

You Had Me at Hello

Leaders must first make the choice to lead. Then, others will decide if the leader is worth following.

Many managers never ascend to the role of leader. Managers make commands and expect a team to execute as directed. Leaders tend to recommend while demonstrating and modeling.

When the first two disciples met Jesus, they made an immediate decision to follow Him. It is interesting to note that John had identified Him as “THE” lamb.

“Again, the next day John was standing with two of his disciples. Looking upon Jesus as He walked, he said, ‘Look, the Lamb of God!’ The two disciples heard him speak, and they followed Jesus” (John 1:35-37, MEV).

The disciples chose to follow Jesus apparently without a command to do so.

Today, people aren’t in the mood to follow anyone. Followers are often disappointed in leadership because of what they see and hear. The model is flawed, and perhaps not even qualified to lead.

What made the disciples so ready to follow Jesus? We know that they heard Jesus speak. And we know it was a spiritual matter. But, we can also glean from Scripture that Jesus was followed from the moment disciples looked into His eyes.

Leaders need to be aware of initial meetings. Good starts are important in the development all relationships. Some opinions about a leader are formed within the first minute of the first meeting. It is much more difficult to change a bad opinion than to create a good first thought. (Think about this when onboarding a new team member.)

It's difficult to demonstrate character in the first meeting. It is much easier to demonstrate quiet confidence and competence.

Ideally, initial meetings with a team consist of teaching. Early boastings of "I care about you" and "I'm here to help you" are frequently met with disbelief because of previous flaws in leadership.

Demonstrate care when care is needed.

Create opportunities to teach. Watch your team grow through frequent teaching as opposed to frequent flurries of commands.

Not all teachers lead. But all leaders teach.

"As Jesus walked beside the Sea of Galilee, He saw two brothers, Simon called Peter, and Andrew his brother, throwing a net into the sea, for they were fishermen. And He said to them, 'Follow Me, and I will make you fishers of men.' They immediately left their nets and followed Him. And going on from there, He saw two other brothers, James the son of Zebedee and John his brother, in a boat with Zebedee their father, mending their nets, and He called them. They immediately left the boat and their father and followed Him" (Matt. 4:18-22).

PLATFORM Tip No. 2

Tip No. 1 included the thought that content matters more than the medium. What we say is more important than where we say it.

A good message must be repeated. Clutter is ever present in an attempt to deliver any message. Every message needs to be repeated with heavy frequency.

Don't try to answer the question, "How much is enough?"

The message, “Jesus Saves” has been repeated throughout centuries of life. While the message is pithy, it begs to be repeated.

Every mom knows the answer to “How many times do I have to tell you?”

Again and again and again.

Summarizing Lessons 1 and 2:

- Content is King.
- Frequency is Queen.

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