

60 seconds with Bill Butterworth



Bill Butterworth

His coolest memory of a CMA annual conference was babysitting a frozen rental car at curbside one very long March morning in balmy Colorado Springs. Now rested, tanned and thawed out, Bill's temperature is rising for Christian Management Partners.

By Mark Cutshall

Since 1988, this popular humorist, author and management consultant has traveled full time, speaking to hundreds of audiences as small as 18 and as large as 18,000. Sprinkled among his Fortune 500 clients have been some memorable presentations at CMA, where he's been hanging out more and more these days.

CMR: With all of your speaking gigs, you've been flying long enough to witness the extinction of the in-flight dinner, right?

BUTTERWORTH: A better historic milestone came 16 years ago, when I was asked to speak at my first CMA annual conference. I'll never forget it. Here, in one room, Christian Management Association had brought together representatives of the top ministries in the U.S. I've been drawn to CMA ever since, because no other group is so effectively equipping Christian leaders to manage and advance the Kingdom.

CMR: What motivated you to join Christian Management Partners?

BUTTERWORTH: It was really an opportunity to gather with, and get to know, some wonderful people from around the country who have the opportunity to leverage CMA's lasting impact on 1,600-plus ministry members. I got involved in CMP because a few CMA leaders said three words to me: "Come and see." I took a look. I got involved. It's one of the best things I've done.

CMR: Through the Butterworth Communicators Institute, you help leaders get their message across with a "less is more" approach.

BUTTERWORTH: Yes. I'd rather make three memorable points than give an audience 10 points to forget.

CMR: Without peeking at your notes, what are your three essential points about CMP?

BUTTERWORTH: One, it gives you an excellent way to target funds to help CMA offer scholarships, and do more to help hundreds of ministries fulfill their calling. Two, CMP is one of the best networking opportunities to build relationships with quality, approachable

peers and leaders you may never otherwise get the chance to meet. Three, CMP is a chance to give and receive. You can't out-give a group like Christian Management Partners. In just a few short years, I've gotten far more out of CMP than I've ever been able to give.

CMR: You keep a racehorse schedule. What do you say to busy people, including those already looking ahead to CMA Palm Springs, March 12-15, 2007?

BUTTERWORTH: Come and see.

If you want to make the most of the time and opportunities God has given you, join us in the growing work of Christian Management Partners next spring in Southern California.

CMR: You're in luck. Today's forecast says: Palm Springs, 75 and sunny.

BUTTERWORTH: Keep the rental car warm. I'll be there.

Bill Butterworth would love it if you checked out his two new books, *Balancing Work and Life* and *Building Successful Teams* (Random House Doubleday) at www.billbutterworth.com. He and his wife, Kathi, live in Newport Beach, California.

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