

Jonathan's Summary

Who are you?

I'm Jonathan Ploranski, an innovative leader and believer who is courageous, masculine, personable, and connected with how God wired me; totally happy being myself and totally ignited by my mission.

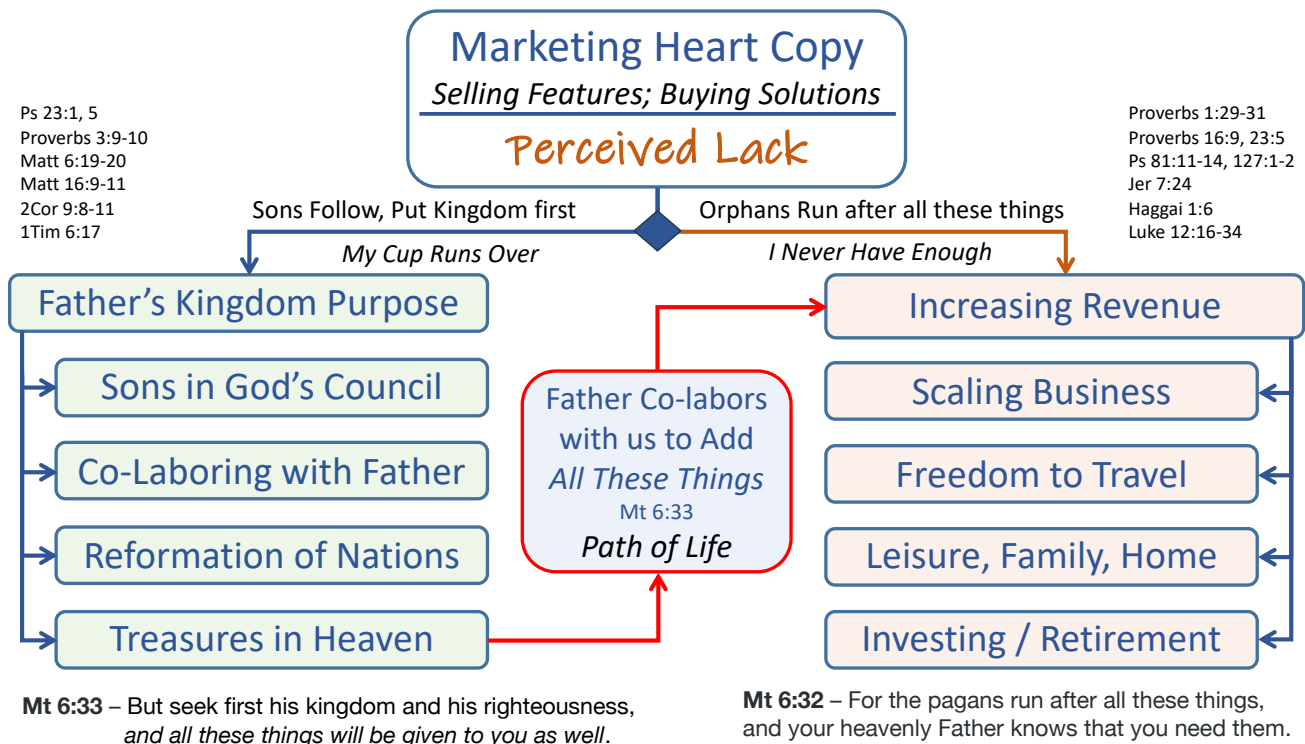
Why are you here?

- 1) Our value is helping people navigate marketing so that it communicates your core purpose, resonates with clients via copy with *juice*, and pays for itself many times over. We connect purpose with process so that your business makes a profit and a difference.
- 2) We also help clients put Kingdom purpose first in practical ways so God can do his part, and we can connect the dots between our business and what Father is doing in a Reformation of Nations.

Where are you going?

At Scaling Lean we're leveraging business and marketing to pull people into the sweet spot of their own purpose. We're helping them become themselves, sons and daughters who:

- Naturally prosper and feel Father's wind in their sails and sales.
- Are connected, have God's favor, and create a culture of excellence and Ecclesia that draws staff, clients, and resources to their vision to bring heaven to earth in business.
- We're showing clients a pathway to
 - put God's Kingdom first in business,
 - allow Him to *add all these things*, and
 - then seeing the resulting blessing on people and the business.

