

God's Business Mission Statements

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

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Nathaniel Bronner: Every day is a new opportunity and everywhere you go there are people who need your help.

Female: You are listening to BrothersoftheWord.com. This is part 9 of the series titled, "God's Business Mission Statements," subtitled, "We Shall Bless Others" by Nathaniel Bronner. This message is number 5908.

(Music Playing: 00:00:20 - 00:00:32)

And now for "God's Business Mission Statements", part 9, "We Bless Others".

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

And as you know, I have been on a series dealing with the eight mission statements of my company. The eight mission statements that the company that Pastor James and I own and work in and today is the last of those mission statements. Now, the unusual thing about today, there are eight mission statements and I've already preached eight messages on the eight mission statements. The eight mission statements, I actually preached as no. 3. God redirected it because that eight mission statements is, "As we are blessed, we shall bless others."

I preach this as the third one, but yet God has me to not so much as duplicate it, but it's for a different angle. So, actually blessing others is a double portion, a double message, because it is really important. And in business in particular, most people understand the getting part, but it is a blessing others that we often have a difficulty of doing and partaking in because it is a natural nature to see about me and mine, but it is not a natural nature to bless others. It is not a natural nature to treat your neighbor as yourself. That is not a natural nature. That is a higher Christ-like nature. It is not a natural nature to forgive. Those are not natural natures.

Do you know even a child knows the words very clearly "it's mine"? They understand that very clearly, but to -- I've even seen it sometimes even in my children. I remember once we went to a restaurant and I got everybody some food and I asked, "Could I have a French fry?" and said, "It is mine. These are my fries." I'm thinking to myself, "I bought the fries. Yeah, I paid a penny for

it, but I can't get a fry." So sometimes our natural nature -- Now, they're matured, and asked back when they were little. Now, they would freely give daddy anything daddy asked. That was back when they were immature, little bitty boy, but that was back in the days of his mind, but sometimes it is so difficult for us to understand to truly understand the power of blessing others. Actually, even though the prior eight messages have been on the mission statements of our company, today is going to be a little bit different because it's going to talk about the mission statements and how another man did it. That man is actually is S. Truett Cathy.

For those of you who don't know who he is. He's the founder and former president of Chick-fil-A. He passed away at the age of 93 a few years ago, but Truett Cathy was a phenomenal man, not just in terms of business, but his philosophy, and how he let his philosophy flow through his business. When you look at their mission statement, a lot of companies just have one little line as a mission statement, but Chick-fil-A was very similar, or is very similar to the way we have ours, we got eight, and they have seven. It's interesting when I read what was in the middle of their philosophy. Their philosophy basically said, "We will let God be shown and flow through everything that we do. He saw a chicken, but he let God flow through his chicken.

See, no matter what you do, you can let the power of God flow through whatever you do, even if it's chicken, you can let God flow through everything that you do. I met with one of the members here last week, we had lunch, we just got on the subject of Chick-fil-A and Cathy. I looked up and I looked to see if he written any books. There was one particular book called "The Generosity Factor" by S. Truett Cathy and one of the gentlemen who actually wrote the book, but it was about the life of Cathy in a parable form. I purchased the book and I read it.

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Today I want to actually talk about what was in that book because it embodies the eight mission statements of our company, of the woman.com, "As we are blessed, we shall bless others." Cathy had this real fire, forgiving. That's what the book, "The Generosity Factor". There are very few business books about giving your money away. Most business books are about how to get more money. Very few books about giving your money away.

Almost 99.9% of the business books out there are how to get more, and more, and more, and more. But Cathy understood something, and you can even tell when you walk into their restaurant. When you ask for something, they'll always respond with those two words, "my pleasure". My son, Christian, began to respond to me when I would ask him to do something, and after he done it, he would simply say, "My pleasure."

