# THE BIG QUESTIONS

MOVING BEYOND MY MISSION STATEMENT

### WHY AM I HERE?

There are plenty of books, videos, organizations, and leaders stressing the importance of discovering my personal purpose, calling, personality, sweet spot, mission, vision, plan, et al. All of them generally cover the same macro idea, though each offer different insights in their respective applications. In these pages, I will instead write how I have practically come to coalescing these disparate tools and efforts into a single view of and plan for myself.

While some of the tools noted in these pages stem from a secular perspective, they touch on spiritual truths that I cannot—for sake of length, alone—fully extrapolate herein. Namely, it is my belief that all such books, resources, tests, and ideas reinforce this singular, powerful truth made evident both in scripture and, I would argue, all of humanity: *We have each been created uniquely by God.* 

Unfortunately, where most of these teachings and tools often miss the mark is in their emphasis of a personal purpose, rather than the fact that we have been "called according to *God's*  purpose," as written by the Apostle Paul in his letter to the Romans (8:28).

Therefore, from a kingdom perspective, there are five questions of eternal significance which I have answered for myself to arrive at this point. Though I will assuredly refine my answers over time, the big questions I have posed to myself include:

• Who is God?

- What is God's eternal purpose?
- Who has God created me to be?
- What is my God-given purpose?
- How will I fulfill my purpose?

It is my belief that every man must wrestle deeply with these questions on their own. Of course, the purpose of taking a selfinventory, so to speak, is not that the world revolves around me. Quite the contrary. These questions are fundamental to determining my view of God, His world, and my place in it. Or more simply, these answer the ultimate philosophical question:

### Why am I here?

### WHO IS GOD?

Knowing God will be the endless pursuit of my life. Of course, my words to describe the incomprehensible glory, unfailing power, and immutable love of the One Triune God—God the Father, God the Son, and God the Holy Spirit—shall be inadequate. Regardless, I shall faithfully share what the Lord impresses of Himself upon, in, and through me over the course of my existence on earth, despite such inadequacies of the English language and my usage of it.

While I will seek Him continually and could write endlessly about Him, I do believe that followers of Jesus Christ must choose a driving thrust when we think of the Lord and who He is. In my own experience, there have been three profound themes He has impressed upon me of Himself.

#### THRUST ONE: GOD IS LOVE

For beginners, I will say that *one* of the driving thrusts in my knowledge of Him is that God is Love. That is, I believe God's

divine essence *cannot* be separated from Love, just as "nothing will be able to separate us" from His Love. His Love is unconditional and perfect, that which casts out all fear, having revealed itself most gloriously when God sent His Son to die for humanity—for me—on the cross. Reborn in this Love, I rejoice that I have received Life both eternal and abundant, both future and now.

However, as much as I appreciate and frequently meditate on this message alone, when reading scripture and pressing into what the Lord has for me, saying only that "God is Love" is not enough. To be clear: though I believe God *is* Love, the Lord is also *more* than Love.

### THRUST TWO: GOD INDWELLS US

As I have found my life hidden in the Life, another emphasis which I carry in my innermost being is the Truth that the living and all-powerful Spirit of God indwells His church. Once again, this is not a revelation left unsaid in scripture, but one clearly throughout it. As Jesus Himself declared:

I tell you the truth: it is to your advantage that I go away, for if I do not go away, the Helper will not come to you. But if I go, I will send him to you.

**JOHN 16:7** 

In my experience with the Lord, I have found the presence and power with which He has filled me to be astonishing—not that I am or only His power is astonishing by itself, but that *He* is...and He lives inside of me! I must never forget this:

He. Lives. Inside. Of. Me.

As I walk in this revelation, I will do my very best to reveal and minister the power and presence He has sent as a gift to me and His church. For He has taught me that I have nothing, nothing, *nothing* to ever fear, because He who has overcome the world indwells, fills, and empowers me!

#### **MY CHIEF THRUST: CHRIST IS ALL**

Finally, of all the emphases I will carry with me in my walk of life, praise be to God that I have determined there is no greater importance in all my communication and actions throughout the course of my earthly existence than this magnificent truth which was once a mystery hidden for the ages: *Christ is All.* 

To me, this is who I know God to be most fully. The person of Christ and His "allness" will forever be my emphasis, for He is God the Father's emphasis and the Holy Spirit's emphasis. His is the Name above all names, forever and ever. I shall begin and end with Him, as He is the only real Beginning and End. Amen.

