

## WHAT IS “THE GAP AND THE GAIN”?


“The Gap and The Gain” is a central idea in Chapter 4 of 10X Is Easier Than 2X. It is two very different ways people measure success:



### THE GAP: MEASURING AGAINST THE IDEAL

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- **Definition:** You're in “the Gap” when you measure yourself against an ideal—a moving target that represents **perfection** or your future aspirations.
- Perfectionism prevents production.
- **How it feels:** Frustrating, discouraging, and demoralizing. No matter how much progress you make, it never feels like enough, because the “ideal” is always out of reach.
- **Example:** You set a goal to become a top-level speaker. You give a great talk, but afterward focus only on how you’re not as good as your hero. That’s the Gap.
- **Example:** You set a goal to launch 16 DGs in 90 days. You launch 6 DGs but can’t stop thinking about how you feel short by 10. That’s the Gap.
- **Effect:** Living in the Gap leads to dissatisfaction, burnout, and a distorted view of both what you’ve accomplished and what God is doing.



**Numbers 11:4–6 (NLT)** "Then the foreign rabble who were traveling with the Israelites began to crave the good things of Egypt. And the people of Israel also began to complain. 'Oh, for some meat!' they exclaimed. 'We remember the fish we used to eat for free in Egypt. And we had all the cucumbers, melons, leeks, onions, and garlic we wanted. But now our appetites are gone. All we ever see is this manna!'"

### Israel's "Gap" Mentality


- **Focused on the idealized, unrealistic version of reality:** The Israelites were measuring their current situation (freedom, God's provision of manna) against an idealized version of their past life in Egypt.
- **Ignored progress:** They forgot that they had just been delivered from slavery and were on their way to the Promised Land.
- **Fixated on lack:** Even though God had provided miraculous food (manna), they obsessed over what they didn't have.


### Application

- Instead of reflecting with gratitude on how far they had come—from slavery to freedom, from hunger to divine provision—they dwelt in the Gap: comparing reality to an imagined, idealized version of their past.
- When we live in the Gap, like the Israelites did here, we miss the miracle of what God is doing right now.
- We fixate on what we lack instead of celebrating what we've gained—and that kills both gratitude and momentum.



### THE GAIN: MEASURING AGAINST THE PAST

- **Definition:** You're in "the Gain" when you measure progress by how far you've come, comparing your current self to your past self.
  - **How it feels:** Encouraging, motivating, and empowering. You see growth, and that inspires more momentum.
  - **Example:** Instead of lamenting not being world-class yet, you look back at how far you've come—perhaps from terrified of public speaking to confidently leading a workshop.
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- **Example:** Instead of beating yourself up about not having launched 16 DGs, you celebrate the 6 that you did launch!
  - **Effect:** Living in the Gain builds our confidence and appreciation for what God is doing. It fuels a 10X mindset by reinforcing forward momentum.

**1 Samuel 17:37 (NLT)** "The Lord who rescued me from the claws of the lion and the bear will rescue me from this Philistine!" Saul finally consented. 'All right, go ahead,' he said. 'And may the Lord be with you!'"

### **David's "Gain" Mentality**

- David's "Gain" mentality enabled him to volunteer for a seemingly impossible challenge. Instead of focusing on what he lacks (experience, armor, size, public support), David reflects on what he's **already gained** through past experiences:
- **Remembers the Gain:** David remembers how God delivered him in past dangers (lion and bear), and sees these victories, not as isolated events, but as proof of God's power to save in every circumstance.
- **Progress-Oriented Thinking:** Instead of measuring himself against Goliath (the Gap), David measures from where he had been—a shepherd defending his flock. David clearly saw how far God had already brought him, and that memory became the foundation for his courage and faith in this new challenge.

### **Application**

- The Gain mentality is a choice. You can choose to focus on what God has already done (like David) or you can choose to focus on what you still don't have (like Israel).
- David didn't try to psych himself up by imagining he was something he was not – some mighty, undefeatable warrior. Instead, he remembered where he started – a lowly shepherd boy whom God had already saved more than once.
- When we live in the Gain, we find things to celebrate that build our gratitude, faith, and give us momentum to accomplish even more.
- Living in the Gain keeps us from missing the miracles that God is doing in our lives every day.

### **Lamentations 3:23 (NLT)**

"Great is his faithfulness; **his mercies begin afresh each morning.**"





## MEASURING PROGRESS IN YOUR DG

- “Tracking progress helps us stay in the Gain and celebrate what God is doing.”

### 1. The Gap vs. The Gain - When It Comes to DG Attendance

- **The Gap** = Measuring against an ideal (e.g. “My group should be bigger by now” or “We should have launched 12 groups by now”).
  - This leads to disappointment, comparison, and discouragement.
- **The Gain** = Measuring from where you were to where you are (e.g. “This person has come three weeks in a row!” or “This new couple came back again!” or “John launched his group!”).
  - This fosters gratitude, momentum, and clarity.
  - Like David (1 Samuel 17:37), we need to remember our past wins to fuel present faith.
  - Leaders can do the same by actively looking for the evidence of God’s work over time in their groups.


### 2. Attendance Tracking is Progress Tracking

- Taking attendance isn’t just about numbers—it’s about taking note of the **Gains**.
- Every time we record who showed up, we’re building a story. We’re paying attention to the small victories.
- **Example:** When you get to check off the name of a person who was gone but came back!
- **Example:** When you realize that someone who has only been showing up once a month has come three times in a row.
- **Example:** When you have to add a one, two, or even three at the top of your report for new guests not on your roster. Someone’s been bringing friends!

### 3. Why This Matters

**Proverbs 27:23 (AMP)** “Be diligent to know the condition of your flocks, And pay attention to your herds;”



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- **Taking note of progress is a pastoral act.** When we track our groups well, we're more likely to:
    - Celebrate someone's consistency.
    - Recognize when someone's ready for their next step. Follow up with someone who's slipping.
    - Pray more specifically and personally.
  - **Faith grows when we see the journey,** not just the destination.
  - If you never take attendance, you'll never have a number to thank God for.

#### 4. Practical Application

- Attendance tracking helps us stay in the Gain—so we can thank God for real progress, not worry about perfection. God isn't asking us to create the ideal group—He's asking us to shepherd the one we have.
- Don't just take attendance — look for **Gains** in your group/network.
- Use the App to take attendance and manage your roster so that you can celebrate progress and stay focused **not** on what your group 'should be'—but on what God is already doing.

**Philippians 4:8 (NIV)** "Finally, brothers and sisters, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy—think about such things."

