

When Temptation Beeps

Staying true to a mission is more difficult than planning the undertaking.

Mission creep—that gradual shift in objectives—seems to set in early in the project. Shiny objects flirt with even the most resolved leader.

The shift that takes us away from the narrow path of a mission is a subtle one.

Leaders can become unfaithful to their purpose at any time.

It is easy to forget who we are and where we are going. Fidelity to mission is often elusive.

An affair in our attention occurs when we forget who we are.

It's not that hard to do. We are bombarded every minute to "look here" or "look there." "Wow! That idea is a real head-turner."

In an instant, the blink of an eye, we can be tempted to forget the mission and jump on a new path. We think, "Our competitors are doing it; why can't we?" After all, we only live once.

I suppose I've been having an ongoing affair with my iPhone. It captivates my attention at times when I really don't want to go there. It gives me that "come hither" beep.

I resist.

Then it beeps again, and I forget who I am and where I am going.

Alexander Graham Bell never intended to create a tempter from his simple instrument of conversation. But Steve Jobs knew how to craft the telephone into a powerful tool of temptation. The

iPhone is haptic, smart and updated frequently.

I question whether this technology brings me closer to my mission or further from it. I don't know if it helps more than it hurts. But at least I can read my Bible on my phone.