence rest of tomorrow's population.



Onefluence: The 1% Factor



To equip then unleash 1% of the world's population, who are 25 years old and younger and who are committed to transform the world in a positive way.

Where do you fit in?





What's the Desired Result?

What does a movement do to society? Good question. The kind of movement we're looking for is one that has a dramatic and positive impact on society as a whole. It improves the condition of the world. Past societal movements improved working conditions during the industrial revolution; they liberated ethnic groups from imperialist nations; they fed the hungry; they rescued at-risk animals; they provided for latchkey children and they brought spiritual renewal. You've heard of many of these leaders: Mahatma Gandhi, William Wilberforce, David Livingstone, Joan of Arc, Mother Teresa, William Carey, Clara Barton, Martin Luther King, Jr., Florence Nightingale, John Wesley, Winston Churchill, William Wallace and Nelson Mandela to name a few. Jesus Christ, the leader of the largest movement in history, spoke about a people who saw the hungry and fed them; saw the naked and clothed them, saw folks in prison and visited them. In short, he spoke of ordinary people acting when they saw a need; leaders who took initiative and caused change. It's about people using their gifts to improve—even transform—their world.

What's the Timeline?

The window of time we're shooting for with "Onefluence" is about 15 years. The challenge is directed at Millennial generation students, (born between 1984 and 2002), who will change the world between now and 2025. That's when the youngest of the Millennial generation will graduate school. Our hope is they'll be living in a better world than they do today, because they led the way.

The Onefluence Commitment

The commitment of a student who joins the 1% is as follows:

1. They commit 1% of their time to learn leadership. They learn continually and model values.
2. They commit invest 1% of their time in service. They discover and employ their strengths.
3. They commit to give 1% of their resources to advance this movement in their world.
4. Those commit to multiply 1 other leader. They lift up apprentices to become leaders, too.

What Are We Trying to Build?

We are trying to build "growing leaders." They will stand in contrast to their peers around the world. They will be counter-cultural. They are marked by these characteristics:

ORDINARY STUDENTS

1. Self-absorbed
2. Imitate others
3. Apathetic
4. Consuming
5. Presumptuous
6. Controlling
7. Status quo
8. What can I get?
9. It's about the money
10. Blend in

GROWING LEADERS

1. Sacrificial
2. Authentic
3. Committed
4. Generous
5. Grateful
6. Empowering
7. Hungry mind
8. What can I give?
9. It's about a mission
10. Stand out

Most people see themselves changing from the outside in. It's all about appearance and behavior modification to get what you want. We believe real change happens from the inside out. It's about changing the heart—our habits and attitudes—in order to experience transformation. We can only pass on what we have ourselves. Only the transformed can transform others. Join the revolution. www.GrowingLeaders.com

Join the revolution.

