



Depth Perception™

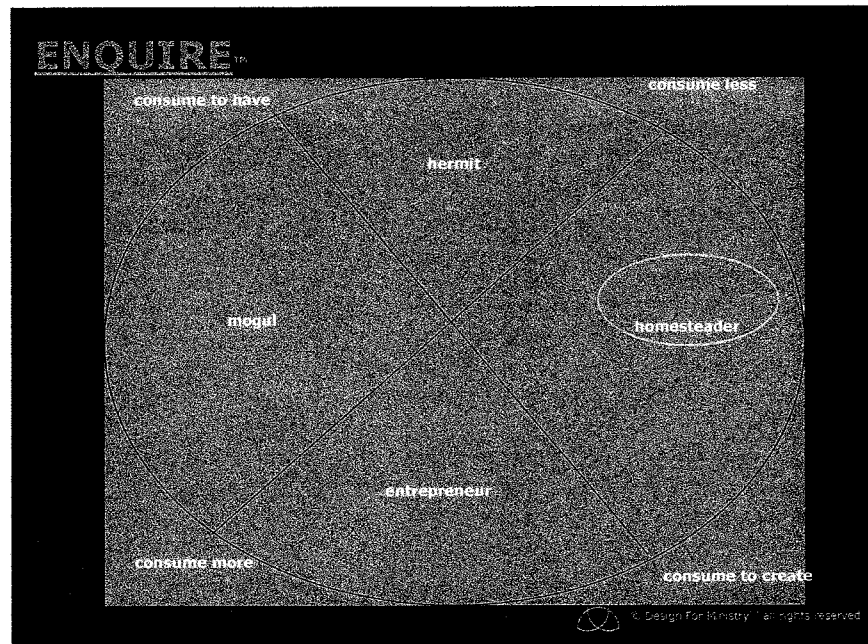
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Home on the range? 15 October 2004

The Homesteader (see the chart) does not believe in accumulation. A person who talks about their next conquest in consumption offends them. When a Homesteader uses a resource, they hope to create new resources. Finding multiple uses of a resource is even better.

The downfall with this perspective is that it is fairly self-focused, begrudging that a resource is in someone else's hands rather than the Homesteader's own. Because the Homesteader thinks that resources are limited, they tend to think in terms of scarcity and are anxious when an expenditure is asked of them. Their responses rarely take into account the welfare of another because their principal focus is their own well-being.

The Homesteader is also cautious about risk-taking, preferring the scant resources they have to the resources they might gain through risk.



Homesteaders are stable, steady, hard-working people with much to offer. To gain their confidence and to build their desire to commit to participate in a group effort, the ministry leader needs to appeal to their desire to create, or to leave a legacy by passing on the values they hold dear. They must also help them make a distinction between the Mogul who consumes to hoard, and the Entrepreneur whose consumption-related activity is a creative force that provides employment and builds community. The Homesteader orientation is sometimes too isolated to distinguish the difference.

- mark l. vincent