

God's Business Mission Statements

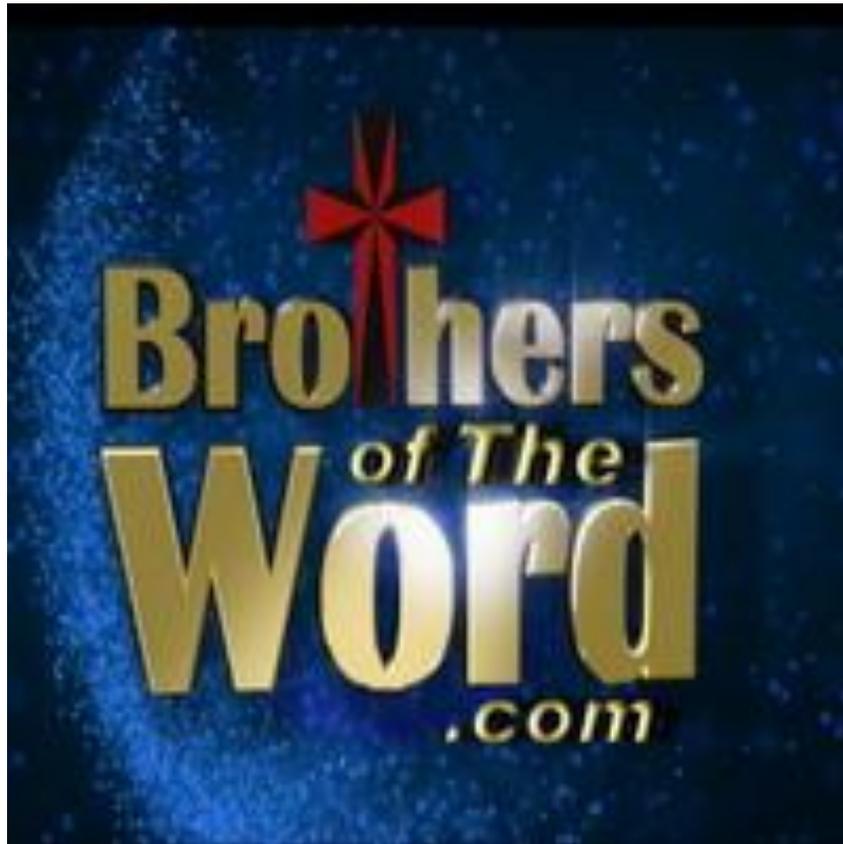
Sermon Title: **God's Business Mission Statements**

Sermon Number: **5907**

Speaker: **Nathaniel Bronner**

Link to sermon audio - <http://www.theonlineword.com/mp3/5907.mp3>

Link to sermon video - <http://theark.s3.amazonaws.com/vid/5907.mp4>



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Nathaniel Bronner: What are you going to do today to improve you?

Female: You are listening to BrothersoftheWord.com. This is part 8 of the series titled, "God's Business Mission Statements," subtitled, "We Shall Improve" by Nathaniel Bronner. This message is number 5907.

(Music Playing: 00:00:15 - 00:00:27)

And now for "God's Business Mission Statements", part 8, "We Shall Improve".

Nathaniel Bronner: Welcome to Brothers of the Word, because brother you need the word.

And as you know we would be in the middle of a series that for reasons that God knows and I'm understanding more and more. He simply -- He's been having me preach about the eight mission statements that He gave me, that God braved of the company that Pastor James and I run together. Right now, today we're going to be dealing with the seventh of those eight mission statements. And even though they are corporate, they all have a relevance to our personal world and our personal lives.

Mission statement no. 1. Always remain financially viable. We must make sound financial decisions to remain profitable to not only remain in business, but to prosper in business. No. 2. Use no deception. We must always be truthful both inside the company and to our customers, and to never use deception for a gain or other reasons. No. 3. All products and actions must be beneficial. Everything done at the woman.com must have an overall beneficial effect. No. 4. We shall strive to have excellent customer service. We shall strive to treat each customer relationship as we wished to be treated. No. 5. We shall strive to be the best in products and service. No company shall offer a better product value. No. 6. We shall strive to have the best environment. We shall do our best to maintain the spirit of diligence, faithfulness, excellence, trust, peace and harmony that shall transcend the office and spread to our personal relationships.

Today, I'm going to be dealing with No. 7. The seventh of the mission statements that God gave me. No. 7. We shall improve

each day, each week, each month, each quarter, each year, each decade, we shall strive to be better than we were before.