## WHAT IS GOD'S ETERNAL PURPOSE?

When seeking to understand my own purpose over the course of my twenties, it eventually led me to studying what Paul describes as the "eternal purpose" of God. Since I have been called "according to His purpose," not just my own, I discovered that this is where all such searches should actually start.

And yet again, words fail me. I cannot possibly detail the fullness of God's eternal purpose within these limited pages. The most beautiful and thorough teachings I have personally found on the purpose of God and His grand, sweeping narrative are hidden in the works of T. Austin Sparks and Frank Viola, who refers to God's purpose frequently as His "magnificent obsession" and "exquisite passion." In detail, they illustrate well that God's purpose is not only written about as a footnote in a limited few verses of scripture, but it is revealed throughout the whole of His written word. Instead of trying to impossibly and inadequately summarize all that His purpose represents here, I wish to clearly write what I have come to find that it is not, in direct rebuttal to what I hear as the three most commonly misunderstood purposes of God:

- To save the lost
- To make disciples
- To glorify Himself

While each of these statements are correct, they are not *complete*. Joyfully, I declare that these do not even scratch the surface of His eternal purpose and the plans He established before the foundations of the world. I cannot reduce, minimize, or simplify His purpose as "God's purpose is to glorify Himself," just as I cannot reduce, minimize, or simplify His being by saying "God is Love."

His purpose is magnificent and massive, stretching before and after time itself, revealed in the person of Christ, and now being revealed through His church to the world. To more fully articulate my thoughts on the subject, I have written about aspects of His purposes in *Measures of Fullness: How God has Revealed, Expressed, and Dispersed His Fullness,* as well as *The House of Everlasting: Three Answers, Two Houses, and One Question,* and elsewhere. But of course, there remains much more praying, studying, thinking, and writing to do on the subject for myself, seeking out Christ Himself, "in whom are hidden all the treasures of wisdom and knowledge." His purpose is worth knowing, as it shall only reveal more about God and His wild, beating heart for mankind, the church, and yes, even for me.

### WHO HAS GOD CREATED ME TO BE?

After taking many personality, strength-finding, spiritual gift, and other such tests, accompanied by what it is I have heard spoken about me by other friends, confirmed prophetic words, God-given dreams, and the indwelling Spirit of Christ in me, I would summarize who God has created me to be by saying I am a:

- Son
- Shepherd
- Starter

I have done much introspection and investigation to arrive at these seemingly simple words, though I promise that I didn't even try to alliterate! Together, I believe these words best describe my identity in Christ. For my own clarity, I will explain each.

### I AM A SON

Of course, as a saint, I have been adopted as a son, I am living *in* the Son, and I have a heavenly Father to whom I cry out, "Abba!" But as a reminder, I feel tasked to answer how God has *uniquely* made me. As a dad of three myself, I know very well that each child is made so very differently!

Looking at my lineage, I am the son of David James and Kathleen Marie Cottrell, known to more than I can name as "Papa" and "Mom." While it may have begun after I was born, I cannot remember a time since my infancy where my flesh and blood parents were not acting as spiritual parents to others. While I was in their home, we had dozens of young adults live with us, and even now, long after moving out, twentysomething after twentysomething move *in* with my parents to receive the nurturing—and maturing—in Christ that they need. In short, they have served the Lord and His children as ministers of Godly, healthy parenthood.

Early on in my twenties and into my own marriage with Nicole, I did not expect this would be a ministry I, she, or both of us would carry into the future. But, like God does, He changed all that. Without writing the full story here, I will simply

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communicate the truth that the Holy Spirit deeply imprinted upon my heart years ago. Clearly, He spoke:

"The ministry of fatherhood that I have for you is in teaching others how to be sons." CIRCA 2014

Since hearing and praying about this profound calling, I have realized that Jesus Himself held a ministry of fatherhood, as well. Counter-intuitively to the world's wisdom, God didn't fully reveal Himself by sending a wise old sage with a long white beard to sit in a rocking chair and murmur wise sayings to whomever would gather 'round. No, it was a *Son* who revealed the Father.

