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**TEXTBOOK (ACADEMIC VERSION)**

**MORE THAN A JOB**

**COURSE: PRINCIPLES OF SUCCESS IN THE MARKETPLACE (AT404, MT401)**

**Dr. Buddy Crum**



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# Much *More* *than a* **JOB**



## Your 24 / 7 Mission

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Much More than a Job is the special edition text book for the Seven Basic Biblical Principles for Success course. I am so glad to have the opportunity to work with Christian Life Educators Network (CLEN) and to provide these tools for their students. My hope is that you will find this book informational and inspiring. While these 7 Basic Principles are well recognized by their titles, I believe you will gain a deeper understanding that God as a strategic planner uses these universal and eternal principles for equipping us with the necessary tools and techniques for obtaining success in the world. I have tried to make them theologically sound but practical in their application.

God's impartation and blessings to you.

W. Paul "Buddy" Crum, author



## INTRODUCTION



# Bringing Down the Walls

I had a dramatic encounter with Jesus Christ when I was fifteen. Earlier, at the age of eight, I had been baptized in a Baptist church, but my new experience with Jesus as a teenager far exceeded that of my baptism. Even so, my encounter with the Lord added an area of confusion and frustration to my teenage mind as I thought about my future career. I wanted very much to serve the Lord, for I had been taught that full-time ministry was a higher or greater calling than any other. This teaching led me to believe that serving God involved being paid directly for full-time ministry and was probably only available in the church or on the mission field.

However, my mother had encouraged me to become an orthodontist. There wasn't one in our small town so she had taken my two sisters to the closest one, which was forty-five miles away. Mother knew that there was a need and a demand for a local orthodontist. Such a career would keep me at my home, and it would mean that I would not be working for my father, the businessman. I greatly respected my mother and I wanted to please her. I also wanted to please and serve God. But my heart's desire was to be a businessman. Through the years I have discovered that many people have had to face a similar dilemma, especially those who have had a deep personal experience with the Lord. How was I to choose? I had to make a decision.

I decided to enroll at Emory University in Atlanta, Georgia, and take the required sciences to pursue a career as an orthodontist. In my heart, though, I still desired to be in business school. I remained

frustrated until I finally confessed to my mother I really did not want to be an orthodontist. She, in turn, supported my decision to begin studying the principles of business, even though I was well on my way to a degree in biology.

Eventually I entered the business world as a very ambitious entrepreneur. My intention, as was the case with most things I attempted, was to make a great deal of money and give large amounts to the church after I was blessed. I did not, however, understand God's principles of tithing and giving at this point in my life.

Then I read a book on the life of R.J. LeTourneau, a successful entrepreneur. His life's goal was to be a giver, so he continually increased his giving until he was ultimately giving ninety percent of his income. I began to see this as a vital principle in God's plan and began tithing. After college, I was married to my devoted wife, Mary.

As the years passed, I desired a greater understanding of how to become a more effective business person. While continuing to work and attending graduate school, I began to take great risks, many of which turned out to be successful. During this time I was beginning to establish and distinguish myself in the financial services industry and as a Christian layman.

I enjoyed the challenges of business, and I enjoyed taking risks. By the time I was fifty I had tasted success four times and had experienced failure four times. Because of my strong ambition, I developed into a very hard, driving person. I was not very sensitive to other people's needs even though I thought I was, especially if they were not performing up to my expectations. I had made the same judgments that most business people tend to make—the Church was not that relevant to business.

I can remember times when I would sit in church and think, "That would work in biblical times but not in today's fast-changing environment." The main function of a Christian layman seemed to

me to be that of a giver. God would bless you if you gave generously and didn't sin, especially by committing "the big ones." If you did happen to sin, though, I knew you needed to receive forgiveness. Of course, you were to treat other people in the church with respect, as well. Also, if you were put in a position to witness to someone about Christ, you were to do so. That, in a nutshell, was my view of Christianity.