Do you not know? Have you not heard? The Lord is the everlasting God, the Creator of the ends of the earth. He will not grow tired or weary, and his understanding no one can fathom. He gives strength to the weary and increases the power of the weak. But it says this, "Even youths grow tired and weary, and young men stumble and fall; but those who hope in the Lord will renew their strength. They will soar on wings like eagles; they will run and not grow weary, they will walk and not be faint.

We know that verse, you know we soar, we like eagle, we run, and we know that verse, but most of the time with Bible verses we don't understand the content, one was getting tired, even the young folks, even the youths get tired. They were just getting tired and they get tired of doing good. They get tired of improving. They get tired. Often improvement is a habit, and it often involves during the same thing over and over and over and over again.

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Do you know, to improve your mind it involves doing the same thing over and over? You read, you study, you constantly grow, but that's the same thing over -- sometimes you just get tired to read, and all you want to do is sit in front of Netflix and just bench. No, you don't get tired of that, but you get tired of improving. You see it's the law of nature. It's a law of science that things -- it's actually the third law of thermodynamics, which deals with the increasing entropy of the universe. It basically says that any close system, there would be an increasing amount of entropy.

What it says in a simple nutshell, things left by themselves rot. That's what the third law of thermodynamics says, in a nutshell. If you don't put energy into something, it's going to degrade. It's going to pieces; it's going to eventually go to dust. We are the same way. That's why it so easy to go down. Do you know how easy it is to get out of shape? It's easy to get out of shape, but it's hard to get in shape. It's easy to sit in front of Netflix and just watch show, after show, after show. As a matter of fact, they get it now in Netflix where they have eliminated the opening scene.

For those of you who have Netflix and you know when you're watching, it used to be -- you know how when it come on it play the theme music and all that. Now, you don't see it in the last episode. So, the way they got it now, they have a little thing, there's a skip intro. So you don't even go through the intro anymore, because now people just want to be -- they don't even want to take the time to see the same intro over and over. So it just skips right pass it, so you can watch episode after episode, and it takes no energy.

I have a friend of mine. He's a man. I was watching this series and I have watched 12 hours in one day. He said, "Catch myself and turn it off," because it is so easy to go down. Anything left by itself without an input of energy degrades. It's the third law of thermodynamics. First law of thermodynamics is matter cannot be created nor destroyed. They had to change that when you got in the nuclear stuff, and all of that. The second law of thermodynamics is this. It says that an energy gradient of a higher source will always flow to that of a lower source, it will never go the other way around. What this says in a nutshell is this. If you got something that's hot and you got something that's cold, energy will always flow from the hot to the cold. That's why it's important who you are around. If you got a low energy person and a high energy person, the high energy person will never get energy from the low energy person. Always the energy flows from the high to the low, never from the low to a high. If you got a warm body that walks into a cold room, the heat flows from the warm body to the cold room, it never flows from the cold room to the warm body. That's the second law of thermodynamics.

So just the laws of thermodynamics apply in our personal life. Matter can neither be created nor destroyed. You have to get something from something, it didn't come out of nowhere. God is our infinite source, but it didn't come out of nowhere. If you want to improve, you got to be around an energy source. You got to be around something that's going to help you improve. In the Netflix does have a lot of documentaries, but somehow people don't be in your own documentaries. They just don't be on documentaries. There's a show called "We Are the Champions" which Bronner Brothers is the third episode. They have five episodes on that, and we're number three with the hair fantasy. I've watched the Bronner Brothers episodes twice. I have me watch them other folks, their documentaries. Documentaries are little bit different than you watching what's called the soap opera type. There's a

lot of action and drama, and you just caught up in it, just the good stuff that takes you up. It usually requires energy input into it for it to take you up. That's why that second law of thermodynamics is important, who you are around makes a huge difference. If you want to improve, you have to get around stuff is going up.

I want you to play the video. This is a video actually -- go ahead and just play the video.

(Video Start: 00:09:26)

Nathaniel Bronner: Six months ago, I attended a conference very similar to this in Texas, it was three days. They had some very powerful speakers, the fellow who wrote "Deep Work", Rory Vaden, there are a lot of powerful speakers there. They gave us included in the ticket price meals, but the ticket price for those three days was \$3,000. So, it was literally 12 times the cost of this conference, but I can honestly say I've got more out of this than I got out of that.

