



Lecturing from the President Byeong
in the light of
Ministry, Philosophy, and Leadership of Dr. Melvin
(Number 32)



You can be success

Dear Students,

(Rev. Melvin had written these three elements, Hard Work; Quality Control; and Shrewd Marketing, for success, so I quoted it here directly. - *Dr. Byeong*)

These three convictions, *Hard Work; Quality Control; and Shrewd Marketing*, drive lay and clergy leaders of successful lay pastoral care "business." Likewise, individual lay pastors become success when driven by these same convictions. Considering that Mr. Thomas Wendy's ongoing business in the States is selling great hamburgers to the public, and that the Lay Pastors Ministry's business is "selling" great love and care to God's people, let's look closely at Thomas' three-point success formula.

HARD WORK

A successful ministry doesn't just happen. Think how hard Jesus worked at His ministry: walking myriads of miles; teaching and healing by day, praying by night; dealing with hostile officials on one hand and squabbling, slow-learning disciples on the other; weary and hungry; betrayal, denial and desertion. He not only made the take-up-your-cross for being a disciple, he took up His cross - literally. He worked hard physically, mentally, emotionally, relationally, and spirituality.

Think how hard Paul worked at his ministry. Listen to him: "I have worked much harder [than other Israelites] ...have been in prison...been flogged...exposed to death again and again.. shipwrecked...I have labored and toiled and have often gone without sleep...I have known hunger and thirst ...I face daily the pressure of my concern for all the churches." (II Cor. 11:23-28). Someone said, "Having a dream takes imagination; making a dream come true takes work." Every successful business person, every successful lay pastoral care ministry leader, and every successful lay pastor, testify to the HARD WORK conviction.

QUALITY CONTROL

"Excellence in all things and all things to God's glory," so reads the plaque on a church wall. Excellence in people's spirits control the quality in their life and ministry. God gave Moses requirements for constructing a world class tabernacle (curtains of finely twisted linen, gold hooks, acacia wood frames..."by a skilled craftsman"), better-than-Armani "suits" for the priests (finely twisted linen, braided chains of gold, engraved onyx stones, "the work of a skilled craftsman." (Exodus 26 and beyond) You can be sure Moses assumed the QUALITY CONTROL task because he was accountable to God for "excellence in all things and all things to God's glory."

A successful pastoral care ministry will be led by and carried on by people of quality: inner quality of spirit (love for God and love for neighbor), and outer quality of body, "words and actions" (I John 3:18). The Apostle Peter wrote, "Your beauty should be...that of our inner self." (I Peter 3:3-4) The "nots and buts" of the Lay Pastors Ministry Magna Charta (I Peter 5:1-4) control the quality of shepherding God's flock:

Not because you must, but because you are WILLING;
Not greedy for money, but EAGER to serve;
Not lording it over others, but being EXAMPLES.

Willingness is one's spirit surfaces as authenticity, and is perceived as "for real" by the receivers of lay pastoral care. **Eagerness** in one's spirit as passionate commitment, and is perceived as such by the receivers of lay pastoral care. Accepting the role of **example** in one's spirit surfaces as godly living, and is perceived to be standards for Christian conduct by the receivers of lay pastoral care.

Both ministry leaders and individual lay pastors need to be committed to quality. And by setting standards, politics, procedures, and biting-the-bullet evaluation, quality can be controlled. Successful ministry leaders and ministry doers testify to the QUALITY CONTROL conviction.

SHREWD MARKETING

In one of His parable, Jesus legitimizes (even encourages) shrewd ministry methods by commending the dishonest manager for his shrewd business methods - "For the people of this world are more shrewd in dealing with their own kind than the people of light." (Luke 16:8)

Shrewd means foxy, artful in wielding practical skills, cautious, sagacious, perceptive, sharp in the ways of the world, and "cool." Jesus meant all of the above when he sent out the Twelve with these instructions: "Be as shrewd as snakes and as innocent as doves." (Matt. 10:16)

How do you combine these two opposites - snakes and doves? The one is sneaky, subtle, deceptive, frightening and deadly (a symbol of Satan); the other is pleasant, graceful, attractive, out in the open (a symbol of peace, love and Holy Spirit). Here's how:

Be realistic - see things as they are, use the eyes of secularists.
Be expedient - be pragmatic...do what works; fight fire sith fire.
Be aware - be wary, alert to the character and motives of people.
Be aggressive - get "in their face;" go after them; get the jump on them.

Realism, expedience, awareness and aggressiveness....all in a spirit of respect, humility, love, without violating our Christian principles. Jesus was being all of the above as He drove the animal peddlers out of the temple, labeled the Pharisees "hypocrites," and stood before Pilate in non-defensive silence.

I'll list four more usable ideas from the Dave Thomas' success story and leave them for creative and enthusiastic readers like you to flesh out:

DISSATISFACTION WITH THE STATUS QUO

Thomas Wendy's restaurants started with Thomas' frustration at not being able to find a good hamburger in downtown Columbus, Ohio. The Lay Pastors Ministry started with a pastor's frustration at not being able to personally care for all his people, or to hire a staff large enough to do it.

SUCCESS IN AN ALREADY CROWNED BUSINESS

Thomas demonstrated that success could be achieved in a highly competitive segment of the restaurant business. Church leaders, lay and clergy, who see the possibility of lay people doing pastoral care, compete with an already crowded church program, overextended personal schedules, and the already overlapping commitments of prospective lay pastors. Tight church budgets are also a challenge.

GENUINENESS AND INTEGRITY ARE ESSENTIAL

Thomas was not only a success in business; he was a success in life. In addition to managing a rapidly expanding international business, he became a leading champion for the adoption of foster children, arguing that they needed to love in their lives. The former president George Bush named Thomas national spokesman on adoption issues. President Bill Clinton thanked him personally for his leadership. Thomas' valuable involvement in this great need is undoubtedly attributed to his childhood experiences. Lay pastors can likewise draw on their life experiences of sickness, troubles, loved-one's death, need for God, spiritual journey, and the like, to be genuinely emphatic and helpful to their people.

Dave Thomas died a success. When Jesus approached the end of His life on earth, He prayed, "Father...I have brought you glory on earth by completing the work you gave it me to do." (John 17:4) I want to be able to tell God the same at the end of my life on earth. That's what being a success means. Applying this meaning of success, I want to be a success and I want you to be success. With the prodding and power of the Holy Spirit, we shall make it.

-by Melvin Steinbron