### **God Changed My Agenda!**

Mary and I grew in our relationship with each other and with the Lord. We were faithful church members, and I became an elder in our local church. I even served on a number of large ministry boards. My wife and I had raised our level of giving to over thirty percent of our income by increasing it by one percent per year. Things seemed to be going well; however, something was going on within me during this period of my life. I had a deep sense of unrest in my spirit, and I thought it was time for me to take another big business risk.

One day, as I was entering my office, I heard a voice that stopped me in my tracks. It said, "*You don't need to own anything else.*" By this time I had learned to rebuke the devil, which I promptly did. As I sat down at my desk, the voice said the same thing to me again. This time I was shocked. I was at a time in my life when I owned quite a bit but I felt I could definitely stand to own more. I did not listen to the voice I'd heard and so I began a new aggressive venture. Here I was at age forty-eight, with much business experience, and plenty of capital. I was highly educated and I had good business contacts. But, as time went on, I lost a great deal of money on that aggressive business venture. After this great disappointment and financial reversal I was really "set up" for what was to happen next.

Later, as I reflected on this dramatic experience, I realized the Lord was indeed "setting me up," but He was also protecting me. I learned a great lesson from that experience, which will become clear to you as you read through this book. Stated simply, the lesson was this: God

did not withdraw His love, mercy, and grace from me personally or from my family. He did, however, withdraw His grace or anointing from the business portion of my life.

At the age of forty-eight, God drastically changed my life's agenda. God called Mary and me in a very dramatic way to start a church, a new type of church—a prophetic church. God was again dramatically changing everything: my doctrines, my agendas, my relationships, and my direction. I thought, “Why now, God? And another thing, you know I don't like the retail business!” To me, what was happening felt more like an interruption than a life's call. As entrepreneurial as I had been, this new venture had not been on my life's radar screen. After all, I still had to prove some things to the world and to myself concerning my business ability. At the same time, though, I knew I had to listen to the voice of the Lord.

I am so thankful for my wife and for her wisdom and her ability to hear and follow God. To be sure, Mary was much more excited about this whole thing than I was! She confidently confirmed that God was calling us, so we began this journey despite my confusion. Her enthusiasm propelled us forward into a full-time pulpit ministry.

Throughout our pulpit ministry, I have gained a much deeper understanding of ministry in general, including local church dynamics. I had always liked people, and I enjoyed selling to them. But pastoring people was not my forte. As we began this journey together, I asked God to give me a pastor's heart. Now I know He has been faithful in answering that prayer.

### **Biblical Principles for the Marketplace**

During my time in the marketplace, I gained a very broad and rich understanding of business, especially with regard to marketing. I had no idea that God was going to use this training and experience directly within the Body of Christ, however.

Now, as a pastor, I began to see hard-working and often ambitious church people being challenged by their businesses. From my deep experience in the marketplace, I understood how to build a business, so I began to teach the principles of business success to others in the church family. This led to a personal desire to understand the foundational, biblical principles about business. As these principles were revealed to me, I began writing and teaching about seven distinct, foundational principles. Certainly, there are more principles than these seven, but these are truly essential.

In cooperation and association with Dr. Bill Hamon, Founder and Director of Christian International, along with several other business people who had a similar desire for Marketplace Ministry, firm foundational resources were made available. Adding to these resources, I wrote *Ministry to the Marketplace*. Later, I founded the Marketplace Alliance and the Marketplace Alliance School. All of this has led me to compile the core of my ministry—what I call *Marketplace Ministry*. The principles of Marketplace Ministry are simply stated as:

1. VISION
2. PLANNING
3. WORKMANSHIP
4. STEWARDSHIP
5. SERVANTHOOD
6. ETHICS and INTEGRITY
7. HEARING GOD

Underlying all of these principles is the foundational principle of God himself—LOVE.

As you read this book, you will discover how to work in the marketplace in such a way that God's kingdom will be advanced, and you will become the agent of vision and change that God has created you to be. Join me in this incredible journey into the vital and exciting concept of Marketplace Ministry.