



# BOB HASSON

CEO, AUTHOR, SPEAKER

## SAN DIEGO, CA

Bob Hasson (hass-en) is a businessman, author, consultant and podcaster. He is both the founder and CEO of HPCI, a painting subcontractor he founded in 1978 and that operates across the western U.S. For over 30 years, he has been active as a consultant and board member for churches, ministries, non-profits and school boards. A sought-after speaker, Bob has co-authored books with Danny Silk and Shawn Bolz. He has been married for 33 years to his wife, Lauren, and they have four children and two grandchildren.

## EXPERTISE

- Business, leadership, financial stewardship, identity

## CREDENTIALS

- Currently the co-host of the iTunes Top 100 podcast, 'Exploring the Marketplace'
- CEO of a business he founded 44 years ago and which is among the largest and most successful of its kind in the United States
- Experienced TV, radio, podcast guest
- Has spoken at churches across the U.S.
- Senior leader and longtime elder at Jesus Culture

## ONLINE

- [Website](#)
- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)

## AVAILABILITY

- Most available between 10am - 2pm PT, Mon-Fri.
- On Pacific time (San Diego, CA)
- Avail via Skype, Zoom, phone
- Avail to travel

## MEDIA:

**Top:** Listen to Bob and co-host Shawn Bolz on the Exploring the Marketplace Podcast.  
**Bottom:** Watch as Shawn and Bob talk with Bobby Schuller on TBN's 'Praise'.

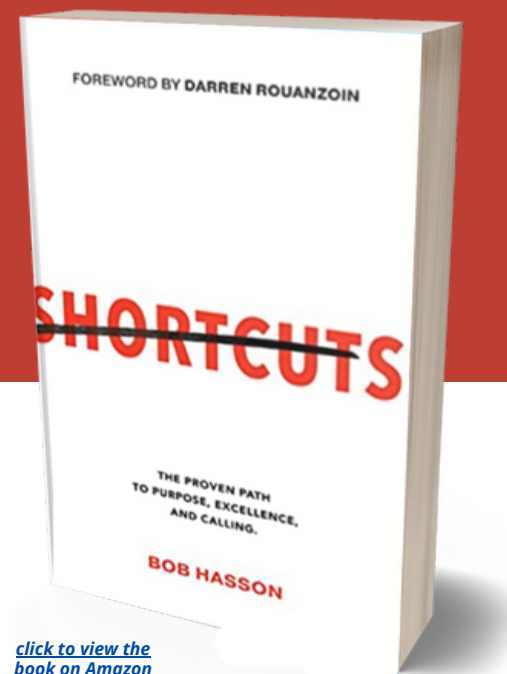


WANT TO INTERVIEW BOB? JASON@JONESLITERARY.COM / 512.720.2996

# SHORTCUTS

## THE PROVEN PATH TO PURPOSE, EXCELLENCE AND CALLING

Finding your dream job. Discovering your purpose and passion. Achieving success and mastery in your field. These are all worthy desires to pursue, but not only do we lack a roadmap to make these things happen, the world pressures us to skip to the front of the line and use the latest "hacks" to get there. Yet, most of the time, when we go looking for shortcuts, it only makes things more difficult. Leadership coach and popular podcast host Bob Hasson shares the secret to making real, lasting change in *Shortcuts*. Packed with proven wisdom rooted in biblical truths, *Shortcuts* reveals processes to help readers overcome discontentment and confusion, and gain courage and clarity on how to achieve the life they dream of. *Shortcuts* will show them how to embrace the process and experience the passion and purpose they were created for.



[click to view the book on Amazon](#)

*"This is not a business book. It is a book that explores work ethic and passion and that was written to encourage the younger generation."* — Bob Hasson

## WHO IS IT FOR?

Primarily, young adults just getting started in their careers. More specifically, those who:

- Struggle with a lack of "passion" for their work, feel unfulfilled
- Are continually quitting a job within 0-2 years of starting it
- Find themselves living off the support of others for too long following seasons of training or education
- Express frustration about not advancing quickly enough in a career
- Mismanage their finances
- Talk about dreams but never put a plan into action
- Want to experience the joy and reward of fruitful work
- Are seeking purpose in their work
- Are burned out
- Have a side hustle/entrepreneurial passion they want to pursue, but don't know how or when
- Feel like God has more for them
- Are ashamed of a failure
- Feel like their vocation/calling isn't seen as equal to vocational ministry
- Have gifts to contribute to the church but don't know how to offer them
- Feel pressured by the world and the church to 'achieve'

## WHY IS IT RELEVANT?

- Culture is obsessed with the idea of finding quick solutions, "hacks," and effortless formulas for success. When it comes to finding our **purpose**, working with **passion**, and fulfilling our **potential**, however, there really are no shortcuts. There is only finding God's proven path of wisdom for how to cultivate these things in our lives. This book is an invitation to explore this path together.
- Millions of people are **burned out** and without purpose. Tired of the rat race.
- In the ultimate age of **instant gratification**, digital marketing and 'life hacks', millions of people find themselves feeling left behind in this fast-moving, social media driven world/economy.
- In our digital world where we can work 24/7 from literally anywhere on earth, if we want to avoid the pitfalls of over-work, we have to have a clear understanding of **work/life balance**.
- It is critical that our expectations around work are guided by a **clear biblical theology of work**. Many believers mistakenly believe things that just aren't in the Bible—that work is cursed, that life is split into sacred and secular, that certain jobs are more spiritual than others, etc. In truth, work is blessed, central to our spiritual journey, and full of divine purpose.