Of course, there is much to still dissect and discover about this aspect of my identity and the ministry of fatherhood to which He has called me. But I do know that, just as I am proud to be the son of Dave and Kathy Cottrell, I even more proudly hold to my heavenly lineage. For this is certain: there is no higher title that I can claim than the one I hold as God's son.

#### I AM A SHEPHERD

While delving into more of my personality traits later, I must preface this understanding of myself by saying my identity in Christ as a shepherd is deeply influenced by my extreme extroversion. Or perhaps it is my gifting as a shepherd which deeply influences and affects my desire to be with people, therefore making me an extrovert? Whichever came first, I recognize the oddity of this fact: not once in my life have I thought to myself, "I would just like to be alone right now."

Being such a people person, this makes it easier for me to be a shepherd, I do believe. Of course, being an "E" instead of an "I" on the Myers-Brigg scale isn't all there is to being a shepherd. I have found my personal expression of shepherding manifests itself most prominently in my:

- Love, concern, and hope for the church at large
- Making people feel like they are known and cared for
- Connecting people who would not otherwise know each other
- Starting and strengthening communities—though part of this is due to my next characteristic, as well

In secular terms, I often use the term "community builder" instead of shepherd, because it's one that more people understand. As is often the case with spiritual gifting, I serve outside the church in many of the same ways I serve inside of it, seeking to start and strengthen communities through fostering personal relationships and "connecting the dots" of otherwise disconnected people networks.

My penchant for names and backgrounds allows me to remember who people are quite easily, even if I haven't seen them in years. And yet, while I love the individuals who compose many communities that I may not know very well, I most often feel the Lord's burning passion for the communities in which I take part most frequently. This is especially true of the church, and even more so, the local churches in which I have taken part.

I am not as good as some shepherds in chasing after those who have wandered away from "my flocks," so to speak, but I wholly trust the Good Shepherd with this job, even when it is left unattended by me. In fact, I have a strange ability as compared to most shepherds I know to easily disconnect from relationships that I realize are only seasonal in nature. Perhaps this stems from my "starter" nature.

Of course, to those I know well, I commit deeply, seeking relationships that are, in all senses of the word, heavenly. This heavenly unity and oneness in Christ is possible, I know, because I have tasted of it. And for that, again, I praise the goodness of God and His eternal purpose to which I have been called.

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### I AM A STARTER

It would be appropriate to say that I very much identify with the traits of an ENFP, the so-called <u>Campaigner</u>, as described by the Myers-Briggs personality test. Or, if you prefer the personality types inventory by Dr. Gary Smalley, you would find me plotted on the scale of <u>Otters and Lions</u>, in that order, with no Beaver to speak of and very little Golden Retriever.

However, in my many exercises over the years to learn about, explain, and improve myself, I did not easily come to the word "starter." Instead, I opted for three more commonly understood words nouns: leadership, creativity, and ambition. While these traits very much represent my personality, I have realized with time that they are best exemplified in the context of my ability and passion to start things.

Since my youth, I have been instrumental in or the catalyst who started multiple businesses, small groups, events, projects, churches, movements, and more. Perhaps more interestingly, one of the defining characteristics of all my startups has been this: they are most often organic, volunteer-run efforts. This, clearly, is influenced by my shepherding gift, but it is interesting nonetheless.

I have a God-given desire and ability to bring people together, rally them behind various causes, unite those who are different and

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disconnected from one another, keep peace among those who are opposed to each other, and push people to act. When balls need to get rolling, I'm the guy to get them rolling.

Now, when it comes to keeping the balls rolling, that's a different matter entirely. I realized when exiting one of my startups that I have a pattern, which is: I love (and am at my best when) launching; I have fun over the first two years; I'm bored by year three if there isn't enough change, and; four years is death. This is my passion cycle, and thanks to a Godly older brother in my life named Mark Miller, I long ago realized, "If there's not life in it for me, I'm uninterested in being involved."

