

**Worldview for the Marketplace: AUDIO #10**

**LESSON AT A GLANCE**

**“Where Is the Value?”**

**Threefold Cord: Stewardship Skills**

**MASTER PRINCIPLE #10**

**Service is the foundation of every successful ministry.**

<p><b>Key scriptures:</b></p>	<p>Deut. 6:6-9; Matt. 6:24-34, 7:12, 13:22, 22:37-40; John 14:6; Acts 17:26; 1 Cor. 13:all; Phil. 3:12</p>
<p><b>Key concepts found in this lesson:</b> <i>What God values for people is what Christians in the marketplace should excel in providing for them.</i></p>	<ol style="list-style-type: none"> <li>1. Whoever truly serves leads.</li> <li>2. Believers are to value and promote what God values and promotes, not what mammon values and promotes.</li> <li>3. ‘Success’ is related to our service to God and if we truly serve Him, He releases fruitfulness to our assigned tasks and destiny.</li> <li>4. Successful people and organizations live in the question, “Where is the value in what we are doing?”</li> </ol>
<p><b>How each of these four major teaching concepts generally applies to the marketplace ministries:</b></p>	
<p><b>Key business applications:</b> <i>Christian business ethics are grounded in service and value that are aligned with God’s ethics and flow both internally and externally.</i></p>	<ol style="list-style-type: none"> <li>1. Internal service to employees and investors, and external service to customers and business partners, determines the true value of the company (stock evaluations, etc.).</li> <li>2. The true service and value of any enterprise is the degree to which its products and services embody God’s purposes for people (product and service ethics and quality).</li> <li>3. “Success” is blessing with our actions what God wants our customers to receive from us (compensation and pricing levels, etc.).</li> <li>4. “Value” theory and pricing requires us to be clear, and stay clear, on exactly what our goods and services are, providing what ethically serves the customers.</li> </ol>

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**You are called to co-manage God’s creation in Christ.**

*Romans 8:17*

**Study • Train • Obey**

## “Where Is the Value?”

### I. MASTER PRINCIPLE #10:

**Service is the foundation of every successful ministry.**

- A. This lesson concerns itself with what all of us hopefully know and are endeavoring to practice: serving God and people by caring for their needs, God’s way. We will be examining God’s revealed heart of love through His enabling nature.
  - 1. Love must ultimately be defined as enabling people to fulfill their lives and destiny in God’s will for them.
  - 2. God blesses people and organizations that operate through His principle of love(1 Cor. 13:all).
- B. We will also be dealing at length with the various concepts surrounding the notion of “value.”
  - 1. We will attempt to define some of the things God says He values.
  - 2. We will deal with the alleged “relativity” of value.
  - 3. We will discuss the truth that successful people and organizations are preoccupied with bringing true value to all they touch.

### II. Whoever truly serves leads (Matt. 7:12; John 14:6).

- A. The so-called “Golden Rule,” properly understood, truly is “golden.”
  - 1. From God’s vantage, “doing unto others” means treating them according to His standards, not ours. Ours are often seriously flawed, to be kind.
  - 2. If you truly love someone, you will give them (to the best of your ability) what the scriptures and the Holy Spirit say they need, rather than what they say they need.
- B. So called “servant leadership,” to be biblical, should achieve the following:
  - 1. Not be selfishly motivated by the Machiavellian notion of “stooping to lead,” i.e., be serving so as to capture those we serve.
  - 2. Not promote a disrespect for authority or the executive function of decision-making by promoting pure democracy. The Kingdom of God is not a democracy.
  - 3. Maximizing self-government; ownership, and group input; modeled godliness; accountability with consequences and rewards; a disciplined lifestyle.
- C. Leadership is designed by God “to cut a path and show a way to live, think, and act” (John 14:6).
  - 1. This should be true of us in our families, churches, and all organizations in which we influence or participate.
  - 2. Business or industry “leaders” are not true leaders because they are the first to do something or achieve something. They are leaders if they demonstrate a new way to create more value, for more people, in a more efficient manner.

<b>Worldly Deceptions</b>	We are told falsely that service can be an important means to achieving one's goals. Beyond that, in terms of "value", value and beauty are in the eye of the beholder. If people want it, sell it.
<b>Key Business Applications</b>	The truth is, internal service to employees and investors, and external service to customers and business partners, determines the true value of the company (stock evaluations, etc.). Serving others must be done according to God's standards and with the correct motives.

