

# Offensive Briefing #1

**News, progress, and counsel!**

By Peter

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**Please read this GN unitedly as a Home.**

Dear Family,

**Congratulations! You made it through the strategy planning period, and Mama and I are proud of you!** Creating a strategy plan for your Home was probably something you hadn't done before—or at least not in this way, for a worldwide Family focus that's the magnitude of the Offensive. You tackled something new—and not just any old "something," but a really big "something"—and you persevered and completed it. Great job!

**2. We know that putting together your strategy plan for the Offensive wasn't easy.** We've heard from a number of you that some of the meetings were tough, even grueling. Some of the "topics" took many meetings to figure out your strategy for, as you had to factor in the specific needs of your Home and of Family life as a whole, which is extremely multifaceted. As you discussed your visions and goals, it brought a great variety of opinions to the surface that had to be talked through, prayed about, and resolved. Things might have seemed confusing at times, or you might have felt discouraged or overwhelmed. I'm sure you were tested in your use of the weapon of brotherhood. You had to exercise patience, prayerfulness, humility, and openness as you discussed and rehashed matters, and brought them before the Lord. The challenges you faced got you very desperate, and you had to stretch in the spirit to receive new ideas and to put landing gear on them.

**3. You might not feel that your completed strategy plan is perfect, but that's okay.** The Lord and Mama and I are not asking for perfection. We realize that as you implement your strategy plan, and as the Lord engineers miraculous setups and open doors for your Home, you'll discover things that need to be modified. We trust that you'll continue to follow the Lord step by step in carrying out your strategy plan, and that if He leads you in a new way, or shows you something that needs to

be changed, you'll hear from Him and make any needed adjustments.

**4. The important thing is that now your Home has a plan that will get you started in implementing the vision of the Offensive.** You have Offensive-related Home goals that you're aiming for. That's much more than you had a few months ago. You have a better idea of where you're going and how you're going to get there. In a word, all that is progress—significant progress—and that's what we're after! That's a good example of obedience, following God, and being willing to step out to do something new and different, or to do things in new ways, with more professionalism.—And that's a major part of what the Offensive is all about!

**5. If we continue doing things the same way we've always done them, we won't get the new and better results that we're after.** So for new and different results, we have to be willing to do things in new and different ways—whether that means receiving and trying out a brand-new idea, or figuring out how to do something better, so that it yields the fruit we're looking for today. Putting together your strategy plan was certainly new and different, and we believe that the payoff will be well worth all the work!

**6. We heard about the difficulties that some of your Homes faced and how much hard work it entailed, and we sympathized with you and we prayed for you.** But we also had faith that going through the strategy planning period, even though difficult, was part of the Lord's plan for helping each of your Homes to find some of the tactics that He has in mind for today, in the Offensive, which we know will bring very good fruit in the long run. It also helped you to identify your focuses, organize your work, and target your witnessing and winning. Mama and I are very happy that you persevered, that you didn't give up, and that you saw the job through till the end.

**7. Overall, formulating your Home's strategy plan required a tremendous amount of hard work and a substantial investment of your time.** Mama and I are proud of you for rising to the challenge and for getting the job done! What you've accomplished is no small feat! If you haven't done so already, we hope that you'll be able to take some time as a Home to celebrate this milestone accomplishment. We're proud of you, and we know the Lord is too!

## **Updates on the Offensive**

**8. You didn't hear from us much during the strategy planning period, because we knew that you would need your full focus and concentration for your planning.** Plus, it was very important for you to have had this time to reread and study the counsel from the Feast. We trust you have done this, as there was so much in the Feast GNs that couldn't be absorbed in one reading, or even in a few.

**9. If a lot of new GNs had also been coming your way, you wouldn't have been able to give nearly as much focus or attention to reviewing the Feast material**—which is crucial, because it's the foundation for the Offensive. We also hope that those of you who weren't able to listen to the audios of those GNs during the Feast due to difficulties downloading the files were able to enjoy them during the strategy planning period. (Despite serious download problems during the Feast, I'm happy to report that the bandwidth problem has been taken care of, which means that we now have the capability to distribute large files via the MO site without encountering the problems that surfaced with the Feast audio downloads.)