Naturally, there are some things I vow to never stop, such as my walk with the Lord, my marriage to Nicole, my fatherhood to my children, et cetera. But, knowing that I am a starter has been important in my life, my ministry, and my career, because, God made me that way. Thus, I will do as He bids with it, starting things with excellence, and then always looking for those to whom I can pass the torch.

## WHAT IS MY GOD-GIVEN PURPOSE?

I wrote the first iteration of my personal mission statement very early into my twenties, working on it for about a month with John S. Dickerson, one of my then-current roommates. At the time, it was lengthy:

While living on this earth, I exist to take up my cross and follow Jesus, love my God, family, and neighbors, employ my spiritual gift as shepherd, and utilize my personality as a leader while leveraging my creativity and ambition as I am conformed to become more like Christ.

2004, AGE 22

That's quite the run-on sentence if I ever saw one. To my younger self: punctuate that thing, why don't you!

Thankfully, it was only the first iteration of my mission statement, rightfully shortened later to:

*I live to love radically and employ my gifting as shepherd and starter as I am conformed to become more like Christ.* **2012, AGE 30** 

And yet, the drafts continue. While writing this very work, I have come to revise my purpose yet again, opting to replace the now-glaringly mundane "employing my gifting" with a bolder set of words:

*I live to love radically, investing my whole inheritance as a shepherd and starter in Christ.* **2016, AGE 34** 

If I needed to simplify this even further, I could easily summarize my entire purpose into a single word: *Love*. Loving the Lord with abandon is my utmost pursuit, while loving people just as wildly is the fruit of that pursuit, produced more and more daily as I surrender myself to the Spirit of Christ in me.

Of course, my purpose does not stop at loving radically, but begins there, for this only answers the basic question I must answer when getting clear about myself: *Why do I do what I do?*  In this latest iteration of my mission statement, "investing my whole inheritance" answers something more specific: *How will I do it?* This phrase of my mission statement proceeds my shepherding and starting character traits to remind me first of my identity as a son, without which I would have nothing. Furthermore, this will remind me to take risks—one of the Cottrell family's values, mind you—in employing my gifts for the maximum return on the talents my Father has given me. And when I say "whole inheritance," what I mean to remind myself of is: don't leave anything on the table, Jonathan! The bigger the risks, the more impossible the situations, the greater the glory unto Jesus Christ.

Of course, as already described earlier, I will forever do this investing as a "shepherd and starter in Christ." More specifically, I can do nothing apart from Christ, for it is "*in* Him" (not "for" Him, mind you) that I find the entirety of my purpose. This portion of my mission answers the question detailed heretofore: *Who am I*?

My mission statement might be revised yet again, for God is always revising me, but for now, I have found a great deal of clarity and focus in the mission laid out before me.

### WHAT ABOUT GOD'S PURPOSE?

I have not forgotten. It weighs on my mind too greatly to be ignored. Though I still cannot describe the fullness of God's eternal purpose here, I can clearly point to *one aspect* of God's "exquisite passion" to which I feel called, and that is to His **desire** for a family.

Since 2010, Nicole and I have been forever changed by the family of God, living life alongside people of all demographics, personalities, and backgrounds—young, old, single, married, black, brown, white, and all with a wild range of varying theologies. This diverse but unified family in Christ Jesus has shown me what it is I believe all mankind truly craves—belonging. The Love of Christ in which I have shared as part of this community is quite literally beyond words, a glorious example of His kingdom come on earth as it is in heaven.

Undone forever by these years of experience, as well as many prophetic words clearly preparing my family for a time in which Nicole and I are responsible for planting other such organic communities, I surrender myself to the work of the church as God directs me, in His timing. I am thankful for where I am now, and I eagerly look forward to seeing how, where, and when God will lead me to start and shepherd other local communities through which others will experience true family. After all, I have been called according to His purpose. There's no going back now.

### HOW WILL I FULFILL MY PURPOSE?

Even now, after a few sporadic years of doing the work to understand myself, my work is not finished. Everything heretofore answers some very important questions about who I am and what I do. But if I stopped there, it's useless. It is at this juncture, and at a regular basis throughout the rest of my life, that I must answer: *How will I fulfill my God-given purpose?* 

Of course, I do not know all the future holds, and very truthfully, I am not anxious about it. But to "invest my whole inheritance" I must still be diligent and intentional in the application of myself and my gifts to accomplish the mission with which I have been entrusted.

