

By Dr. Michael Lloyd



# 1 The Unimportance of Privilege and Prestige

'When all the people were being baptised, Jesus was baptised too.'

- The only person whose character had the authority of utter integrity
- The only person who had divine authority
- The only person who didn't need forgiveness of sins
- ... and here He is lining up incognito alongside the rest of us, in the queue for repentance.



### 2 The Importance of People as People

'When all the people were being baptised, Jesus was baptised too.'

- That's why He's lining up in the queue for baptism not because He needs baptism, but because He loves the other people in the queue.
- He's lining up for baptism alongside the self-centred, alongside collaborators and extortionists and liars – why? To overcome the distance between Him and them.



### 2 The Importance of People as People

- As CEOs, we set the tone for our company and its interaction.
- We need to treat people as people, and not simply as means to the success of our project.
- a) Because it's the right thing to do if they are valuable to God, then they just are valuable and worth knowing, and worth loving.
- b) For the self-interested reason that we'll have a much happier and committed work force.



## 3 The Importance of Corporate Responsibility

• 'With all the rest He had Himself baptised with water. With them He thus confessed His sins. *His* sins? If we do not say this, we question and even deny the totality of His self-giving to men, and therewith the totality of His self-giving to God. ... We say that at root this was just a theatrical show. But it was not a theatrical show. The seriousness with which others, frightened before God and setting their hope in Him alone, confessed their sins, is infinitely surpassed here by the divine earnestness with which this One, when faced with the sins of all others, their confusions and corruptions, their big and little acts of ungodliness, did not let these sins be theirs ...



# 3 The Importance of Corporate Responsibility

- did not regard, bewail or judge them from a distance with tacit or open accusation, did not simply characterise them as sins by His own otherness, but as the Son of His Father, elected and ordained from all eternity to be the Brother of these fatal brethren, caused them to be His own sins, confessed them as such ... (Karl Barth, *Church Dogmatics*, IV.4, p. 59.)
- We are not Jesus. We cannot take the sins of the world upon us. But we can point to the sin-bearing, guilt-sharing role of Jesus by being a little slower to distance ourselves from the faults and failings of others.



### 4 The Importance of Prayer

And as He was praying ...'

- Prayer as the source of power
- Prayer as the source of wisdom
- Prayer as the remedy for pride
- Prayer as the means to integrity



# 5 The Importance of Prioritising Relationship

'And as He was praying, heaven was opened, and the **Holy Spirit** descended on Him in bodily form like a dove. And **a voice** came from heaven: "You are **my Son**, whom I love; with you I am well pleased."

- What the doctrine of the Trinity is asserting is that the fundamental fact about the universe is a relationship.
- So there is nothing so basic, so ultimate, or so surely founded and grounded as love.
- It is important for CEOs to remember that the most important thing in life is relationship – not ultimately project, not enterprise, not venture.



### 6 The Importance of Praise

'You are my Son, whom I love: with you I am well pleased.'

- The Baptism of Jesus gives us a glimpse of the life of the triune God. And what are the persons of the Trinity doing when we get that glimpse? They are affirming one another.
- If we are to mirror the interactions within the Trinity, we need in our workplaces – and our families – to foster a culture of mutual glorification.
- 'Leadership is about finding someone who is doing something well and telling them.'



## 7 The Importance of Public Trustedness

'You are my Son, whom I love: with you I am well pleased.'

- As entrepreneurial leaders, we need something of that support, that affirmation, that public display of trustedness if we are to have the security and the authority to do our job properly.
- Those we ask to take on particular roles or tasks will need the same repeated public declarations of our trust if they are to have the security and the authority to do well what we have asked them to do.



### 8 The Importance of Preparation

'Now Jesus Himself was about thirty years old when He began His ministry.'

- Youth, as such, is no bar to entrepreneurial leadership. But leadership does need preparation. Jesus had thirty years of preparation for three years of leadership.
- What kind of preparation? Watching, questioning and learning from those in the same line of work (Luke 2:46).
- Actually, that need doesn't stop once we are in a position of leadership. Hence the value of ELO.



### 9 The Importance of Perspective

'Jesus, full of the Holy Spirit, left the Jordan and was led by the Spirit into the wilderness ...'

- It is good occasionally deliberately to take time away from our work
- a) to make sure that our company can cope without us
- b) to make sure that we can cope without it
- c) to get fresh perspective on our work