

Weekly Column
Korean Newspaper



Melvin University
and Me

Need for a sense of urgency

Prof. John Kotter of Harvard University wrote a book called "Leading Change," in which I learned about beneficial insights and urgency. I've never heard of this term, and I find it really useful, so I've used it many times. As we know, a sense of urgency is important to move people's minds. That's why John Kotter talks about it.

That is a concept that we always need and valuable. Otherwise, people will become sleepy and lazy, and even the initial passion will slowly fade away. Urgency always awakens people. As Rev. Melvin said, if they don't keep moving, they tend not to move. That is human nature. Prof. John Kotter mentioned some mistakes why some ministries fail, first of all because of the lack of urgency, and in a word, he said that too comfortably and has a problem accepting complacency as a daily routine.

We can maintain a sense of urgency if we are meant to have short-term projects. Therefore, we need to try a short-term project and after completing it, we need to try another project to achieve another result. That will make us tense and achieve. Then people will see the potential for the organization they belong to. What are the consequences of a lack of urgency? Even if the leader says a new idea, it doesn't work. In short, they don't try to move because they're

not in an urgency. If this situation lasts for a long time, it takes a long time to recover again, and it is expensive, and in the worst case, it does not develop at all. Because if there is no sense of urgency, in short, people only do what they need, so they don't make extra efforts.

The same was true of the project to build our Melvin University. Do we have enough urgency? used to ask myself. Especially, it is a necessary question for those who expected to sponsor school construction. Are they feeling a sense of urgency about preparing and sending the promised funds? Otherwise, they won't.

On the other hand, how can we create a sense of urgency as leaders? This is also a sensible question and needs to be addressed. Sometimes we need to create urgency from ourselves, not from the outside. In my opinion, as already mentioned, a successive "short-term project" is one option. We must achieve the short-term project completely, even if it is small. It is believed that such short-term plans and its achievements can continue to create the necessary urgency.

Another, there is no sense of urgency in a decision without a deadline. Deadlines are necessary for even small things, if necessary. So the decision and deadline (Decision and Deadline) have to go hand in hand. Is that true? Why? Once people hear about a project with a deadline, they are more interested than loosened. If not, they don't believe it because they don't think it's a serious problem. If you are not sure when it should be completed, it gives the nuance that there is no deadline. So a deadline is absolutely necessary if we really want to complete something.

People need to know when to really start, and when to really end. Then, it can give the task and responsibility for completion. Otherwise,

it is said that people tend to postpone it naturally and rarely finish it, or eventually become normal, and then mediocre it. It's natural for humans. However, it cannot be pushed deliberately. So how can you create such a sense of urgency? That is our job as leaders.

I've always felt a sense of urgency myself. If I hadn't approached like that, our ministry wouldn't have come this far. Maybe some people complained about my style, but it was, and that was me. I believe that God has given me the mission and entrusted me to complete it before I leave this earth.