

Point of View



A LEADERSHIP COMMENTARY ON LIFE TODAY BY BOB SHANK

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Dear Marketplace Friend,

The tag line for some media outlets is clever: *“All news; all the time.”* That sounds good, but it still leaves a question, unanswered: *who decides what “news” will be reported?*

In the newspaper business, the daily grand prize for “news” is awarded to the story that finds its way to the front page, and commands a headline and opener “above the fold.” That’s the hook that pulls the paper off the stack and all the way to the cash register...

If you live in Orange County, California, the gold medal story in the **Orange County Register** last Saturday was the famous megachurch – with a weekly, nationwide television following – whose unsecured creditors have not been paid. Mortgage defaults are no news in 2010/Q4 America; a big church with unpaid obligations sells more papers. *News...*

Monday morning’s **USA Today** put the Taliban’s secret talks with the Karzai governments against the American political sweepstakes... and the domestic election won: *“Final Push On for Votes”* is the welcome-to-a-new-week declaration.

Experience says that the folks in the middle decide the election outcomes, and many of those don’t take

their eyes off the trivialities of life until the last minute. “Just in time” living doesn’t require a long run-up to significant issues; the last two weeks are the critical moments for the voters whose influence will tip the scales...

What that says is telling: two weeks of campaigning in April is not as valuable as two weeks in October. *The last two minutes in football have far more impact on the final score than the first two...*

When we’re casting our vote for two-year and four-year political positions, we know when the polls close: end of business, Tuesday, November 2nd is the setting on the countdown clock. But, *what if the election is for Savior and the term is Eternity instead of a few years?*

Jesus was in His final days of His earthly campaign when He looked over the horizon of history and gave us these headlines: *“You will hear of wars and rumors of wars, but see to it that you are not alarmed. Such things must happen, but the end is still to come. Nation will rise against nation, and kingdom against kingdom. There will be famines and earthquakes in*

various places. All these are the beginning of birth pains. Then you will be handed over to be persecuted and put to death, and you will be hated by all nations because of me. At that time many will turn away from the faith and will betray and hate each other, and many false prophets will appear and deceive many people. Because of the increase of wickedness, the love of most will grow cold, but he who stands firm to the end will be saved. And this gospel of the kingdom will be preached in the whole world as a testimony to all nations, and then the end will come.” (Matthew 24:6-14)

The question still debated by theologians – pros and amateurs, alike – is simple: *are those predictions now history, or are they still future?* If they're *future*, are they *now... or later?* Is Jesus like *Nostradamus* – speaking cryptic messages that cannot be linked to reality – or is He *God*, giving us a heads-up about what's to come?

If He is *God (He is)*, and if His foretelling is still *future (I believe it is)*, what was His purpose in showing us the headlines, before they land at the newsstand?

Key Message: Don't let the bad news keep you from what's most important. When things seem like they couldn't be more depressing, stand firm... and keep distributing the Good News. “The gospel of the Kingdom will be preached in the whole world as a testimony to all nations, and then...”

Our Response to the Message: *don't fall on the ball; instead, mount an offensive.* When things get

bad, get busy. We're on a mission that is front page/above the fold on the newspaper of history. ***Final Push on For Votes... for Savior...***

Bob Shank

Bob Shank is Founder and Chief Mentoring Officer of The Master's Program (TMP).

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