You know, that's a different -- It's one of the reasons why I like my Alexa. I had one of little Amazon Alexas. I can say, "Alexa, turn on the main lights." The main lights will come on, and then Alexa will say, "Okay." "Alexa, turn the temperature to 75," the temperature will set to 75, and Alexa will say, "Okay." Do, you know it's just a pleasure sometime to be able to ask folk to do something and you never get any backtalk, you never get a frown. Sometimes, I just like 10 of Alexa to do something, because I know I'm not going to get any backlash, any hassle, any weirdness, and it's under from the sweetest tone, "Okay." I don't need the light to cut on, sometime I'll just say, "Alexa cut on the bed light," "Okay," and I just want to hit okay.

So, Truett Cathy understood the power of "my pleasure". It's part of their customer service declaration in their mission statement, just like we have in our mission statement. We want to have customer service, so we treat our customers like we want to be treated. But today I want to talk about, "As we are blessed, we shall bless others." In the book, "The Generosity Factor," Truett says, "First of all, there are four types of giving. You've heard three of these already, you give it your time, you give it your treasure, you give it your talent, but then he says, "You also give of touch." Some people just need to be touched.

In the middle of a pandemic, you can't touch anybody, but sometimes it's just a matter of touching a person's heart. It's just a matter of a compliment. You see something beautiful about them, you say something about them that warms them, you touched their heart. Sometimes people don't need money. They don't need your wisdom. They just need a good kind word. They haven't been uplifted. Some folks literally just need a warm hug. You would be surprised how rare it is just to have a warm genuine hug. I read once even about the statistics of a man who kisses his wife before he leaves for work will reduce his chance of getting an accident by half. So, men if you really want to make your driving safer, it's not the seatbelt, now wear your seatbelt, but just a kiss,

before you leave the house will reduce your accident potential by half because there's something about it. If you can just kiss your wife before you leave, something about that, it changes you. So, you just happy because if you leave and your mad, you're not even noticing what goes on -- your speed, you're more irritable, you won't wait, you'll have less patience, your accident potential doubles. So, there are some things that just even a touch -- So, Truett gave these four things of how you give your time, your talent, your treasure and your touch. In the book, he began to go through five basic things that you need to understand about giving.

Truett says, the first thing you need to understand about giving is he owns it all, he owns it all. Now, here is a man worth billions of dollars. At the time he wrote the book, he had over a thousand restaurants. He said, "The first thing you need to understand about giving is he owns it all." I don't care how much you have, he owns it all. You don't really in truth own any of it. He owns it all. You're only the steward of it. So, that's the first thing. He owns it all. I understand that clearer and clearer even in business. Even though we work hard, I look at all of our success, it began with a seed and it begins with a seed of a word of God, or an idea that's implanted, or even your put in certain positions where you're able to do certain things, you're born into certain places, it's not all you know.

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We have to work hard and a lot of people think that just because they work hard, it's all them. A lot of Christians mess up and they think it's all God. No, there's a part for you to do, and there's a part for God to do, so you have to do both of those parts. You have to do and work and sweat, and put what you're supposed to put it, but without the seed of God, without the blessing of God it comes to not. So, you have to understand Truett's first -- Even his name is different. You know Truett, the slang used to be when you said something was really right, you will say, "True that." So, it's not "true that", it's "true it ". So, it's true it. So, a lot of the stuff he has, is really true. He owns it all, and it changes your giving mentality when I understand it's not yours. Every one of those four areas is not yours. The time is not yours. You hear about a grace of God, and I don't think there's a person in this room or a person listening or watching me right now who has not had a situation that if God had not intervened, they wouldn't been

here. I know I've had several of them, it's just my fault. I've had several, I would be just sleeping on the road, driving and I nod off and I woke up all of a sudden. And if I just stayed for another two or three seconds, I've been slammed into a tree. How many of you all would have that? You know a bad situation whereby just a fraction you'd have been out of here. So, I've seen stuff.

