

I've been reading a very interesting book called "Start with Why" by Simon Sinek. It is not a religious book. But it is a people book, explain the way people think and behave, which makes it quite valuable in terms of religious and faithful living.

The basic idea relates to what is called "The Golden Circle." Why, How, Why – as it relates to business models, product sale, political movements, etc. The premise is that most who seek to sell things or start movements work in from the outside. (WHY – very few know it) (HOW – some know it) (WHAT – everybody knows it)

WHAT – This is what we have made. **A phone.** A great phone with great features.

HOW – And here's how we did it. Great science and parts and effort. Objectives.

This is supposed to produce the desire to buy for clients or follow leaders, etc.

WHY – Come last. We built it to please customers and make money. Boring...

Now, this approach can work. People will go and buy the product. But it rarely results in LOYALTY or an EMOTIONAL CONNECTION. If the purchase is based on what it is and how you did it, what do I do when someone else puts out something better and made better? I go buy that.

But great business and leaders approach things in the exact opposite way!

Start with WHY – Get people engaged on an emotional level. We are a company that believes in challenging standards, shaking up status quo, building things around your life with new ideas.

Then HOW – We are going to bring our why to life by building products that are smarter, more intuitive, easier to use in your fast pace life, and pushing the limits of personal technology against the norm.

WHAT – introducing, the **iPhone**.

And motivated by the IDEAL, emotionally connected to their PURPOSE, buying into the CULTURE, becomes the driving force, not just for buying, but for LOYALTY to the company. It doesn't matter if Samsung puts out a better WHAT. If "my Apple company" puts out something good, I'll buy it.

This different approach in thinking can be hugely valuable in teaching the Gospel and growing in spiritual things. If you would open up to Acts 2, I'd like to show you that it isn't new at all.

How many of us have sat down to teach the Gospel to someone and started with WHAT?

WHAT – You need to be saved! You need your sins forgiven! You need to be right with God!

HOW – You need to Believe, Repent, Confess, and be Baptized!

WHY – Lastly, and it should be obvious, but God is worthy and being with Him is the best!

And... some folks get up from the table and walk away, even though they clearly know all the facts. Some are baptized, they do the WHAT, but they aren't loyal, and the heart isn't there and they fall away. Still others obey and serve God faithfully. Why the different responses. Well, maybe we are sharing the Gospel in an incorrect order of impact.

Start with Why – Jesus is amazing! (v22-23) God raised Him! (v24,31-32). Prophecy announced Him (v25-28, 34). He is exalted to Glory (v.33). He is LORD and CHRIST and you killed Him! (v36) – So, he didn't tell them what to do or how. He told them WHY they should want to serve Him. He got them emotionally attached to His glory and their own sin against him. HEART first, then MIND.

Then comes WHAT/HOW – They asked him! (2:37) – They had their way and begged for what. At this point it didn't matter what WHAT or HOW was. They were in. (2:38-40) – He tells them. They respond! (2:41) – And, they were all in. It wasn't an impulse buy, they were loyal to the cause (2:42-47).

Such continues to be true in efforts to grow our own faith or serve our brethren or love the world. I can preach WHAT and HOW and tell you WHEN, but START WITH WHY – the heart – the passion.

By the Way – this does remind us that the WHAT and WHY matters! You do, in fact, have to be baptized to be saved. So, feeling all the right things without doing the right things is sad, and has plagued many in the religious world. But at times we are more of WHAT without WHY which isn't ultimately any better.

Let's look at another example: **Faithfulness to Worship**

This is often taught from the outside inward.

Here's what you must do: Be faithful to God's people –

Here's how you must do it: Do not forsake the assembly – (Hebrews 10:25)

Why? That should be obvious but God made this family and it's important.

And we have those who listen and leave and don't change. And we have those who make a transactional change, like a one time purchase, but after a few weeks, back to normal. And yes, some make true alterations for God's

sake, but that number is usually small. More get angry. Because what they are being shown to do does not jive with how they FEEL or what they WANT to do. You see, we are preaching WHAT and WHY but they operate without a godly HOW or MOTIVATION, EMOTION.

So, we need to teach it in exactly the opposite way.

START with WHY – Get them emotionally attached to what God is doing with His church, and form the heart's desire to draw near to God in the most powerful way we can! (**Heb. 10:19-21**)

Then with HOW – Maybe there are many ways, but (**Heb. 10:23-24**) – TOGETHER. Hope and Love together!

Finally the Product – WHAT – (**Heb. 10:25**) – Encouraging in worship!!!

My WHY is to honor Christ, my HOW is to do it with God's people, my What is WORSHIP!!!

With God, sometimes we have options on HOW to carry things out. But God will first, if we search Him out, fill you with the passion, the WHY, the purpose, the inspiration, give you a very specific (or generic) WHAT, and then perhaps give you liberty as to HOW to carry it out. But you will get it done!

Today I have a WHAT to share with you, but let's Start with WHY. Let's find it in the **Philippian** letter, wherein an imprisoned man found inspiration to continue by His connection to God and God's people: his core. His WHY

Notice the HEART, the CORE LOVE and CONNECTION behind what Paul does:

1:1-2 – saints/grace/peace through Christ **1:3-5** – joy in shared participation

1:7-8 – have you in my heart / affection **1:21-26** – live to help God's people

BELIEVE IN.... (**2:1**)

Encouragement in Christ	- We are connected to Jesus. He is our life and we are in Him... together.
Consolation of Love	- His love lives in us. And we share a unique brotherly love (I Jn 3:16)
Fellowship in the Spirit	- We share in something (Acts 2:38) – the gift, the hope, eternal life.
Affection and Compassion	- Family loves and serves and has a heart for one another.

YEARN FOR... (**2:2**)

The Same Mind	- Our ideas about God. Our thoughts about life. Share them. Grow in them.
The Same Love	- Not just a few. Not one sided. Reciprocated. Not 50/50. But 100/100
Unity in Spirit	- "of one accord" – Inner accord. Rhythm of faith, matched and in sync.
One Purpose	- "of one mind" – Objective, direction (faith, life, parenting) – going together.

Okay, we are the family of God. We are ONE. Now, HOW do we breathe life into that Core Principle?

- 1) Cultivate Stronger Bonds
- 2) Encourage Weaker Members
- 3) Integrate Newer Members
- 4) Welcome Frequent Visitors
- 5) Fight for US, not just ME (**1:27; 2:3-4**)

Okay, so we formulate as many WHAT's as we can, that come from the right place (WHY) and help us carry out important processes (HOW). Some are commanded things, like WORSHIP. But today I want to introduce something beyond the walls of worship. (**Acts 2:42-47** – HOUSE TO HOUSE)

Group Meetings – AN IDEA BORNE FROM THE INNER CIRCLE OUTWARD. Not because it is the only way to do things or the way we've done it elsewhere, but because it gives life to our BELIEF and helps us accomplish our GOALS. (6 Groups) – Elder in each group – Deacons in each group – 2 Leaders per Group.

Meet in someone's home once per month. That's six hospitality meetings per month! We have events already that serve our WHY – youth gatherings, men's breakfast, ladies studies. But this may become one of our most efficient and effective way of GIVING LIFE TO OUR WHY. Come. Come because it is a cool thing (WHAT). Come because it accomplished good things (HOW). But give this a shot. Get involved. Be a part of our individual efforts.... Because.... The Philippian Heart lives in us and we are giving it a chance to express itself.

All of it starts with why – Jesus is Amazing and Worthy and Lord. Everything starts there. In your heart. With faith. The belief that drives everything else. Do you have that? What is lifeless without it and limitless with it!