**10. Now that the strategy planning phase has come to an end, Mama and I plan to regularly update you on Offensive-related news.** The launch of the Offensive is Mama's and my top priority right now. We will be doing our part to keep you informed and abreast of any counsel the Lord gives, what's happening around the world, and how we see the Offensive progressing.

**11. These updates regarding the Offensive are going to be important, so we'd like to ask**

**that you please read them unitedly as a Home as soon as possible after receiving them.** They will be posted online as they are ready, as well as printed and mailed, at a ratio of one copy per Home, for the sake of those who aren't able to get online easily. However, if you can get them online, we encourage you to do so, as they will be "hot off the griddle" at that time.

## **Summit 2008**

**12. You might be wondering what we were working on during the strategy planning period.** Well, part of the time Mama and I hosted Summit 2008.

**13. The summit was held in Brazil and lasted three weeks, beginning in late February.** (A big thanks to the RSs in Brazil and their team who helped to find the location, and worked with the hotel management to host everyone attending.)

**14. A main focus of the summit was giving counsel and input to executive leadership concerning the launch of the Offensive and their role in helping it to succeed in their region.** We had several meetings and discussions on this and related topics, as well as some times of spiritual retreat, during which the RSs and IBCs listened to audio classes and other material that Mama and I prepared for them (coming out to 36 hours of audio, plus an additional 350 GN pages worth of reading)—a lot to take in and assimilate!

**15. So while you were discussing your Home's role in the Offensive, and praying about your goals and objectives, leadership has been doing the same** in relation to their region, the international boards, and the worldwide Family. We told every Home to get together and figure out their strategy, and we told leadership to do the same.

**16. Of course, the summit was only the beginning of leadership's strategizing for this phase of the Offensive.** Since the end of the summit, the regional councils of each region have met to discuss the Offensive in their regions and how to make the launch of the Offensive as successful as possible. Mama and I have commissioned the regional councils to help to promote, advance,

facilitate, and monitor the progress and success of the Offensive in their region.

**17. In light of this, Family leadership's goals throughout the launch of the Offensive are:**

- To assist their region in winning the world, winning new members, training disciples, and making the Offensive a success. That's the big picture, long-term goal, which, for right now, translates into doing whatever they can to help the Offensive to gain momentum in their region.
- To devise a proactive leadership plan that includes ways in which the RSs can practically encourage and assist the region in its Offensive-related endeavors, so that the region as a whole takes concrete steps forward and bears more fruit. The leadership body of each region will send Mama and me their plans, and we will review them.
- To embrace new mindsets and move into the new and updated ways in which the Lord will lead them to operate today and in the future. To think and to act differently, now that the Family is on the offense.
- To determine what they, as a regional council, will focus on, or give their attention, time, and energy to during the launch of the Offensive, in order to guide and assist the region overall and boost the region's success. To coordinate and sync the plans of the six regional boards, so that they dovetail with making the Offensive a success in the region.
- To review the Offensive strategy plans of the Homes in their region, and analyze how the composite of the Homes' plans might impact the region collectively. To offer the Homes, or the region as a whole, guidance or assistance in implementing their strategy plans, as needed.
- To monitor and know how the Offensive is playing out in the region, and to keep Mama and me posted on this.

**18. What Mama and I have given your regional leadership are big-picture goals.** They have to pray about and determine, in counsel together, the specifics of what needs to be done to

reach those goals in their region. Since the summit, the RCs in every region have met to map out their regional council's plans and goals during the launch of the Offensive. Most RCs will soon be meeting again for further strategizing and planning.

**19. As you can see, Mama and I are counting on your RSs and RCs to do whatever they can to help to facilitate the success of the Offensive in your region overall.** That amounts to a lot of new or different work being added to their plates. Imagine doing what you've had to do for your Home (creating your strategy plan and working hard to implement it) at the regional level. So please keep them in your prayers. It's a huge job, and we're very proud of them, and grateful to them for being willing to do it.