Time is not -- a lot of people never made it out of the womb. So, there are so many ways that you could have been out here, so even your time is by the grace of God, your talent is by the grace of God. I just listened to Joseph as he sung. His middle name is Nathaniel, and a lot of people say, we just look a whole lot alike, but there's one thing there's not alike, I can't sing nearly as good as he can. I just can't. I was in the music business, I had to use my mind to try to create songs and put echo and all, I didn't have that good of a voice. I did not have that good of a voice at all. His voice is way better, way better than mine. My son, Christian has perfect pitch. I can't tell you what note is what. So, I just don't have -- See, what those talents they come from God. Now, you work, you develop, you practice, but perfect pitch is an inborn talent, it's something you're born with. You didn't earn it, you can't really train it, it's something you were given with. That kind of voice, you can train a certain amount to make your voice a lot better. All of you who've heard church choirs all these years. You all notice now that may be a revelation to some of you, but I'm going to just say this real softly, because I don't want to offend anybody, "Some folk can't sing." I don't care what you do, I don't care how much training you put on them, some folks can't sing. That's just all to it, some folk just can't sing. That's just all it is to it. It sounds like talent that you are graced with by the grace of God.

And then there's your treasure, all of our money, when you really understand truth comes from God. You see, even just where you were born makes a difference, how you were born, the country that you were born in makes a difference. You could have been born in another place, and you would have never had these opportunities. The U.S. is still among the top countries in the world. It's the promised land. That's why so many people try to get here. Even in the middle of a promised land. You could have been born over in the middle of some other place where they are just every day struggling and scraping trying to eat, they don't have clean water, they got disease running every, I've seen these places. So, you were born in a place that you had nothing to do

with. So, your treasure, He owns it all, and even the ability for your touch. Sometimes your ability for empathy your ability to comfort, all of this stuff, they're gifts that come from God. It's a gift. That's what George spoke about on his last message. It's a gift. So, when you understand all of these things as we are blessed to bless others, he owns it all. That's the first thing Truett said, "He owns it all."

Second thing he said is this, "Every day is a new opportunity, every day you have a new opportunity to bless someone." That's why, if you go in the evening my offices, if you go into my home, I've got this big old poster, and on the thing or my daily to dos, and one of them is help someone every day. Every day is a new opportunity. If you didn't help someone yesterday, you can help them today. If you don't help them today, you could help someone tomorrow. Every day is a new opportunity, and everywhere you go there are people who need your help, even if it's just a word, but when you start making it up in your mind and spirit, I'm going to be a blessing. I'm not just going places and see what folks can do for me, I am going to be a walking blessing. As we are blessed, we shall bless others. Every day is a new opportunity. He owns it. Every day is a new opportunity.

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The third thing that Truett said was, "Action required," action required. He said there's a big difference between your beliefs and your action. A lot of folks believe some stuff, but they just don't act on it. A lot of people believe you ought to be good, a lot of people believe you ought to be kind, a lot of people believe you ought to forgive, a lot of people believe you're (00:15:42). But there's a big difference between what people believe and what they do. Truett says, "Action is required." You must first believe it, but if you believe it and don't do it, you might as well not believe it, action is required. So, if you really believe that you ought to be a blessing, if you really believe that you are to help people, you need to start doing it. There's an opportunity every day for you to do this because he owns it all. So, that was the third thing that Truett said, "Action is required."

The fourth thing that he said is this. He says, "Remember your blessings," remember your blessings. When you learn how to remember and be thankful for all that God has given you, it changes your vibration. I talked about last week how it started

just a gratitude journal of at least thanking and being thankful for one thing every single day. It just makes a difference, because the world will gear you to focusing on what is wrong. God tries to give you the focus on the blessings that He has given you. When you start focusing on your blessings, it just makes a difference. See, the problem that psychologists say in terms of the reason why people are so stingy, is because of what's called the scarcity complex. The scarcity complex basically says that we often in this society, we exist in a mentality that certain things are scarce and I got to get all I can before it runs out. You don't really think about not giving somebody else or allowing them to have air, because there's no concept in the average person's mind that they're being a scarcity of air. There's just plenty of air, but you do think about there being a scarcity of money, and truth there's plenty of money. There's a distribution issue, there's not a shortage issue. There's plenty of money, it's just the distribution issue.

