



Creating a Simple Plan for Doing Ministry Through the Business

Reach the Many by Helping the One

Do you ever get overwhelmed at the millions of people who need help in the world?

Maybe you've had one too many solicitations at the grocery store or one too many support letters sent to your address. With all the news channels broadcasting the hurt and pain around the world, with all of our friends posting their needs on social media, and with all of the hyper-connection we experience today, it's easier than ever to become overwhelmed by the needs of others.

So how can you help **everyone**?

As pastor and leader-developer Andy Stanley points out in a sermon, that's not the right question. It's not, "How can I help **everyone**?" but, "How can I help **one***?"

We have to admit that we have a limit on our capacity to do good works. We simply cannot do it all. We cannot be the supplier to everyone's needs. And that is something that we need to face sooner than later, or else we'll drown in constant requests for help.

Here's the main takeaway of Andy Stanley's message:

"Do for One Person what you wish you could do for Everyone."

Here are three ways that you can live this out:

1. Go deep rather than wide.

Rather than spread your resources, time and attention thinly, go deep with one person and invest greatly in them. This takes more time and intentionality, but in the end, will yield much more impact.

2. Go long term rather than short term.

Andy Stanley shared the story of Jane, a homeless woman who ended up in their church, listening to a sermon from Andy. After the sermon, she went up and asked to talk to Andy about some problems she was having. That began a 20-year relationship of Andy and his family helping Jane in her various problems with family, drugs, abuse and life on the street. Andy described how you can only take on one of these in your life at a time. In this particular case, Andy witnessed her gradual transformation to someone who was leading support groups for other women that helped them deal with addiction and abuse.

3. Go time, not just money.

Money is all too easy to give for many of us. It's largely hands-off, and sometimes doesn't take much energy or thought to give it. The measure of love you have for someone is more accurately determined by how much time you spend with them. So yes, support them with your money, but more important than that, support them with your time and talent.

What about in your workplace? This week, instead of worrying about how to reach your entire team, what if you focused in on *one* team member who you could invest in? Instead of fretting about how to please every one of your customers, what could you do for *one* of them?

Isn't it interesting to think about how the demands facing a modern executive are similar to the demands that faced Jesus? So many things to do, so many people wanting his attention. Always one more person wanting help, and dealing with the pressure of pleasing massive crowds. But Jesus didn't seem too worried about any of this. He just kept calmly helping person after person, in no hurry at all to fix everyone's problems. And those few people? They spread the news to the crowds.

When you focus on trying to please the crowd, you end up pleasing no one. But when you focus on making one person's life better, the news spreads to the crowd and your message grows.

"Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up." (Galatians 6:9 NIV)

Here are some questions for reflection and action:

1. After watching the video, be still for a minute and pray. Who or what came to your mind?
2. Do you have a "Jane" in your life? If so, share briefly the difficulties and the joys.

2. Which of the following most closely describes the way you lead and serve at work? "Do for one what I wish I could do for everyone." or "Things need to be fair. Do for no one because I can't do for everyone."
4. If you don't already have your "one" in or through your business, how willing are you to pay attention and be on the lookout for the one? What could help you find that person?
5. Imagine what could happen if everybody at your business did for one what they wish they could do for everyone. What might be the temporal and eternal impact?

How might you encourage and provide an environment and opportunities where that could take place?



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