



Knowing "Why" adds purpose and satisfaction to the daily task in life.



The Christian Advantage

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Why

Scriptures – Why

Revelation 1:8	The Lord is the Alpha and the Omega.
Ecclesiastic 12:13-14	Fear God and keep His commandments.
I Peter 3:15	Always be ready to give an answer for the hope that is in you.
Jude 1:25	God alone be the glory.
Luke 12:40	Be ready, the Son of Man is coming when you do not expect.
I Corinthians 6:9-10	The unrighteous will not inherit the kingdom of God.
Luke 12:33-34	Lay up for yourselves treasure in heaven.

Devotional

Thoughts for consideration:

Mankind does not know the answer to every WHY.

The One True and Living God, who created the universe knows everything.

Life has significance when what we are living for is worth dying for.

Questions for discussion:

1. What adds significance to life? For a child? For an employee? For a business owner?
2. Why do we often get tense or up tight when people ask us a “Why” question?
3. Is it more important to be able to answer “Why” or “How” questions? Why? Which is more difficult?



Why

Revelation 1:8

"I am the Alpha and the Omega, the Beginning and the End," says the Lord, "who is and who was and who is to come, the Almighty."

Ecclesiastes 12:13-14

Let us hear the conclusion of the whole matter: Fear God and keep His commandments, for this is man's all. For God will bring every work into judgment, including every secret thing, whether good or evil.

I Peter 3:15

But sanctify the Lord God in your hearts, and always be ready to give a defense to everyone who asks you a reason for the hope that is in you, with meekness and fear;

Jude 1:25

To God our Savior, Who alone is wise, be glory and majesty, dominion and power, both now and forever. Amen.

Luke 12:40

Therefore you also be ready, for the Son of Man is coming at an hour you do not expect.

I Corinthians 6:9-10

Do you not know that the unrighteous will not inherit the kingdom of God? Do not be deceived. Neither fornicators, nor idolaters, nor adulterers, nor homosexuals, nor sodomites, nor thieves, nor covetous, nor drunkards, nor revilers, nor extortioners will inherit the kingdom of God.

Luke 12:33-34

Sell what you have and give alms; provide yourselves money bags which do not grow old, a treasure in the heavens that does not fail, where no thief approaches nor moth destroys. For where your treasure is, there your heart will be also.

*All Scriptures taken from the New King James Version



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Examples

SEGMENT ONE:

Richard Stockton, Carter Braxton, John Hart, and others put their family fortunes on the line when they and fifty-three others, signed the Declaration of Independence. Richard and Carter died paupers. John's estate was one of the first destroyed when the British attacked. Each of the signers of the Declaration of Independence had a clear understanding of the "Why" behind their actions.

William Wilberforce toiled for 15 years in the parliament of England for the abolishment of slavery. "Why," because it is wrong to forcefully take individuals from their homeland, transport them 2,500 miles to another part of the world, and sell them into bondage. He was called by God to take a stand against slavery. He understood the "Why" behind his actions. It gave him a level of persistence few individuals have the patience for.

Business leaders who understand the Biblical instruction "a borrower is servant to the lender" will go to great lengths to be debt free, or at least to minimize debt within the business God has entrusted to them.

Warren Buffett stated he "does not like debt and does not like to invest in companies having too much debt, particularly long-term debt. With long-term debt, increases in interest rates can drastically affect company profits and make future cash flows less predictable."

An article by Matt Krantz with *USA Today*, entitled "Companies With No Debt Fly High" states Microsoft, Walgreens, Cisco Systems, and William Wrigley do not have and have never had any debt. Matt includes a quote by Peter Andrew, analyst at A.G. Edwards, "What kills companies is debt. Without debt, companies have the financial wherewithal to survive."

Understanding the reasons behind being a debt-free business allows these and other businesses to thrive, especially during downturns in the economy.

Ken Eldred in his book *God is at Work* shares several stories of individuals and companies who are making a difference because they have a clearly understood "Why" in business.