**20. I'm sharing this with you so that you're aware of what we're telling your leadership,** and also so that you can know that you're not alone in having to step out and try the new, and in having to work hard to complete your strategy plan for the Offensive. It will take time for significant progress and change to come about—whether in your Home or in the region as a whole—so a good virtue to exercise and to ask the Lord for an extra dose of would be patience.

**21. We know that many changes are already taking place in our hearts and minds and spirits, as well as practically.** But it will take some time before the Family worldwide—not only you as an individual, but your Home and your region—has changed to the extent that the Lord has in mind. That's why, even though the Offensive has launched, we can't settle down. We've just begun, and we all need to keep moving, praying, pushing, and actively progressing in order to do our part to bring about the great changes the Lord intends.

**22. Please keep your regional leadership in your prayers,** as they have a big job to do in promoting, supporting, and facilitating the Offensive on a regional level.

**In It Together**

**23. We're all working together to make the Offensive a success.** That's what the Lord is leaning on all of us to do. The key phrase here is "all of us." You're not on your own. Your Home isn't on

your own. As a Family, we're in this together. The Offensive is our collective "baby." We're going to do what needs to be done together, so that we can reap the harvest that God has promised.

**24. We realize that getting from where we are today to God's promises will take time, hard work, and perseverance.** We will all need to give and sacrifice more for the sake of the Offensive. We will all have to take on fresh new mindsets, including the "You're Capable of More" mindset (ML #3682:35–42, GN 1243), and make a conscious effort to do things differently, according to the modus operandi the Lord expects of us today. But don't forget that it's a team effort, and as we all give what we can and do what we can, we're going to get the ball rolling, and the Offensive will pick up steam and gain momentum.

**25. It's going to take hard work to achieve our goals, and it will be a fight.** Reaching our goals and winning the war starts with change—all of us changing together, all of us embracing the new, all of us being willing to do whatever is necessary—personally, as a Home, as a region, and Mama and I and WS as well—to ensure the success of the Offensive. And this isn't just a one-time thing; we have to keep changing and progressing again and again. Mama and I know that each of you are committed to changing and fighting, because we all want the greater fruit and victories that the Lord has promised us will be part of the Offensive. Mama and I have faith in you, and we know that, as a Family, we will reach our goals; we will win the war!

**26. The Lord is doing new things in all of our lives, and it's exciting.** We're working toward greater fruit. We're going forth to claim the promises the Lord has given us. We're moving forward into the new together, and Mama and I can't think of anywhere else we'd rather be than right here—marching into our Offensive future with you!

**27. In closing, here is a little message of encouragement from the Lord.** We love you so much, and we will be in touch!

Love, Peter

**28. (Jesus:) The Offensive has been nothing but bad news for the Enemy so far.** He's already been defeated in significant ways, due to your obedience, your perseverance, and your faith. You don't have that great flock you're dreaming of yet. In fact, you might even be wondering how much fruit all the strategizing that you've done is really going to bear in the long run. But trust Me that your strategy meetings have resulted in good and positive progress, even if you don't see much visible fruit yet. With time, your strategizing will pay off.

**29. I can tell you for a fact that it's worth it already, because I can see how mad the Enemy is.** He's one unhappy devil. He knows that your strategy plan will aid you in the months to come; he's dreading the enactment of it. Just knowing how unhappy he is should make you very glad, because it means that you're on the right track, you're taking the appropriate steps, and you're making progress. The Enemy knows that it's only a matter of time before the flocks will abound and the fruit will flourish.

**30. So praise Me for your accomplishments in the strategy planning arena, just as I honor you in return.** You have done well! You've made it through a very tedious battle of the Offensive. Now, let's keep moving forward. Let's seriously begin enacting and carrying out those plans. Let the thrill of implementation begin!

### Prayer Focus

- For strength, anointing, and wisdom for your regional leadership as they work hard to facilitate the Offensive in the regions—through counseling together, seeking the Lord, taking on new mindsets, being proactive and forward thinking, etc., while at the same time being able to fulfill all of their other leadership duties, live a balanced life, and go from strength to strength.

- For all of our Homes as we start enacting our strategy plans. For wisdom, good balance, Offensive-friendly mindsets, and determination!