



Lecturing from the President Byeong
in the light of
Ministry, Philosophy, and Leadership of Dr. Melvin
(Number 42)



Good personalities

Dear students,

Statistics show that 95% of people who subscribe to life insurance are moved by the personality of insurance agents rather than the insurance content itself.

Some people are good at sales, but many are not. In fact, such sales, or insurance. In addition, there are many cases of hesitation to buy things. I'd say I'm part of that kind.

When I was a seminary student, I had experience in sales as a part-time job. I've sold books and other things. I wanted to earn my tuition. By the way, I had no experience in that field. In the end, I couldn't sell anything. I found it very difficult to sell something to a complete stranger.

I think it reminds me that "rapport" is important in words that we know well. It also means mutual understanding, trust and cooperation. Rev. Melvin, who motivated the establishment of Melvin University, also wrote about this in a letter to lay pastors. What he was talking about is good rapport. It was said to be a tool to open each other's hearts, and he expressed harmony, familiarity, and even similarity.

Some personality that makes others feel bad, some personality that doesn't care about other people's rights, some personality that always disagrees, personality that always creates discord. It is said that there is a high chance of failure in this nature. On the other hand, people who are good at negotiating with others and harmonizing are more likely to succeed. In other words, it is very important to develop personality and character.

I've read Stephen Covey's book a few times over again. His conclusion was about characters. To emphasize this, in many ways, I have heard many illustrations.

Can a good personality be developed? I think it's possible. I think that personality and attitude can change, even if character does not change. Furthermore, I think this is one of the reasons for studying and training.

Usually, when you look at people with bad personalities, you find that they are not like that, but they are because of the situation and environment.

Then why is a good personality so important? First, it is very beneficial to ourselves. There are times when we don't, and we become very hurtful to ourselves. Therefore, it naturally appears in relationships with others, causing double wounds. Furthermore, the number of people suffering from triple and quadruple work increases as they show distorted expressions and behavior in all relationships. How sad it is for us to live in harm's way when we are supposed to help people!

Weekly Axiom

Goodness is about character - integrity, honesty, kindness, generosity, moral courage, and the like. More than anything else, it is about how we treat other people.

(Dennis Prager)