## WHAT'S UNIQUE ABOUT IT?

- In a day and age where everyone wants to teach you how to have instant success, Bob has a different, encouraging and timeless message.
- Almost forgotten is the timeless truth that for countless generations, the key to success, peace, purpose and contentment was first and foremost hard work and faith. Bob's book/message are an encouraging reminder that those things are still and always will be, true.

## SEGMENT/STORY IDEAS

- What is a biblical approach to **work-life balance**?
- Why is it so important for us to understand and embrace that we have an unchanging **identity**, a mostly unchanging **calling** and changing assignments in life?
- What does it really mean to have '**passion**' for your work?
- How to discover and develop your unique design and **purpose**
- **OUR CURRENT ASSIGNMENT**: How to clarify our current assignment, give our full energy to our current assignment and say no to anything that is not part of our current assignment.
- **Investing** in and managing our three primary **resources**: time, energy, and money
- **TRUST & the ART OF PLANNING**: God helps us to avoid the pitfalls of under-planning and over-planning as we steward our assignments and purpose. Wise planning is a discipline we must learn that incorporates rhythm, reflection, relationship, and recalibration.

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# Q & A



## What is God's original design for work?

In Genesis 2:7, God breathes life into Adam. The next thing God says to Adam is in verse 15: "Go tend to the garden." In other words, go to work. Fast forward to the book of John, where Jesus says, "My Father and I are always working" (John 5:17). From beginning to end, the testimony of Scripture shows us that God created us in His image to work like Him and work with Him in the great project of cultivating the earth and bringing it into order and flourishing. Though the fall of humanity harmed that design by damaging our partnerships with God, ourselves, and each other, thus bringing the experience of struggle, striving, and futility into our work, God's original intent for us to be His partners in work never changed. Central to the redemptive work of Jesus is restoring those partnerships and the purpose and motivation for our work. Each of us is privileged with gifts and assignments to work with the Father, serving ourselves, our families, and our churches.

## How do we gain clarity on our identity, purpose and assignments in life?

Our core identity as believers is that we are sons and daughters of God. This relational identity establishes our unshakable worth and purpose, that we are loved by our Father and that our central trajectory in life is to become mature, wise children who walk in intimate relationship with Him and imitate Him in all we think, say, and do. Our assignments in life form the central training ground for us to grow and fulfill this purpose. Most of the time we don't need to go looking for our assignments, because we are already placed in front of them, just as God placed Adam in the Garden. And just as God assigned Adam to guard and cultivate the Garden (this is what "tend" means), so we are called to steward, protect, and cultivate everything God has given us and bring it into life and flourishing. This includes our bodies, financial resources, gifts, talents, personalities, relationships, opportunities, and every other resource that He entrusts to us. This is what God has "put in our hands," and we are called to do it "with all our might" (Ecc. 9:10).

## What is passion and how can we experience it in our work?

The original root word of "passion" literally comes from Jesus' suffering on the cross. Passion is rooted in sacrificing for what we love. Many people give up on a job or relationship because they no longer "feel" passionate about it, without realizing that such feelings are more of a result of investing our blood, sweat, tears, and life into something valuable. Thus we should not follow or go chasing the feeling of passion. Rather, we must follow what we love and be willing to sacrifice for it. In my life, I have found that what I love most is people. My work has become a place where I sacrifice my time, energy, and resources to help my employees, clients, and family all grow and benefit, and that is what fuels my passion for work.

## What are the keys to identifying roles where we can grow, thrive and contribute our best work to the world??

In Shortcuts, I describe four areas we should all look at to understand and operate from our roles and find our "sweet spot." **Gifts and Personality**—there are many great tools to help us identify our innate strengths, gifts, and personalities. DISC, Strengthsfinder, the Enneagram, Meyers-Briggs, etc. All of these can be immensely helpful in showing us what kind of work and roles are best suited to us. **Execution**—this is about where we are in our journey of work, from apprenticeship to mastery. Our roles should change as we grow in our skill and expertise.

