

# BUSINESS & INTEGRITY

*Joon Lee*

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I'll talking to you about Business and Integrity.

**HOLA**

2

Hello there! my name is Joon Lee, and I'm a coming to you from San Francisco California!

Just a little bit about my business background ... Over the last 20 years, I have been working in software development.

- I've worked at a software research lab investigating medical software.
- I've worked at a small startup which didn't last long.
- I then joined my current company

## BUSINESS

- ▶ What is business like in the world?
- ▶ What kind of business are we in as believers?
- ▶ How are we go to about our business?

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I'd like to start by talking about business in general answering 3 basic questions:

- What is 'business' like in this world?
- What kind of business are we in as believers?
- How are we go to about our business?

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# INTEGRITY

- ▶ Definitions
- ▶ Being True to who you are

And then I'd like to tie it together in the context of Integrity.

- What it means and how we apply it
- Focusing on the idea of being true to who you are

So let's begin!

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# THE BUSINESS OF THIS WORLD

What is the Business of this world?

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Let me start by talking a bit about my current home. I live in the San Francisco Bay Area. Quite simply one of the most beautiful cities in the whole world.

A little bit like Costa Rica we have it all, if you go north you have the Sierra Mountains.

On the west coast we have stunning beaches and the world famous Mavericks site for surfers.

There are deserts to the east and the red wood forests to the north to the

**AMERICA'S TOP CHURCHLESS CITIES**

**WE'RE #1!!!**

► 1. San Francisco Bay Area

► 6. Las Vegas, NV

► 10. New York, NY

Rank	City	%	Rank	City	%
1	SAN FRANCISCO BAY AREA CA	34	81	JACKSONVILLE FL	34
2	MINNEAPOLIS ST. LOUIS MO	34	82	PORTLAND OREGON OR	34
3	PORTLAND OREGON OR	34	83	HOUSTON TEXAS TX	34
4	PORTLAND OREGON OR	34	84	PHOENIX ARIZONA AZ	34
5	LOS ANGELES CA	34	85	PHOENIX ARIZONA AZ	34
6	LAS VEGAS NV	34	86	ATLANTA GA	34
7	MINNEAPOLIS ST. LOUIS MO	34	87	HOUSTON TEXAS TX	34
8	ALBANY SCHENECTADY TROY NY	34	88	BALTIMORE MD	34
9	PHOENIX ARIZONA AZ	34	89	HOUSTON TEXAS TX	34
10	NEW YORK NY	34	90	ST. LOUIS MO	34
11	WEST PALM BEACH FORT PIERCE FL	34	91	ST. LOUIS MO	34
12	TELLERIDA ARIZONA AZ	34	92	HOUSTON TEXAS TX	34
13	HOUSTON TEXAS TX	34	93	HOUSTON TEXAS TX	34
14	LOS ANGELES CA	34	94	HOUSTON TEXAS TX	34
15	PHILADELPHIA PA	34	95	HOUSTON TEXAS TX	34
16	HARTFORD NEW HAVEN CT	34	96	HOUSTON TEXAS TX	34
17	PLANT CITY FL	34	97	HOUSTON TEXAS TX	34
18	SPRINGFIELD ILLINOIS IL	34	98	HOUSTON TEXAS TX	34
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Source [barna.org](http://barna.org)

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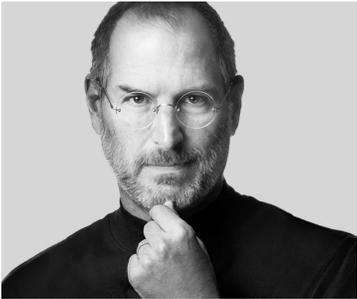
A recent report that said that the San Francisco was the most “unchurched” metropolitan area in America. With 61% of the population classified not attending church of any kind. And from my personal experience, I absolutely believe it and in fact surprised that number was actually higher. It actually beat out NY city the business capital of the world which was only 10th and even “Sin City”, Las Vegas!

**THE PROPHETS**

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Let me explain, this religion has great priests and prophets, some of whom you may have heard of,