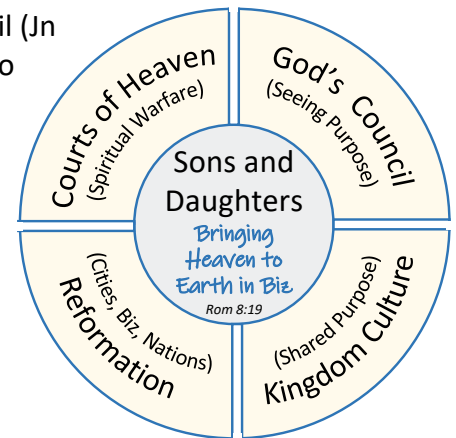


Jehovah-Jireh, the Lord our provider

Jonathan's Roadmap to Sonship: From Identity to Culture

The lifestyle of a son or daughter ascending and descending from the council (Jn 1:51) naturally cultivates a prophetic ability to verbalize Father's heart and to see people's hearts. It's a well of blessing and encouragement for me and those I connect with. It's also a practical source of business guidance and direction to *keep in step with Father*.

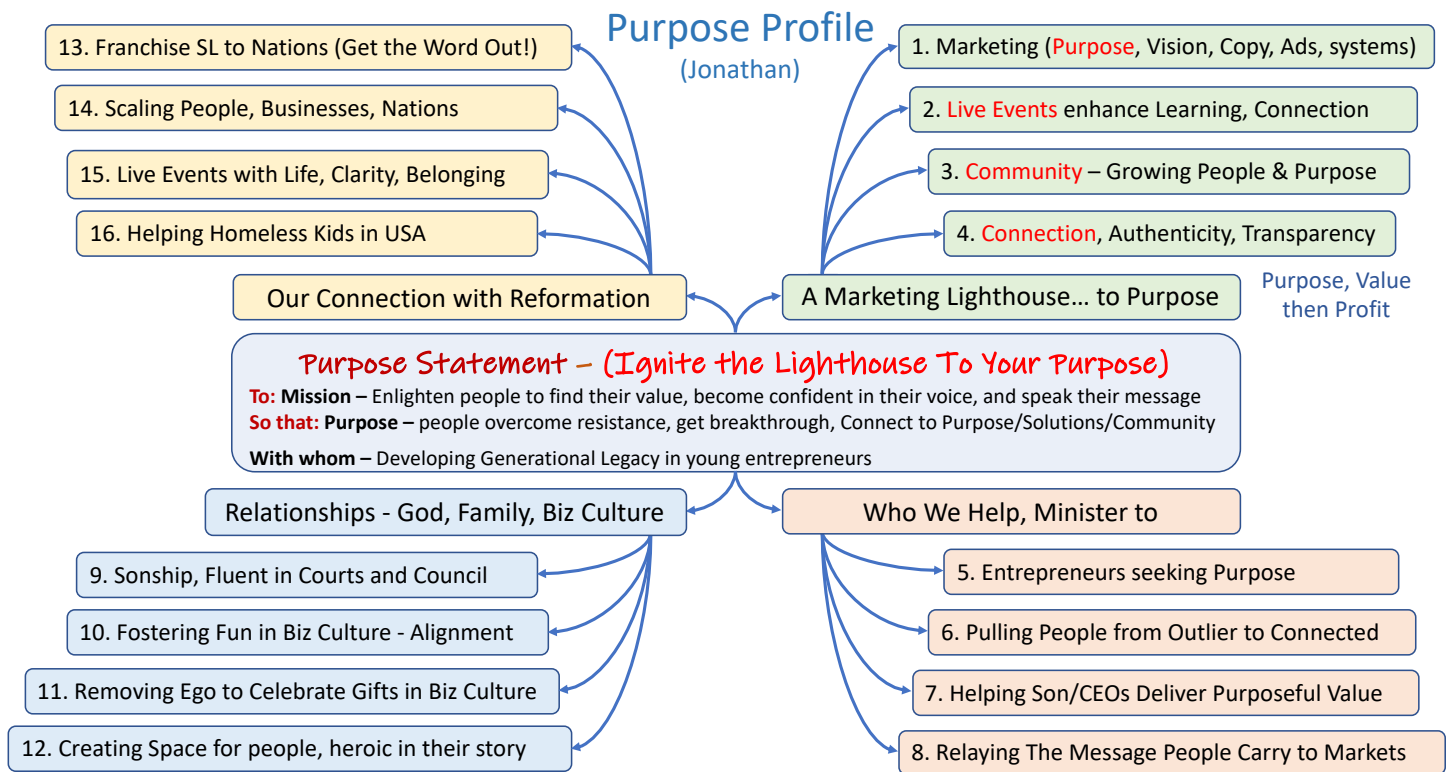
Like my Purpose Profile and Aspirations, I (& Father) will periodically update this to keep it current.



