

Outstanding Leader: Bob Creson

After graduating from Pepperdine University, Bob Creson was in business in Southern California for eight years before joining Wycliffe Bible Translators in 1983. Working first in Cameroon and Chad, Bob end his time in Africa as the field director for the Cameroon/Chad Branch of SIL International. After returning to the USA, Bob served as the WBTI and SIL International Vice President for Personnel, and then as the Associate Executive Director of SIL International. Bob has been the President/CEO of Wycliffe Bible Translators USA since October 1, 2003. In addition to his Wycliffe USA responsibilities, he serves on the WBTI International Board of Directors and Chairs the Board of Directors for Crisis Consulting International. Bob has been married to Dallas for 35 years, and they have four grown children, three of whom are married.

What is your vision of the future for your organization?

The vision of Wycliffe Bible Translators hasn't changed since our founding in 1942... everyone has the right to hear the Good News of the Gospel

in a language and medium they understand best, normally their mother tongue. But our mission has changed. In 1999, as a family of organizations, we adopted Vision 2025—we committed ourselves to working with a sense of urgency, working in partnerships wherever we could, using all the creative strategies we could find, and



building capacity for ourselves and those we work with—we are trusting that God wants a Bible translation in progress in every language needing one by the year 2025. This has focused our efforts like they have never been focused before. In late November of 2008, Wycliffe Bible Translators USA will publically Launch the Last Languages Campaign—our response to Vision 202—believing that it is possible that this generation could see the remaining Bible translation needs started, and we're inviting people to join us in this effort.

What do you believe is the key to success?

First of all, pray for wisdom, courage and discernment. Second, I am confident that the main key to success is finding out what God is already doing and aligning yourself and your organization with it. This means putting on a different set of eyes. God asks us to see the world from his perspective and not use our human perspective. Finally, find the right people, who want to go in the direction God is going, empower them, and build a team.

What lessons have God taught you through your leadership position?

First, long ago I adopted Micah 6:8 as my reference point for leadership, "... this is what He requires of you: to do what is right, to love mercy, and to walk humbly with your God. Second, 'this' (whatever 'this' is) isn't about me, it's about God. I just need to show up...He will multiply my efforts if I am aligned with what he is doing. Finally, don't try to control God. He already knows what he wants to do; trust him.