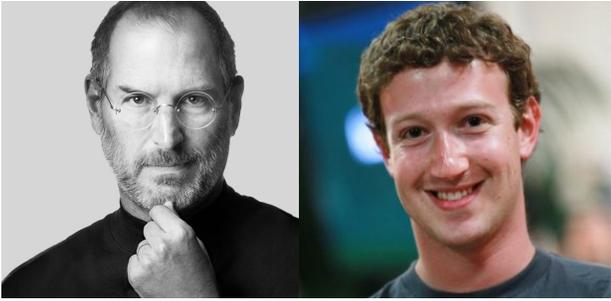
**THE PROPHETS**



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with names like Steve

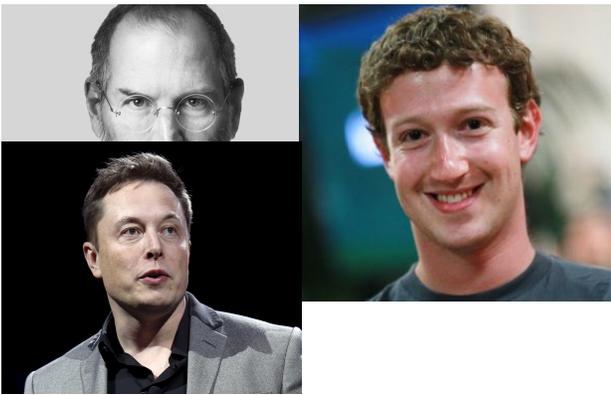
THE PROPHETS



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or Mark

THE PROPHETS



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Elon

THE PROPHETS



12

Larry and Sergei.

THE TEMPLES

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They have temples where people from across the globe come to see, places like

THE TEMPLES

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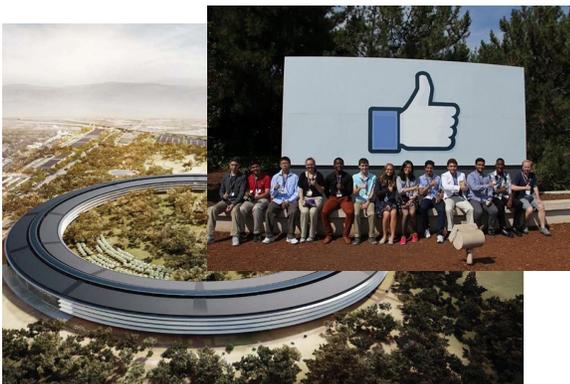
...places like the Spaceship



THE TEMPLES

15

... Hacker Way



## THE TEMPLES



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...the Googleplex.

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“We’re here to put a dent in the universe.”

-Steve Jobs

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This faith, like other religions, comes with a promise of the blessings like unimaginable wealth and power and glory. Happiness!

And so they sacrifice their precious time, their families and their loved ones for the promises of these blessings.

And not just those, it even has hopes of eternity: Steve Jobs once described the purpose of life “to put a dent in the universe.”

## YOU ARE HERE!



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- However, I can assure you as great as Steve Jobs was, the Universe shows no dent from his efforts. This is the religion of Business. And for those who are the truest believers, they are looking for what we all seek in our faith, a sense of fulfillment or validation, or self worth: ultimate meaning or purpose in life!

YOU ARE HERE!



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But here's the problem, though in many ways appealing and even premised on making the world a better place, is a false promise and a false hope.

The idea that through working at a company or building technology, no matter how awesome, no matter how charismatic the leader is, could bring peace to our souls or to those around us, is a flat out lie.

WHAT KIND OF BUSINESS  
ARE WE IN?

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But what about us? As Christians, what kind of business are we in?

First of all, let me provide some context.

"IT IS FINISHED."

*John 19:30*

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For us, Christ declared as he hung on the cross, "It is finished!"

That meant that the work for the deepest needs of our souls was **completely done**.

We no longer need to look to other things to provide our identity, or self worth, meaning or peace.

It is done. We have more than enough to fulfill our deepest needs.

**"NEVER BOAST EXCEPT IN THE  
CROSS..."**

*Galatians 6:14*

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In fact, not only that, but the Bible declares for the Christians, we don't even have anything worth boasting about! ...*except* for the work that Christ completed on the cross! So what does that mean? Are we supposed to stop working?

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"and upon this rock I will build my church; and the gates of hell shall not prevail against it."

*Matthew 16:18*

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Not at all! Instead, Jesus teaches us that we must be about our Father's business, which is to **build His Kingdom**. There are many illustrations in the Bible of this, for example being fishers or farmers or shepherds, but as I was thinking about this, I was reminded of the passage where Jesus declared that he would build his church and even the gates of Hell could not withstand it. Pretty weird, right? What does that mean?

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"and upon this rock I will build my church; and the gates of hell shall not prevail against it."

*Matthew 16:18*

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For me, I used to be a little confused by this verse, I imagined this church building and the gates of hell attacking it. But that picture had it backwards. It is the church, that is, Christians, that are attacking the very stronghold of hell and breaking down its gates to set the captives free!

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The Father “has sent me to proclaim freedom for the prisoners and recovery of sight for the blind, to set the oppressed free,”

*-Luke 4:18*

Jesus spoke about his own job. So our job is indeed to make a difference in the world but not for ourselves, but for those around us.

