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Trusting the Halftime Process

By Lloyd Reeb

Author of [*From Success to Significance: When the Pursuit of Success Isn't Enough*](#)

If every living thing God creates is unique, then it makes sense that every Halftimer's second-half calling would be unique as well. And that's certainly what I've observed. Although each person's calling is unique the process they go through to gain clarity about their second-half is remarkably predictable.

So, over time, we've come to trust this "process of discovery". There are four stages of the Halftime journey and you'll need something different at each of these stages: ***Discovering Vision; Guided Reflection; Diverse Exposure*** and ***Enduring Impact***. I think Bill Roby's story provides some insights into this journey that you will find helpful.

In 2004, Bill Roby sold his insurance company to a large bank. Not long after, his financial advisor (at Ron Blue & Co) gave him a copy of the book *Halftime* and opened up a conversation about what was next. Today Bill is clear on his calling and has a great portfolio of roles that fit him. He's vice-chairman of [USA Cares](#), which exists to provide military families with financial and advocacy support in their time of need. USA Cares has responded to over **26,000** requests for assistance with more than **\$7,600,000** in direct support grants.

He's glad he trusted the process even when it seemed confusing and frustrating. So let's unpack his journey a little.

Bill's First Half

Very often the pain of our first half becomes the passion that drives our second-half. As Bill grew his company and raised his family, he secretly lived under intense guilt. In 1969 he graduated from Xavier University sitting next to a friend named Robert G. Rice Jr. Both were second lieutenants, and were headed to Viet Nam.

"I went to Viet Nam two weeks after Robert did, and as soon as I got there he was killed defending his men. I had the same job he did, and back in those days 50% of infantry platoon leaders died. I was firmly convinced that because my buddy had died I was going to be killed in Viet Nam. I came home with survivor's guilt, which I lived with for twenty years."

"So on Memorial Day weekend in 1991 I put up a 28-foot flagpole and a memorial plaque in our backyard, overlooking a beautiful golf course. It said, 'For those who defended it in Viet Nam this flag proudly flies'. I had about 150 people over for a Viet Nam memorial dedication, and at the end many of them came up, hugged those of us who were veterans and thanked us for our service. That was the first time I had been thanked for my service - I became a super patriot."

"When we sold our insurance company to BB&T Insurance, for the first time in many years, I had a boss. One of the things he asked me to do was get involved in the community. I got on a couple of boards, but something was burning inside me to do something more. But what?"

Bill's Stage One – Discovering Vision

"So, I read [Halftime](#) and I took it down to the lake house, and I spent nearly all summer reading it, answering the questions, writing the questions down in a book and just really took it extremely seriously. At that point I knew that God was going to take me to a better place. I knew He had something in mind for me. I've always thought that I was brought back healthy from Viet Nam because He had plans for me later in my life."

Bill's Stage Two – Guided Reflection

Someone invited Bill to a one-day Halftime event to explore, among peers, what his unique calling might be. “A friend and I drove up to Indianapolis to a Halftime event which ignited the fire in me. I decided to get a [Halftime coach](#). I finished the coaching process in eight or ten weeks - because I was so passionate about finding what it was that I needed to do with the rest of my life. ***My personal mission statement that came out of the coaching is ‘to help military families across the United States in times of crisis’*** - that was it plain and simple.”

Bill's Stage Three – Diverse Exposure

“I started calling people from the Joint Chiefs of Staff, to fellows in Seattle that I talked to, and all across the country. [Greg Murtha](#) at Halftime gave me a number of military contacts to call, and when I would call one of those people it would link me to somebody else, and they’d say, ‘you need to call somebody else’. Most of them had started something and that’s what I wanted to do, and I thought that was kind of the goal of Halftime. So many people had started so many wonderful things, and Bill Roby wanted to start his 501C3.”

“I continued studying – I read the book [From Success to Significance](#). At one point, I don’t know how many months, I was stuck in halftime. So I read the book, [Stuck in Halftime](#), and I knew I would get through the stuck period. I just didn’t know how, or when, or where, or how it was going to happen. I kept praying get me through the stuck part, and get me to where the action is. Get me where I can make a difference for military families.”

“In 2007 Lt. Colonel Oliver North came to town, and within ninety days of that, General Colin Powell came to town. I knew they knew what was going on in the whole world of military families and how I could help them. They both said ‘We’ve got plenty of military aid organizations, you don’t need to go start one.’ They pointed me to a wonderful organization called [USA Cares](#).”

Bill's Low Cost Probe

“So with that I made a few contacts, and felt God was pushing me very strongly toward getting on [USA Cares](#)’ Board of Directors. I travelled to talk to them, went to meet several other board members, executive directors, and I just knew that was where I belonged. Somebody sent me the next Halftime book [Finishing Well](#), packed full of stories of what others were doing in their second-half, and it continued to motivate me. I got started on the board of directors of [USA Cares](#) and I think they could see that I was serious and wanted to make a difference. To continue to refine my second-half plan I signed up for [The Halftime Institute](#) – two days in Dallas with Bob Buford. What I found to my surprise was that of the nine or ten people there in my group I was furthest along in discovering what I wanted to do.”

“So, I’ve been out trying to raise an awareness of [USA Cares](#) for the past couple of years. I’ve had some success. We’re developing an advisory council, and my goal is to develop an advisory council of probably twenty people, passionate about helping military families here in Louisville as well as developing an advisory council across the country. I’m really not a good fundraiser per se, I’ve never enjoyed doing that. But when you’re extremely passionate about what you’re doing, it’s not too hard to ask for money, and it’s not too hard to find it.”

The Power of Just Getting In the Game

“The Board has witnessed my passion and desire to help Military families around the country. This past week, much to my surprise, the Board nominated and approved me as Vice Chairman for a 2 year term and on January 1, 2013, I will become Chairman.”

Bill's Stage Four – Enduring Impact

What will give Bill endurance? “The reason that I’m so passionate is because I don’t want these young men and women today to go through what I went through. Now I can help keep some remain in their home, keep them from getting foreclosed, help them with PTSD, etc. Through all the [USA Cares](#) programs, every time I raise money I know I’m making a difference in the lives of these people.”

That kind of passion and focus will give you staying power.

“What I would say to others is that the halftime experience is a process. So take a step. If you think you hear God telling you [through prayer and the Scriptures] that He has a plan for you, you’ve got to trust Him that sooner or later He’s going to open that plan up to you. I was completely stuck for a year but, why did I get a one-on-one time with Colin Powell and Colonel Oliver North? All of this was part of God’s plan, and He just exposed it to me. Keep asking Him to show you the plan.”

Interact with Bill Roby at WRoby@BBandT.com or explore USA Cares at www.usacares.org