So, my question to you is, the value of this conference compared to so many others, the money that we pay is ridiculously low for what is traditional for conferences of this caliber. If some of us wanted to do more to help your organization, I have a two-part question. No. 1. Would you allow it? No. 2. How would we do that?

00:10:02

Male: Wow. Wow. Tell me your name.

Nathaniel Bronner: My name is Nathaniel Bronner.

Male: I'm going to walk by this time, I get, "Yeah". Thank you. I appreciate it.

(Video End: 00:11:44)

Nathaniel Bronner: Now this was about three years ago, I had attended a conference in California. I flew into one city. I had to drive for two hours to get to where the conference is being held, and I sat there during the conference towards the end. In that comment section, I was hearing God speak, "Get up and say what I'm

putting in your spirit.” I didn’t want to get up, I just didn’t. When I’m there to learn, I want to be in the audience, I’m going to shut up and I want to just sit down, and just listen and enjoy. But I kept hearing God with this leading to get up and say that. So when I got up and said that, and remember this is three years ago. He recently started a company that is going to revolutionize social media. They just open up the investment for it about a month ago and so far, they have raised nearly \$6 million. He sent that video to all of his folks. He said that was the thing that inspired him. When you are around folk with a certain mentality it takes everybody to another level. It’s the second law of thermodynamics, it takes everybody to another level. We shall improve. So, I went to that conference, but I talked about the conference that I gone to earlier. You got to get around people of a certain mentality, if you want to go to another level. It’s simple as that. So, some of you -- and you don’t have to go to conferences as you can read books, you can study. There’s a whole lot of ways to take your mindset to a whole different level.

And even within the company, we take an annual trip every year, and I started this, I don’t know 10 or 12 years ago, and we started -- we went somewhere local. I think our first trip, we went to Callaway Gardens. So, we got on the bus, went to Callaway Gardens. Came the second trip, we went on a bus. Third trip, we went on a bus. Finally, I said, “I’m going to take the company on a plane.” The problem was, I had people in the company who had never been on a plane before. They said, “Mr. Bronner, we’re scared with a plane. We’ve never been on a plane. We’re scared to get on the plane.” When you are around folk who is scared, fear spreads just as much as inspiration. What I had to do, I bought everybody a ticket. I said, “This is your plane ticket. This is where we’re going, the tickets are non-transferable and they’re non-refundable.” I said, “If you don’t go, I’m not forcing you to go. But if you don’t go, just take your ticket put in the trash can. Every person was on that plane. I had at one point, I was going to be democratic about it, and I was going to let people choose where we went. I was going to rotate it throughout the employees of the company. I had to stop that, because some folks were just scared. I said, “I can’t have scared folks picking where they’re going.” No. The spirit of fear will govern where we go, and their fear will limit us to where we’re going. One of the young ladies was Marie, and Marie was scared. She didn’t like to go anywhere. She was just scared.

This year, we're going here in the U.S. Next year, I told our national sales manager, I want you to choose where we're going. The next year, I told the plant manager, "You will choose where we're going." He said, "We're going to Hawaii." I said, "Then we're going to Hawaii." Then I'm hearing God says, "Let the ladies in the front choose where we're going for the year after that."

00:15:03

I was saying, "I don't know about that because they're scared." I don't know, but last time I asked somebody, they were scared to go anywhere. So, I went up front -- But again, I'm hearing God. See, if when you're around folks, it expands your mind based on who you are around. So, I walked up to the front and I said, "I'm going to let you all choose where we're going this year." I said, "Anybody got any ideas where you want to go?" They said, "Marie has been talking about --" she knows exactly where she wants to go. I said, "Oh goodness." I said, "Let's go and get the bus." Marie popped around the corner, she said, "Mr. Bronner, I know exactly where I want to go. I said, "Alabama, Mississippi, Tennessee, where you want to go," because I knew where it was, we're not going to be on a plane, it's going to be somewhere on a bus. She says, "I want to go to Dubai." I said, "What?" and it just shocked me. She said, "I saw James and Stephanie's pictures from Dubai, I want to go to Dubai." Here was a woman 10 years ago afraid to set foot on a plane, but because of who she was around -- and each time we took a step higher, and higher, and higher, and higher, she has now gone from not wanting to get on a plane to where it will be the company's furthest trip that we have ever tried. What? It takes 18 hours to get to Dubai. It takes 18 hours on a plane to get to Dubai, it would be the company's farthest trip. You see, we shall improve.