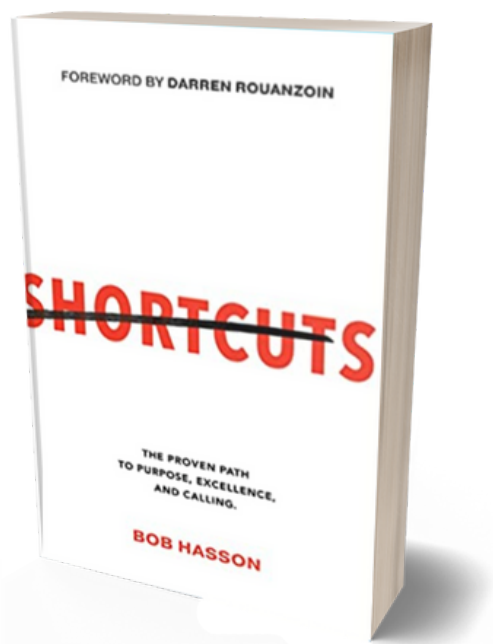
**Culture**—every social environment has core values and practices that define what should be cultivated and what should be discouraged in the group. It's important to find a work culture that aligns with your own core values. **Character**—we are all on a journey to become who God created us to be, and at the heart of that is Christ's redemptive work in our lives, which is our personal testimony of transformation. Our best role will be a place where we can give away what we have been learning and becoming in this journey of growth.

## What does the Bible say about work/life balance? That's not a modern concept, is it?

The modern version of work/life balance focuses on the balance between our paid employment and the rest of our lives. The Bible focuses more on the balance between work—which might be paid or unpaid—and rest, through the rhythm of six days of labor and one day of rest. In Shortcuts, we look at the Proverbs 31 woman as a picture of "work/life balance." The Bible presents her as a personification of wisdom, the life well-lived. She's working in multiple departments of life with incredible focus, passion and skill, but is also full of joy and able to enjoy the fruit of her labors.

FOR MORE INFO AND/OR AVAILABILITY, CONTACT: [JASON@JONESLITERARY.COM](mailto:jason@jonesliterary.com)

# ENDORSEMENTS



*"You cannot bypass God's process to realizing your potential. In this book, my friend Bob Hasson shares how progress is progressive—often occurring in stages and phases, little by little. This message will help you find meaning in the mundane, peace under pressure and purpose in your pain."*

**JOHN BEVERE**

***Best-selling author and minister Co-founder of Messenger International and MessengerX***

"In his book, Bob Hasson breaks apart the subjects of passion, our design, planning, and success in a way that only a father who has been there before and has developed a voice for it can do. The reality is that we are not going to get a different result if we don't have a different process and tools that set us apart. Get for everyone in your life. I know I will. It is a gift that will save them years of hard process and help them to walk out their journey with the confidence that God intended."

**SHAWN BOLZ**

***TV host, podcaster, minister, best-selling author [www.bolzministries.com](http://www.bolzministries.com)***

"This book is a must-read for anyone wanting to have lasting and long-term success in their life and dreams. These timeless truths come with experience, authority, and success forged through making mistakes, learning through them, and no .

If I could go back and give my 20-year-old self advice for life and leadership, I would tell myself to read . The message that this book brings is crucial for long-term success in a world that celebrates hurry, instant gratification, and cutting corners. Bob Hasson is someone who has impacted my life significantly as a friend, mentor, and someone I respect deeply, and what he writes in this book is connected to decades of real-life experience and years of conversations.

**ZACK CURRY**

***Lead pastor, Jesus Culture San Diego***

"There are voices in every generation that God raises up who bring a message we need to hear, a message that calls us to a higher standard and equips us to thrive in the unique call God has on each of us. Bob Hasson, in his book, writes not just as a successful businessman, but as a pastor and prophet with a passion to see people fulfill their God-given potential. This is a message that will both inspire and challenge you in the best of ways. If you are hungry to grow and be equipped in your purpose, this book is a must-read."

**BANNING LIEBSCHER**

***Founder and pastor of Jesus Culture Author of Three Mile Walk: The Courage You Need to Live the Life God Wants for You***

If you need to get "unstuck," this book will undoubtedly inspire you and give you the motivation needed for change, and it will help you on your journey of living a life of great significance! My life has been greatly enriched because of the message and my friendship with

Bob! will give you invaluable wisdom that only comes with the experience gained through years of hard work and sacrifice!

**CHRIS QUILALA**

***Singer/songwriter and founding member of Jesus Culture***

I loved reading this book! is both timely and pertinent to anyone wanting a compass to guide them through the storms of life and career. It is also a map for navigating passions, priorities, and work ethic. Bob Hasson does a wonderful job showing us what is possible if we dig deep, stay focused, and surround ourselves with the right inputs. I highly recommend to anyone interested in being an effective dreamer, visionary, or practical strategist.

**DANNY SILK**

***President of Loving on Purpose***

Bob Hasson's new book, , is a thought-provoking and honest work for anyone seeking purpose, passion, and perseverance. In these pages, Bob distills his wealth of experience into practical knowledge and fatherly wisdom that is sure to challenge you while also giving you keys to steward your calling. I highly recommend this book to anyone who is ready to move forward in their career and calling with confidence, clarity, and courage.

**KRIS VALLOTTON**

***Leader, Bethel Church, Redding, CA***

***Co-founder of Bethel School of Supernatural Ministry, author of 13 books, including The Supernatural Ways of Royalty, Heavy Rain and Spiritual Intelligence***