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**SET THE CAPTIVES FREE!**

So picture is that we are an invading army infiltrating the kingdom of this world to seek out those that are lost and rescue them to life.

And for me there is no better place where we are engaging the world than at work. Where we spend the most time, interacting with the world and where they interact with us.

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**HOW ARE WE GO TO ABOUT OUR BUSINESS?**

So this brings me to the third question: how are we go about our business?

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“Great CEOs “look out the window to attribute success to factors other than themselves. When things go poorly, however, they look in the mirror and blame themselves, taking full responsibility.

— James C. Collins, *Good to Great*

James C. Collins, in his book: *Good to Great*: examined the qualities of companies and leaders that made the jump from ordinary to great.

And he founds specifically qualities of leaders that enabled companies to succeed.

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“The comparison CEOs often did just the opposite—they looked in the mirror to take credit for success, but out the window to assign blame for disappointing results.”

— James C. Collins, *Good to Great*

The best CEO's were humble, generous and un-selfcentered. Surprisingly, or not, it turns out, to be successful in business, we must to follow basic Christian values!

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“You can accomplish anything in life, provided that you do not mind who gets the credit.”

—Harry S Truman

Being selfless and generous comes out of working for something greater than ourselves, which is true for both Christians and non-Christians.

Harry S Truman once said “You can accomplish anything in life, provided that you do not mind who gets the credit.”

But in our case, it is doubly true, because we **will** accomplish great things in life, long as **God** gets the credit.

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“You can accomplish anything in life, provided that you do not mind who gets the credit.”

—Harry S Truman

This reminded me of a story my old pastor in NY once shared.  
• A woman had once visited our church for the first time. He asked her how she came to attend the service, and she said that it was because of her boss. She admitted she had not been interested in Christianity but wanted to understand what made him so different. When he asked her to explain, she told him about how a situation at work where she had made a terrible mistake, one that should

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“He is no fool who gives what he cannot keep to gain that which he cannot lose.”

*Jim Elliot (Luke 16:9)*

Jim Elliot, the famous missionary said:  
  
• What I'd like to convey here is, for those who are truly saved, we are able to be a light to those in our workplaces because we have already received fulfillment of our **deepest needs**.  
• The other side of that coin is for those who's entire self-worth is tied to their work, it is **impossible** for them to truly sacrifice because at some point it will challenge what is their ultimate meaning in life.

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# INTEGRITY

So let's review, We looked at:  
What is business like in the world? -> **based on a lie**  
What kind of business are we in as believers? -> **Setting captives free**  
How are we go to about our business? -> **humility, mercy, generosity; giving God the credit**

This brings us to the last thing that I wanted to talk about:

Integrity. *Integridad*

in·teg·ri·ty  
in'tegrədē/  
*noun*

*noun*: **integrity**

1. ....
2. the state of being whole and undivided.

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I don't want to talk about the common use of the word which often refers to 'honesty', (which, I'm all for!)

But I want to take the meaning from the latin root of the word meaning "whole", or "made up of one piece", not to be made up of different parts. That is, to be **consistent** and true.

**BE TRUE TO WHO YOU ARE**

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What I mean is about being true to who you are:

And in fact this is regardless whether you are a believer or not there are some problems of not being consistent:

- For the non-believer, even as they do good, because the meaning in life is tied to building their own kingdom, there will always be a limit preventing them from true selfless acts. So even if they appear to be good, in their heart the ultimate goal

“

“Only if we have been richly forgiven, can we forgive richly.”

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There is another pitfall as well, some people think that the outward actions will also change what is inside. We should not be focused on just changing behavior, but rather to be mindful of the truth of our inward state. The only way to truly change our outward behavior is to first confirm the change **in our hearts**.

We have been richly forgiven, so we can forgive richly.

It's only when we see that God has been infinitely generous to us, that we

**BUSINESS IS BUSINESS?**

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In English, there is an expression “Business is business”.

This expression is used as an excuse to prevent personal feelings to get in the way of things like profit. This is a terrible excuse to ignore your conscience.

When my company had been bought by the investors, it suddenly changed from a close knit band of brothers, to a company being managed via spreadsheets. The goal of our new

**“I MUST BE ABOUT MY  
FATHER’S BUSINESS”**

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So instead of ‘business is business’, I would like to replace this with another expression: “I must be about My Father’s business” (Luke 2:49b)

There is a classic hymn called “It Is Well With My Soul” (which I believe has been translated into spanish). The song describes all these trials and situations, but keeps going back to the simple fact regardless of all those things, it is well with my soul.

So if you are saved. This is an absolute

*Luke 2:49b*

**THANK YOU!**

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