The paradox is: *the sooner we get out of our own head, ascend to the Council, have conversations around that table, and get to know the hearts of Father, Jesus, and the 7 Spirits, the sooner we will meet our true self and learn our real purpose.*

What Sons Bring Back to Business From 9 Conversations in the Council

God's Council	Transformations from Conversations	God's Answers
<p><i>Father</i> (I AM Yahweh)</p> <p><i>Jesus</i> (I AM Your Redeemer)</p> <p><i>Holy Spirit</i> (I AM Bread, Truth)</p>	<p>→ Identity – The sense of being Chosen, having access to Father</p> <p>→ Story – Redeeming my past and leveraging it for the future</p> <p>→ Purpose – Knowing my role, Father's brand, values, priorities</p>	<div style="border: 1px solid blue; padding: 5px; width: fit-content; margin: auto;">Who Am I?</div>
<p><i>Wisdom</i> (I AM the Light)</p> <p><i>Understanding</i> (I AM the Door)</p> <p><i>Counsel</i> (I AM Good Shepherd)</p>	<p>→ Strategy – I have a plan that implements our mission and vision</p> <p>→ Tactics – I have a tactical advantage, Co-laboring with Father</p> <p>→ Heritage – I know what Father has given me to own, develop</p>	<div style="border: 1px solid blue; padding: 5px; width: fit-content; margin: auto;">Why AM I Here?</div>
<p><i>Might</i> (I AM Resurrection Life)</p> <p><i>Knowledge</i> (I AM the Way)</p> <p><i>Fear of the Lord</i> (I AM I the Vine)</p>	<p>→ Courage – It's natural for me to be heroic, an overcomer</p> <p>→ Clarity – I can clearly articulate where I'm going and why</p> <p>→ Culture – I see what people carry, Ecclesia in Biz = shared purpose</p>	<div style="border: 1px solid blue; padding: 5px; width: fit-content; margin: auto;">Where Am I Going?</div>