- Dan Carless applied his experience in real estate to build affordable housing in Colorado Springs. His comprehensive business model included providing financing along with short and long term financial planning for the new homeowners. Investors were encouraged to use the anticipated 25% ROI after 14 months to contribute to charities of their choice.
- Clem Schultz started several successful manufacturing companies in East Asia. Each plant had a business plan concerned with economic results and a "Great Commission plan" with spiritual impact goals.
- Brett Johnson and John Warton are two of many business leaders who lead short term business trips to under-developed countries to establish businesses based on Christian principles and to have an opportunity to witness for Christ.

A clear vision and mission statement goes a long way to answer the "Why" questions in business.

One example is Service Master, a publicly traded company. Their mission statement is on a large granite wall just inside their headquarters in Chicago. Their mission statement is: "Honor God in All We Do, Pursue Excellence, Help Develop People, Grow Profitably."

Over the years this mission statement has guided many decisions relative to the products and services offered, as well as relationships with employees, vendors, and customers.



Why

Examples

The April 2007 edition of *Business 2.0* highlighted several businesses focused on being “green” whose “Why,” at least in part, is to care for the land and seas we live on by conserving resources. Three of the companies highlighted were:

- G-Sky, a Vancouver, British Columbia company, founded in 2004, began offering plant-filled wall panels to be applied to any surface. “Why?” To provide significant bill-saving insulation with less load bearing strain on a building. In 2016 over 4,000,000 square feet of green roofing was installed in the U.S. in 889 projects according to the Annual Green Roof Industry Survey report.
- Yulex, a company located forty minutes south of Phoenix, Arizona, planned to revolutionize the rubber industry. One of their products is a better rubber glove (less allergenic and with increased elasticity) made from guayule bark. “WHY?” To “create a whole new industry” and make guayule a household name. In July 2012 they received a \$6.9 million grant from the USDA to develop tires in a joint venture with Cooper Tire. In 2013 they were awarded the Environmental Product of the Year award for Transformative Technologies. Yulex ranked in the top 35 companies in Advanced Bioeconomy in 2015, with CEO & co-founder Jeff Martin among the top 125 leaders in this field.
- Powercast, developed a method to turn radio waves into DC electricity. “Why?” To get rid of electric cords for low voltage devices such as battery rechargers. Founded in 2003, they were awarded their 46th patent in 2018. Innovators in their field, they introduced the first Batteryless Electronic Ultrahigh Frequency (UHF) Retail Price Tag at the RFID Journal LIVE! Conference held in Orlando in April 2018.

While asking “Why” questions, be sure to include “Why” it is necessary to operate a profitable business. So the business is sustainable. To enable the business to be a conduit for blessing others. To fund ministry. To have a viable business, free to operate wherever God directs, possibly the best opportunity to introduce Christ in countries closed to the gospel.

So, how do we discover the “Why” behind the things we do, to be assured they are aligned with a Godly purpose? Some options to consider are: personal or group retreats, counseling, continual education, and coaching.



Why

Foundation, Fear, Future

EXERCISE ONE:

Our actions are based on what we believe. What we believe is dependent on:

1. The repetitive messages we expose ourselves to each day (the culture we live in).
2. The questions we ask (or refuse to ask).
3. The answers we receive (spoken or by example).

List 3 "WHY" questions you believe are the foundation to living a productive life.

List 3 "WHY" questions you prefer not to answer (hope you will never be asked).

List 3 "WHY" questions you would like to know the answer to.

"What man actually needs is not a tensionless state but rather the striving and struggling for some goal worthy of him. What he needs is not the discharge of tension at any cost, but the call of a potential meaning waiting to be fulfilled by him."
- Victor Frankl, Holocaust survivor (1905-1997)



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Thank you for your interest in The Christian Advantage! We hope you have enjoyed this sample of one of our foundational lessons. If you are interested in further segments of this lesson or other topics you may purchase full topics at our website: <https://thechristianadvantage.com/group-study-lessons/>

We encourage you to attend one of our regular informational meetings to learn more about the history and purpose of The Christian Advantage. You may sign up to attend our free informational meeting here: <https://thechristianadvantage.com/tca-intro-meetings/>

Finally, if you would like to learn more about The Christian Advantage and how it can benefit you and your business by meeting with our founder, Bruce Zoeller, email him at BZoeller@TheChristianAdvantage.com to schedule a phone call or meeting.



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