To do this, I have created a one-page resource for myself in which I answer some seemingly simple questions. I call it a seasonal plan.

### HOW MY SEASONAL PLAN WORKS

As King Solomon wrote in the third chapter of Ecclesiastes, "For everything there is a season, and a time for every matter under heaven." In taking the time at least once per quarter to draft my own seasonal plan, it allows me to get clear about:

- My "one thing" for the season
- My one word for the year
- My priorities for the season
- Who I will be intentional with
- My follow-up after each season

To add some gravitas to the plan, there is a single line at the bottom of each seasonal plan representing one century of life, 0 to 90, upon which I mark my current age. For me, 0 represents August 22, 1982, when I was born. Though I may or may not live to 90 years of age, this puts my life into perspective, consistently reminding me what time remains to accomplish my mission.

Before explaining my reason for each section, here is what a completed seasonal plan looks like:

ONE THING

#### Simplify, consolidate, and minimize



Year 34, Q1 2017

### ONE THING

This is the most important aspect of every seasonal plan. In Gary Keller's best-selling book, *The ONE Thing*, he calls choosing one and one thing only "the surprisingly simple truth behind extraordinary results." I agree with this sentiment, though I also recognize that this is quite hard for me, personally. The fact is, I like saying "Yes" to things much more than I do saying "No."

I've learned over the years and gotten much better at focusing, but it's still difficult for me. In putting my one thing for the season down on paper and pinning it above my workstation so I can't help but stare at it daily, it reminds me what matters most *right now*.

To arrive at this one thing for the season, I do not just jot down something that first comes to mind. I pray. I listen. I wait. As a result, my one things will look different every season, but that's okay. To repeat Solomon again, "For every *thing* there is a season...." When I have clarity around what the one thing is, it goes up top in writing so I can focus on it every day.

To put this in perspective, I started this exercise shortly after turning 34. By the time I'm 60 (which is closer than I even realize), this focused effort will have resulted in 100 things I do, learn, or accomplish. The things that I'm focusing on in any given season will not likely be small things, either, but instead, big steps towards vision the Lord gives me—things that are not easily accomplished in a day or week. Perhaps it's writing books, starting churches, bringing together thousands of people with a single purpose, or something else entirely. Whatever the things are, I can say this: they will get done.

#### ONE WORD

After my one thing, my one word for the year is boldly displayed, accompanied by a verse or two that supports that word. I pray for this word from the Lord every year, often leading to hearing words that I may not even know, comprehend, or like upon first blush. I have been practicing this exercise since I was 21years old thanks to the counsel of an early mentor I had in Steve Woods. God is always faithful to give these words to me every New Year, having led to hearing words that have utterly changed my life and thinking.

### PRIORITIES

While my one thing is my primary focus to a successful season, it is important for me to list my other priorities, as well. While my quarterly plans may shift based on life circumstances or the Lord's leading, I greatly value writing down the key priorities that will further my growth and march me forward in living out my mission. These priorities will list out tasks I desire accomplish, knowledge I intend to consume, creative projects I intend to work on, and more. These priorities may also represent extensions of my one thing for the season, clarifying some of the tasks that must be accomplished to fulfill my number one priority.

### INTENTIONAL RELATIONSHIPS

Given my mission—and I would say, my humanity—I cannot separate my plan from other people. Without relationships, my purpose is lost. I am a relational being, as is God Himself, and I must not forget or fail to realize the preciousness of those who surround me. Especially given the fact that "I live to love radically," how could I fulfill that without people?

Fortunately, I have *many* people. Beyond the macro view that I find myself consistently serving **families** (my own family, church families, entrepreneur marriages, etc.), the **Phoenicians** (living out the Great Commandment to love my neighbors), and **entrepreneurs** around the world (who I consider a part of my tribe), this part of every seasonal plan is intended to focus me on who it is I will be investing my time with most diligently. With passing seasons, the frequency in which I spend time with some may diminish or altogether disappear, but with each new season, I am given fresh opportunity to build my relationships from the Lord.