Some of you all right now, you're in a Mississippi lockdown. Your mind cannot even conceive of where God wants to take you, and I struggled with that for so long dealing with where God wanted us. I said, "I didn't want to go. I don't want all this stuff. I don't even want to go there. So, how can I take you to a private jet and I can't get you a seat in first class." See, sometimes we can't move to levels where God wants us to go because we're locking old mindsets, and sometimes we're locking old mindsets, because we're hanging around. We are hanging around people with no vision. We are hanging around chitterling mentalities. All of you

around, and all you see, and all you eat is chitterlings, all you can think about is more hot sauce and different kind of hot sauce for your chitterlings. You may not need a different hot sauce; you may need some other than chitterlings. But if all you around are chitterling eaters; all you will think about is different hot sauce for your chitterlings. We shall improve.

So, what it is about your life. When you adopt that mentality, every day, I'm going to do something. See this fellow Brian Johnson, who I follow. He sends out an email every day, and you have to pay to get his email. He sends it out every day and yesterday, I was with my son and I told him, "I'm starting a new program. I'm starting a gratitude journey." It was because of a book that Brian had talked about. It was a gratitude journal, so I'm starting a gratitude journal. When he talked about the statistics of people who have a gratitude journal. Now gratitude Journal is nothing sophisticated, it's just writing down every day in detail something that you are thankful for. When you do that, it changes your mentality, it takes you out of all of the pandemics, all of the economic, all of the racial stuff, all of that is negative stuff that's permeating the air that always has permeated the air, that always will permeate the air, it changes.

When you have to write down every day in detail something, you're thankful for. I started my gratitude journal yesterday, I said, "Lord, I thank you for my back." What kind of -- I said, "I thank you for my back." I went into this detail, because yesterday, we were rebuilding some stuff in our workout room, and I had to go to HomeDepot, I had to get some 4x8 pieces of plywood. So, I have my son come up in the van and I said, "I'm going to go get the plywood. So, by the time you get there, I'll have the plywood." But when I had to go and get the plywood, I had to pull the plywood off the rack. This big, old, heavy, three-quarter-inch thick. That thing was heavy, I don't know what. So, I had to pull the plywood, two big sheets of plywood, put in a (00:19:11), bring about, put it in the van, we got home, we had to move this big old platform. I'm pushing and pulling, and I realized later, I said, "I did all this heavy pushing, all this big, old heavy stuff," and my back feel fine." I said, "Lord, I thank you today." One of my son's couldn't help us, because he said, "Dad, I'm going to pull some. I'm going to pull some." In my gratitude journey, I said, "Lord, I am thankful for my back," because I've been lifting, pushing and pulling all this heavy stuff, and my back feel fine. Something like -- you know wrenched off because you're

toe walker, my back feel fine. This is what it said, but just a gratitude journal.

People who do a gratitude journal, who focus on the stuff to be thankful for, they are 25% happier, they sleep 30 minutes a night more, and they work out 33% more than people who don't keep a gratitude journal.

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There's something about just being thankful that just changes your whole world, and it takes you to a different level. We shall improve. I have a goal of getting better and better and better and better. But you get weary doing that because after you do it for a couple of weeks, you just getting weary of the same thing, and the same thing, and the same thing, and trying to keep better, try to steady, trying to stay in shape, trying to pray, trying to do all of this stuff, trying to help people. It's wearing something, but that's why you need to be around folks who are getting better. That's why you need to go places and associated, and read and just touch other folks who are going to do Dubai.

There's nothing wrong with going to Mississippi, but God may have you destined for greater stuff. When you are around and associate and learn, and imbibe and drink from a well of greatness, it will change your world. These fellows, they've raised almost \$6 million to go just raised \$11 million. He's got over 2,000 people who have invested from 70 different countries. We actually had a conversation with him over Zoom, Pastor James and I, and we were among the first 10 investors. They got over 2,000 there, but we were among the first 10. He said, "Nathaniel, what you said inspired me to do this." I said, "We're going to invest in the program, because I'm following you. I see what you have done." That's another principle, invest in somebody going somewhere. You can generally tell where somebody is going by where they've been. So, I said -- (00:21:45) where I was talking to pastor-- because he handles all the investments because I can get overboard on stuff. So, I said, "I like to invest this amount," and Pastor James, I think we already invest five times at it." I said, "All right, and that's what we did. We overnighted him a check to be among one of his first ten foundational investors. Now he's almost at \$6 million dollars, but he's going to change the world. We shall improve.