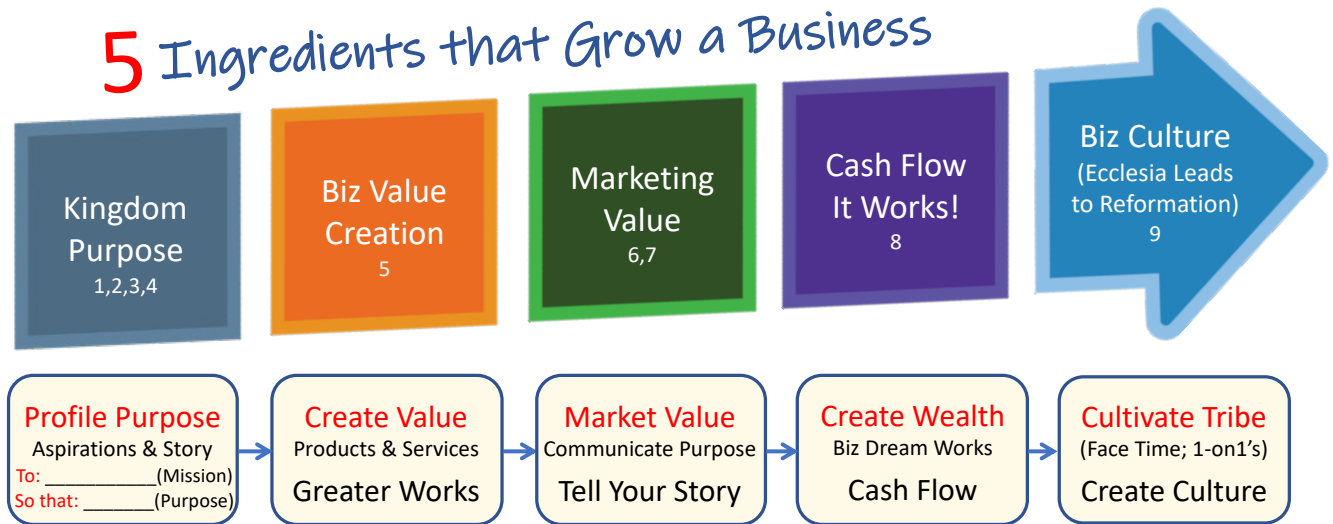


<https://johngarfieldconsulting.com/nail-your-purpose-field-guide>

Jonathan's New Me - From Strongholds to Sonship				
The Nine	Old Pretensions <small>Based on Perceived Lack (Fortress/Stronghold of 2Cor 10:4-5)</small>	9 New Truths <small>From Yahweh, Jesus, 7 Spirits (Chosen, Placed Sons In 15:16)</small>	9 Conversations <small>Via God's Council of Sons (Faith from Hearing in the Council Rom 10:17)</small>	Seven Compelling Reasons
Identity	Fear around Stepping into Purpose	Stepping into Leadership, Masculinity, With Purpose, Comfortable being self	Yahweh continually guides and provides Mercies & Manna new every morning	Fun (Chosen)
Story	I'm Just fine the way I am	There is a reason I'm here, a grandeur purpose Jesus Really has redeemed my past	Jesus keeps revealing, redeeming divine preparation in my history	Fun (My Story)
Purpose	Formulaic approach to life, I'm good at finding answers	Leaning, listening more to intuition Learning to listen to Holy Spirit	Holy Spirit is speaking living words Prophetic decrees with power	Fun (Purpose)
Strategy	Work harder, Work smarter Develop self-reliance	Aware, Intentional about being in Council Walking with the Spirit of Wisdom	Wisdom shines a light a new ways A pattern of creative ideas	FLOW (Creativity)
Tactics	Utilizing tactics, training in place, making more efficient, Relying on Guru's	We're coming up with our own, new approaches We experience innovation in life & Biz	Understanding Opens doors Father has gone before me	FAT - Father Adds Things
Heritage	Racing toward The American dream The life, the kids, the house, the money	I'm good with following the lamb... wherever I have a shepherd, a provider	Counsel is shepherding me a much larger context; bigger than me (Kingdom)	Following (the Lamb)
Courage	Community & Family kept me going	I'm part of God's family. I'm seeking other people who share the standards (Shared Purpose, Ecclesia)	Might is giving hope for resurrection I am a son, destined to be an overcomer	Greater Works
Clarity	It's fine, whatever happens, whatever people decide; there doesn't have to be a direction, didn't matter.	Sons make things "prophetically" clear, juicy For business, other people	Knowledge puts the path in a story I can explain; it makes sense	Reformation of Nations
Culture	There aren't many people like me I'm loner, suffering in silence	There are a lot of people like me (Sonship) I carry a Fathering, Shepherding Quotient	Fear of the Lord is showing what people carry, how to honor them, Ecclesia	Love (Fathering)

Jonathan's invitation – add 1, 2, and 5 to Scaling Lean

5 Ingredients that Grow a Business



Who Am I? Why Am I Here?



#1). Jonathan's Identity: Sons feeling chosen by Yahweh (Father)