So, when you remember your blessings, when you start realizing God has blessed me with all of this. When you start realizing how much you have, it begins to change your mentality away from the scarcity complex. Some of you may be thinking, "Well Pastor, I'm having a little trouble paying some of my bills," that's in the treasury department, but there are different levels of treasure, and your money has nothing to do with those other three. You may be running short of money, but you got time, you got talent and you have touch. If you even take the percentage of your money that God has said, "Your treasure will even change." But first you have to remember your blessings of everything God has given you, and all of that He has blessed us with. When that happens, it changes what we have to work with. When we start writing down all of other stuff -- and I'm not talking about just material stuff. When you start writing down all the stuff that you have and all that God has blessed you with, and relationships, and health and clarity of mind and in peace, and all of this stuff, just even in food.

When go through the Bible, so much was about food. That was the main material issue. You know the biggest problem in America, the biggest problem turning them away. That's the biggest problem, and we have so much that we gotten excesses, so our biggest problem is trying not to each so much because we're blessed with so much. Remember your blessings. These are what

Truett talked about: He owns it all; Every day is a new opportunity; Action is required; Remember your blessing.

The fifth one of those five, “Thank you,” thank you. It’s one thing to remember your blessing, it’s another thing to thank him. See, when you start thanking God, you will eventually start thanking some other people too, because generally everybody has had someone in their life that has benefited, has blessed, has imparted into your life. When you live in a spirit of gratitude and thanks, it changes how you flow through this life. And then when Truett got through going through those five things: He owns it; Every day is a new opportunity; Action is required; Remember your blessings; and Thank you. He said, “What is the first letters of each one of those statements, spell H-E-A-R-T.

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He says when you begin to bless other people and when you really have the “Generosity Factor”, it changes your heart. So, the number one killer in America today is cardiovascular or heart disease. It’s true on a medical basis, but it’s also true on a spiritual basis. When we become more generous. It changes our hearts. As we are blessed, we don’t need to think, I’m just going to get more and more and more and more. As we are blessed, we shall bless others.

So Truett went through three major things in the book, “The Generosity Factor.” The four areas of your giving, the five principles that undergird your giving in what he calls the three Ms. The three Ms, he says are the three major decisions that you will make in your life. Those three major decisions are master, mate and mission. Who is your master? When God is your master, it changes how you handle your time, your talent, your treasure and your touch. If man is your master, if money is master, that changes those four things too.

So, the first thing Truett said is, “You have to make a decision on who is your master.” Second thing he says, “Is you have to make a decision on who’s your mate, who you marry.” That makes a big difference who you marry. That makes a big difference. Besides God -- the second decision is who you marry, because that can mess you up or bless you up. And I remember when they were having the big public issue because all of the LBGTPQ, whatever, all of that, they were coming against Chick-fil-A. He just made

one statement, he says, “All of us are still married to our first wives.” Your mate is your second most important decisions because that makes a big, big, big, big difference and you need to do your best to get that thing right, because that thing will make a huge. That’s not something you need to rush into, you need to spend your time and make sure you got the right person with that.

Pastor James and Minister Stephane did a thing called “The Love Screener” at the lovescreener.com. So, if you’re not married, you need to go to the Love Screener course. The third thing was mission. What are you destined to do? And so, many of us don’t really know our missions in life. When you find who is your master, who is your mate and what is your mission. Cathy taught Sunday school over 50 years, and yet he was a billionaire. He understood his mission, and he made his mission powerful and popular even through chicken.

So, whatever you are destined to do, remember those things and the truisms of those things. Jesus said in Acts, 20:35, “It is more blessed to give than to receive,” and when you understand that, it takes your life and your spirit to a higher level. That ends the series of the Mission Statements of Century Systems and the woman.com. You can go to Brothersoftheword.com. You can listen to all nine of these messages or send them to a friend absolutely free of charge. All of our sermons, we got over 2,000 sermons on the web absolutely free of charge. It’s something that we give because it is more blessed to give than to receive. Thank you for joining us today at Brothers of the Word because brother you need the word.

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