**III. Believers are to value and promote what God values and promotes, not mammon**

(Matt. 6:24-34, 13:22).

- A. "Mammon" is commonly understood by those who have studied this issue to actually be a demonic personage in the ancient world.
  - 1. If this is true, Mammon is a being who is closely linked with controlling the financial systems of Satan's world government.
  - 2. It is also true that this spirit makes us "anxious" (Matt. 6:25,27,28,31,34) over our material possessions and drives us with a spirit of "never enough." Earl Pitts has some excellent material on this subject.
  - 3. This "anxiousness" is also a prime cause for a weak or failing walk in Christ (Matt. 13:22).
- B. Wise Christians will leave businesses, investments, or services that cater to vanity, pure materialism, greed, novelty, or impurity.
  - 1. We should not expect God to bless or support enterprises catering to man's fallen nature.
  - 2. As God continues to judge materialism, greed, dishonest financial reporting, and our exporting of sin around the world, it is a good time to connect with honest people and honest products and services before the flood water rises.
- C. Believers should be thinking about three things, beyond what has been mentioned, in terms of creating a more biblical social economic system.
  - 1. The creation of "Christian economics" with high turn-over of internal goods and services and barter.
  - 2. "Gleaning" possibilities for the needy.
  - 3. Discipling and apprenticing for qualified people as a part of their academic training.

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<b>Worldly Deceptions</b>	We are told falsely that business should be about giving people what they want and stimulating their need for it.
<b>Key Business Applications</b>	<i>The truth is</i> , the true service and value of any enterprise is the degree to which its products and services embody God's purposes for people (product and service ethics and quality).

**IV. Success is related to our service to God, and if we truly serve Him, He releases fruitfulness to our assigned tasks and destiny (Acts 17:26; Phil. 3:12).**

- A. As Acts 17:26 tells us, God has created a design and a destiny not only for individuals, but whole nations and people groups.
  - 1. "Value" or "success" must then be measured against God's design and destiny for individuals, families, churches, businesses, nations, and people groups.
  - 2. This concept raises the question of the need to discover God's intended purpose for people, things, and organizations and to follow the DNA of that discovery, keeping that DNA as the guideline for how we serve them in fulfilling their destiny.
- B. "Success" therefore becomes a relative term as measured against the question, "What was in God's mind for creating this?"
  - 1. The Apostle Paul shares his driving motivation to discover God's DNA for his own life in Philippians 3:12.
  - 2. To be good at what I am not called to do, and focused there, is a form of failure.

<b>Worldly Deceptions</b>	We are told falsely that success is measured by achieved personal goals and the attaining of the means to do as we desire.
<b>Key Business Applications</b>	The truth is, "success" is blessing with our actions what God wants our customers to receive from us (compensation and pricing levels, etc.) Real success must be measured against God's design and destiny for an individual, a family, church, business, nation, or people group.

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**V. Successful people and organizations live in the question, "Where is the value in what we are doing?" (Deut. 6:6-9).**

- A. Value, as we have already seen, is based on God's values and purposes, not man's.
  - 1. God's values must become our ethics for both ourselves and what we promote that others see the value in as well.
  - 2. Therefore our goods and services should have an "evangelistic" dimension to them; they should carry God's values in how they are promoted, produced, and priced.
- B. Our business organizations should therefore continually stand in these questions and evaluate the actions the answers appropriately require:
  - 1. Are we educating those in the organization on the values of what we seek to be and sell to others? How do we prove this or test it?
  - 2. Are we "catechizing" our people in these values so that those values become a part of who they are (Deut. 6:6-9 as a methodology)?
  - 3. Are we surveying our clients and customers to see if they are getting the values we

want them to see in what we are doing or providing?

4. Is our internal and external communication clearly promoting these values, and how are they showing up in what we offer?
5. Are we wholistically building on a business model that presses us into this reality?

**THE THREEFOLD CORD OF  
CAUSE, COMMUNICATION AND COMMUNITY**



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<b>Worldly Deceptions</b>	We are told falsely that the bottom line is the bottom line.
<b>Key Business Applications</b>	The truth is, value theory and pricing require us to be clear, and stay clear, on exactly what our goods and services are, and that they serve our customers ethically.