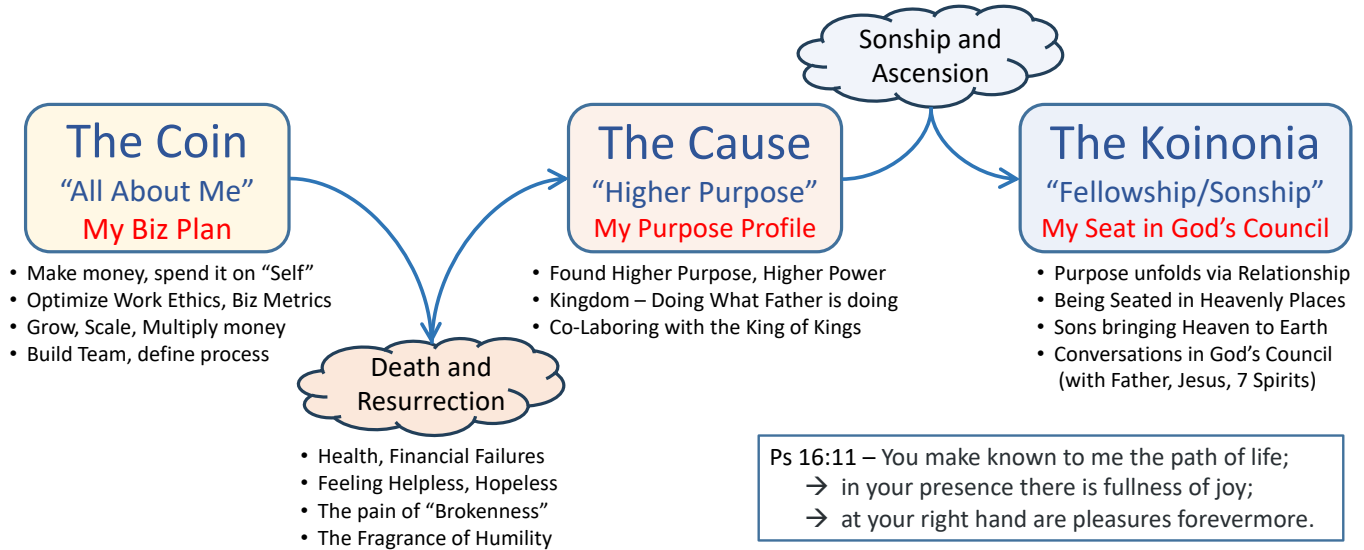
- From: Fear around Stepping into Purpose, people pleasing
- To: Stepping into Leadership: Purposeful, Masculine, Courageous, Gentle, Comfortable being self

Jonathan is leading a transition from the "Cheesy Lack," serfdom in marketing to the Kingdom abundance of sons. People are gathering through their marketing community. It's magnetic because its relational and real; it has radical transparency, and it's built on real purpose and personal stories that pull people through their "valley of despair" into their *Path of Life*. We're pulling people out of introversion and self-pity into all nine facets of their real identity. Unwrapping the new purpose and direction is a process, more of an invitation to work together than a sale. At Scaling Lean we're helping people into their hero's Journey in Business.

We're consciously trying to lead people prophetically and show them their bright future. To articulate it in the same language God is already speaking to them about the promise that pulls us into Father's purpose instead of the lack that drives into the enemy's temptations.

The Kingdom Business Hero's Journey

The Story Bridge from My Mess to Father's Heart – the Path of Life



Jonathan is a good architect and a good leader. He's putting meat on the bones of his calling. Asking people, "What is the purpose and story behind where you're going?" The courageous, purposeful, masculine nature is expressing itself in new assertiveness and new initiatives in his personal and business life. He's been motivated, driven to reach for transient goals in the past; now he's being pulled by God into something spiritually and practically tangible.

#2). Jonathan's Story: Giving Identity a Redemptive Voice ([Jesus](#))

- From: I'm Just fine the way I am
- To: There is a reason I'm here, a grandeur purpose. Jesus really has redeemed my past.

Jonathan was driven by deep emotion, sometimes anger rooted in lack. Now He's moving from resignation and apathy to an intuitive place that channels an even greater emotion to contend for his (and God's) shared purpose. Jonathan is at the stage where Father can say, come up here and I will show you things to come (Rev 4:1). He is able to dream and conversations about his future and then take the steps to bring those dreams to earth.

There are new aspects of Kingdom purpose being revealed in Jonathan's story, it's a new day. It's also clear that he's naturally gifted at creating the strategies and tactics that go with implementing purpose. Once purpose is clear, he will be a fish in water leading people to their strategies and tactics.

#3). Jonathan's Purpose: The Why Behind the Story, ([The Spirit of Truth, Holy Spirit](#))

- From: Formulaic approach to life, I'm good at finding answers.
- To: Leaning, listening more to intuition. Learning to listen to Holy Spirit.

Jonathan is pioneering an ability to contend for and articulate purpose in business and in life. He's cultivating a prophetic ability to see purpose in other people that is rooted in conversations in the Council. He's pulling other people into their own stream by helping them define their 9 personal attributes via 9 conversations. He's putting those puzzle pieces together in the context of Kingdom Business.

What's Jonathan's Contribution?



#4). **Strategy:** I AM the Light; Translating Purpose into Action Plans ([The Spirit of Wisdom](#))

- From: Work harder, Work smarter, Develop self-reliance
- To: Aware, Intentional about being in Council. Walking with the Spirit of Wisdom.