I am determined to write more on this subject in the future, but for now, I will conclude by saying that it is critical to be intentional with the relationships we have each been given. While some relationships grow intentionally, most grow accidentally or haphazardly. I shall not be party to such accidents, for I know that, outside of my relationship with Jesus Christ, my relationship with others is the most important part of my life.

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### SEASONAL FOLLOW-UP

This section of every seasonal plan is a little looser than the others. In fact, it's hard to describe in a single sentence. I use it most often to list the things I have learned and enjoyed, reminding me of the books I have read, what skills I have learned, where and with whom I have traveled, which scriptures have meant much to me, what I have created, and more. I usually write these down in the notes of the PowerPoint I use to create each plan so that I can go back and read them with each passing season. In each brief reflection, I may even name the season itself, reminding me of my history and journey with the Lord.

### UNCHANGING HABITS

Finally, I must be clear that these seasonal plans are not everything. A wise mentor of mine named Kevin Youngblood has often reminded me to "Set your goals in stone, but your plans in sand." My goal remains to love radically in every moment that I am given and be known for a Love so divine that people cannot help but turn to and praise Jesus Christ Himself for it. He is the Love that burns inside of me.

And so, despite the season, there are some habits and things I must never lose sight of in my pursuits and plans. As such, I have

begun to create some habits which will carry with me across every season. As a reminder to myself, these include:

- Seek His face daily
- Pray and fast regularly
- Listen well
- Be present in every moment
- Share effusively with others
- And many others

Regardless of what all I do or do not accomplish under the influence and empowerment of the Holy Spirit, my Vision is better sung than written:

Be Thou my Vision, O Lord of my heart; Thou my best Thought, by day or by night, Riches I heed not, nor man's empty praise, Thou mine Inheritance, now and always....

### **KEEPING IT SIMPLE**

As I have hopefully described for any who read this, it is not important what I say about myself. It is more important what others say about me, and it is *most* important what Jesus says about me. I can't stop there, either. I firmly believe that how I live my life will prove what others say about my God, too, which is a humbling thought, to say the least. I have written elsewhere about what I call *The 5 Lifestyles*, so I shall not bother to do so here.

To this point, I have now consolidated all work-to-date regarding myself into a single sheet of paper, complete with things like my mission statement, my vision, and life verse. But most importantly, it summarizes my work herein not into "What" questions—what I do, what is my plan, et al.—but into "Who" questions:

- Who is God?
- Who am I?
- Who are my people?

I've already responded to these questions in much more verbose language heretofore. But for simplicity's sake, let me summarize my view of God, my view of myself, and the people I am committed to one last time, for emphasis alone:

### WHO IS GOD?

- God is Love
- God indwells us
- Christ is All

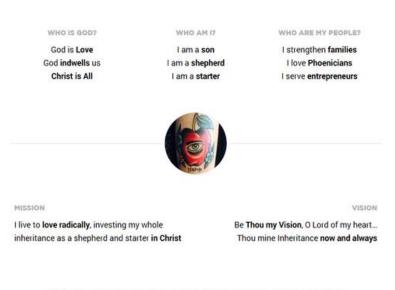
### WHO AM I?

- I am a son
- I am a shepherd
- I am a starter

### WHO ARE MY PEOPLE?

- I strengthen families
- I love Phoenicians
- I serve entrepreneurs

And there it all is, Jonathan David Cottrell's heartbeats, thoughts, and strengths summarized into a tidy nine bullet points of thirty words. Centered by the tattoo that represents my name from the lips of God, <u>Ishon</u>, and anchored by the epistle to Ephesus that declares God has made "known to us the mystery of his will, according to his purpose, which he set forth in Christ as a plan for the fullness of time, to unite all things in him, things in heaven and things on earth," my simple summary looks like this:



Ephesians 1: That we may know the hope, riches, and power ... the fullness of Him

There is more to me, of course, than these seemingly simple declarations, and for those who wish to know me, I give them the right to know *all* of me. There is no part of me that I will not share with others, just as Jesus has shared all of Himself with His church.

In all of this, my prayer is simple:

I am Yours, Lord. I repeat what Your prophet Isaiah cried out long ago: "Here I am! Send me." Empower me, Your Ishon, to continue marching forward in the purpose to which You have called me. To You be the glory, forever and ever. Amen!