I want to ask you a question. What are you going to do today to improve you? What are you going to do today to improve you? All of us need improvement. There's no two ways about that. All of us need improving. Winston Churchill says this, "To improve is to change; to be perfect is to change often." None of us are going to be perfect, but we do need to do some major changing sometimes. Sometimes we don't want to change some stuff. There's the Peanuts, you know, the cartoon character. Charlie Brown once he was talking to the lines, and he said, "Perhaps you can give me an answer, Linus. What would you do if you felt like no one like you?" Then Linus says, "I try to look at myself objectively and see what I could do to improve." He said, "That's my answer, Charlie Brown. That's what I do. I look at myself objectively and see what I could do to improve." Charlie Brown looked at him and he said, "I hate that answer. I hate that answer. I don't want to improve. I want all the folks change it. I don't want to improve me, but we shall improve every day, every week, every month, every year, every decade, we shall improve."

So, I asked and I challenge you to seriously think about it, what are you going to do to improve you today, today, today. Do you realize what would happen, if we improve ourselves just a little every single day? Now, I cannot say whether things will get better if we change, but what I can say is this, they will not get better if we don't. I can't say that things will get better if we change, but I can guarantee you they will not get better if we don't. We shall improve. What are you going to do to improve you today?

I thank you for joining us today at Brothers of the Word. You can go to BrothersoftheWord.com and you can listen to the entire eight of the mission statements absolutely free. These are mission statements for corporate world, but they will seriously bless your personal world, because so many of them just like "We Shall Improve" applies to each one of us and to each of our lives personally. Thank you for joining us today at Brothers of the Word, because brother you need the word. Amen, Amen.

I'm going to ask Pastor James to come and close this out. That's why I said who you are around makes a world of difference. The reason that I was there at that convention is because Pastor James found the fellow. He said, "This fellow thinks just like you do."

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He reads a lot, he's a Spartan athlete, he focuses on family, he focuses on --". He said, "This fellow got the same mindset that you do, but he's coaching all these thousands of people. You may need to study this fellow." That's why I was there. Who you hang around, makes a world of difference in where you go? Amen.

Pastor James

Amen. Let's get pastor another hand for this entire series. Amen, amen. We thank him for sharing all of the things that God has ordered for our company, and our life and business, that's blessing us that it may bless you and your own personal world. This is one of the big keys is just improving, because no matter how good any of us are, we all have room for improvement. He said, "That's the largest room in the world, a room for improvement." We all are born with certain talents and gifts. We all are born with parents, but those are the things that really God has given us. You are born with those gifts and you're born with the parents that you're given. But how much we improve, that's really what we give back to God; what we do with the gift; how much we read and study, how much we practice. That's really how much we hone that. That's what we can give back to Him.

It's like Parable of the Talents. He gave 1/1 and 1/2 and 1/5, but it was what they did with it. The accountability factor, how much they improved, it was what they were accountable for. It wasn't a matter of how much they were given, but it was how much they improve what they were given. My mother, out of our entire 87 years of living, the thing that was most impressed upon our life from God in terms of messages from God that He shouted it out loud, there's this question is, "What have you done with the talents that I've given you? We all have been given something, but in the end, we're going to have to be accountable to what He's given us and what we've done with it. Some have been given greatness, some have been given small, but it's a matter of what you've done with it. He would rather for you to take something small and have doubled it, than been given something great and you just stayed all through your life right there where you were born with. So, it's a matter of the increase, the improvement.

So, just analyze your life off of this message today to think about in the last year, in 2020, when I had more time than any other year of my life, we have more time in 2020 than any you can

nowhere. You can go to the movies, you can go out to eat, so you have more time, more stuff, or couldn't go to work. Think about it; How much did I grow? How much did I read? How much did I study in this year when my outside influences were less than never? When I was stuck at home, how much did I improve? We want to have to give an account of that and we want to make sure that every day, every week, every month, every year, that we're improving. Amen.

Female: You are listening to BrothersoftheWord.com. This was part 8 of the series titled, "God's Business Mission Statements," subtitled, "We Shall Improve" by Nathaniel Bronner. This message is No. 5907. That's 5907. To listen to thousands of free messages or to send this message No. 5907 to your friend, go to BrothersoftheWord.com.

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Female: Listen to BrothersoftheWord.com often because brother you need word.

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