How do we put this purpose in action; apply sonship to marketing, to Scaling Lean?

- 1) Marketing become prophetic marketing (Living Words with Juice)
- 2) The message is integrated with Hearts. People feel like they are known and loved and have hope for their bright future
(It FLOWS from people's hearts desires and from Father's heart's desires)

Jonathan is moving from a formulaic approach to people and business to an intuitive prophetic communication style; living words that breathe life into people and ideas. Jonathan is good at putting purpose into words and getting creative with the strategies that implement purpose. He's also good at reverse engineering the strategy that worked to find the prophetic purpose that made it work, what Father was doing in the mix.

#5). **Tactics:** I AM the Door; Tactical Advantage of Co-Laboring ([The Spirit of Understanding](#))

- From: Utilizing tactics, training in place, making Biz more efficient, Relying on Guru's.
- To: We're coming up with our own, new approaches. We experience innovation in life & Biz.

Jonathan is good at finding open doors for people in seemingly impossible situations... in 3 intuitive steps:

- 1) Write the Purpose (values, objectives) around what Father is doing, saying
- 2) Have the conversations in the Council "Doors will Open!"
- 3) Have conversations around the tactics (How to make it happen in business?)

He's good at pulling Father into the business equation and allowing Him to do His miraculous part. He's good at telling the stories that make co-laboring a realistic KPI.

#6). **Jonathan's Heritage:** I AM the Good Shepherd ([The Spirit of Counsel](#))

- From: Racing toward The American dream. The life, the kids, the house, the money.
- To: I'm good with following the lamb... wherever. I have a shepherd, a provider

Heritage is something God has for me, instead of something I have to strive for. Sons are possessing something Father Wants to give us. The marketing initiative in the context of scaling lean is a rare and remarkable invitation from Father uniquely given to Jonathan as a Heritage. Shifting from the *push of lack* to the *pull of Living Kingdom Purpose* in business is a big ingredient in Reformation. It doesn't exist in the marketplace yet. One day it will seem like we've never been without it!

Where's Jonathan's Path, Tribe, Legacy?



#7). **Courage:** I am the Resurrection and the Life ([The Spirit of Might](#))

- From: Community & Family kept me going
- To: I'm part of God's family. Seeking other people who share the standards (Shared Purpose, Ecclesia)

Jonathan carries Father's anointing, resilience, strength, divine appointments, and miracles of Father providence. The evidence of Father working with him is encouraging... courage. Scaling lean has a clear vision, a quarterly roadmap, and daily focus (Ideal Habit Ap). Jonathan is also disciplined about clear communication with people. He is assertive about making calls, seeing where clients are at, and making offers if there is a fit. He is also a regular with Father via devotions and Bible reading.

#8). **Clarity:** I AM the way; Seeing Through Complexity ([The Spirit of Knowledge](#))

- From: It's fine, whatever happens, whatever people decide; there doesn't have to be a direction, didn't matter.
- To: Sons make things "prophetically" clear, juicy. For business, other people

Jonathan is in a season for creating the *new thing*. He is less in the mode of chasing new knowledge from others and drawing on his own gifting, via conversations with Father. This translates to *more time with myself* and with Father to define it. He will soon tell the story of his valleys and victories and give clarity to the frameworks associated with the scaling lean offering. Then, he's being truer to himself, what he believes, and what Father is saying.

There is vision for Intentional Reformation of People, businesses, Nations (What father is doing).

#9). **Culture:** Connecting Branches to the Vine, I Am the Vine ([Fear of the Lord](#))

- There aren't many people like me. I'm loner, suffering in silence
- There are a lot of people like me (Sonship). I carry a Fathering, Shepherding Quotient

Jonathan is giving people what they want, not his view of what they need. His approach is giving value first to get momentum... and then deepening their sonship in those 9 categories. The scaling lean impact is growing deeper and wider in terms of communicating the power of what Scaling Lean can do and what Father can do.

Clients feel known, loved, and prophetically seen by Jonathan. There is a tribe being built on sonship and Purpose.

Goals – where will I be (Looking back from future)	“Emotional Why” (How it will feel?) “Vision” - what does it look like?	What's the Next Step? How is Father Leading, doing?