



Lecturing from the President Byeong  
in the light of  
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## Goal and Purpose

Both are important, but I think the purpose is more important. The goal is the destination. It is necessary to score a goal. What you want to reach and what you want to achieve will be the goal. In other word, the goal would be what? and the purpose would be why. It is true that there is usually a lot of focus on what we want to achieve. We exchange a lot of questions like, "What do you want to do when you grow up?" I remember being asked this question a lot, too.

When I was in Korea, my goal was to have a lay pastors ministry. It was clear. Then another question came up. So why do I need to do it? What is the purpose of doing it?

Many people often hear that they fail in life. Napoleon Hill discovered the reason. He studied 16,000 people and found that almost 95% failed. The main reason he found was that they had no purpose. The answer to [why] is very interested in the purpose: that only 5% had a purpose, and they were successful because they planned and proceeded with it.

Achieving a goal in life is very important. And many people are pursuing it. But one thing they are missing is that the [purpose] of why they are doing it is not clear. So we need a clear purpose. A clear answer to why do I do this? The reason should be clear. So why is the purpose more important than the goal? Obviously, we need a goal, we choose what to do in our lives, but we need to know why we are doing this.

If the purpose is clear, I think it can make us a long-term running if we know why we should do it clearly. I have found it important to do something in the long run. Personally, I have been doing the lay pastors ministry for over 15 years. The purpose of this ministry was clear: "To help the Korean church." It was a clear answer to why I was doing it. The same is true now. Why do I try

to make university in Africa? I can say that the purpose is "to study young people" who are poor, and cannot study so that they can have a better future.

For example, when playing the arrow throwing game of 1 to 10 points, the middle is said to be 10 points and the outermost is 1 point. Where exactly do we aim it? The idea that we just need to go into the target is also comfortable. This is also thought to be the difference between goal and purpose. If you say goal, it means that you can aim anywhere on the target plate. Purpose means that you have to hit the center, which is exactly 10 points.

However, in reality, the CEO at the top may be a little weak in these things. He may not be able to pack it because he is busy, or he may be less interested in it because there is no talent in this area. So, whether someone become a staff member or a group who discovers the importance of such a thing first, they should actively take care of it.