

# It's all in the BHAG

Business leaders Jim Collins and Jerry Porras say that successful organizations and companies have a "BHAG." Now the letters "BHAG" stand for "Big Hairy Audacious Goal," and Collins and Porras cite several examples of a "BHAG."

In the 1940s, Stanford University determined that they were going to become the "Harvard of the West." In 1950, Boeing decided that it wanted to become the "dominant player in com-

mercial aircraft and bring the world into the jet age." In the 1960s, Nike's goal was to "Crush Adidas," and in 1990 Wal-Mart decided that it wanted to become a "\$125 billion company by the year 2000."

Most of us would probably agree that these were "big hairy audacious goals," but they were useful to these organizations because their BHAGs became focal points for the efforts of the leadership and employees of the various companies.

And if you think about it carefully, perhaps the practice of establishing visionary goals can be as helpful for churches as it is for businesses, because we all need to have a unifying focal point for our energies.

On the other hand, though, I sometimes wonder if a congregation could ever think of a goal that could be any bigger or any hairier than the one our Lord gave us in Matthew 28:16-20. This text is commonly known as the "Great Commission," and in it Jesus instructs his followers to "make disciples of all nations, baptizing them... and teaching them to obey everything I have commanded you." What humanly devised goal could

be any greater than this divinely inspired one? Of course, how to fulfill this goal in specific ways is another question.

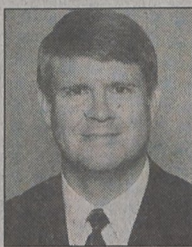
I have recently read about a study that was conducted at Vanderbilt University Medical Center. This study discovered that the instructions are confusing on the bottles of most over-the-counter medications made for children. The study employed a sampling of 182 parents, and the researchers found that over 50% of the time these parents misread the instructions. As a result, it has been recommended that a new form of instructions be designed, which should include easier language and clearer graphics.

Perhaps the challenge

that we face in most congregations is not that we lack a clear goal, for we have a true "BHAG" in the "Great Commission." What we sometimes seem to lack, though, is the passion and persistence to follow God's instructions on how to go about achieving our goal. Is it possible that our churches do not always make the instructions clear enough?

I wonder if many congregations don't need a deeper desire among their members to make the message of Christ clearer - to help people read the instructions with understanding. It seems to me that churches filled with believers who have a passion to hear and heed the Scriptures in their daily lives are the churches that flourish, and maybe the reason is because they are more able to focus on that big hairy goal that is being Disciples of Jesus Christ.

## Meditation



Dr. Jeff Hensley  
Pastor  
Kings Mountain Baptist Church

## Church Briefs Revival Sunday

Pastor Daryl Lewis of East Gold Street Wesleyan Church, 701 E. Gold St, invites the community to revival November 1-4.

Dr. James L. Smyrl will be the guest speaker. For more than 18 years, he has been pastoring and teaching throughout the United States and in seven other countries across the globe.

Revival will be held at East Gold Street Wesleyan on Nov. 1 at 6 p.m. and Nov. 2 at 7 p.m., and at Bessemer City First Wesleyan on Nov. 3-4 at 7 p.m.

## Hallelujah Carnival tonight

A Hallelujah Carnival for pre-schoolers-6th grades will be held Wednesday (tonight) from 6-7:30 p.m. at First Baptist Church Christian Ministry Center. The event will feature games, treats, hot dogs and drinks and hayride. The church is sponsoring the carnival.

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## Fellowship & Faith



Featured Church of the Week:

### First Presbyterian Church

#### KINGS MOUNTAIN

Long Creek Presbyterian Church  
701 Long Creek Road  
704-629-4406

Love Valley Baptist Church  
2032 Bethlehem Road  
704-730-0075

Macedonia Baptist Church  
1101 S. Battleground Avenue  
704-739-6811

Midview Baptist Church  
703 Margrace Road  
704-739-6711

Mount Zion Missionary Baptist Church  
220 N. Watterson Street  
704-739-8354

Mountain View Agape Church  
506 Sparrow Springs Road  
704-739-0160

Mt. Olive Baptist Church  
Compact School Road  
704-739-4516

Mt. Zion Baptist Church  
220 N. Watterson Street  
704-739-8354

New Beginnings Church of Jesus Christ  
541 Crocker Road  
704-730-9507

New Bynum Chapel Zion Church  
N. Cansler Street  
704-739-2606

New Camp Creek Baptist Church  
863 New Camp Creek Ch. Road  
704-487-7128

New Life Family Worship Center  
428 Oak Grove Road  
704-739-9371

New Way Missionary Baptist Church  
105 Waco Road  
704-724-0414

Oak Grove Baptist Church  
1022 Oak Grove Road  
704-739-4833

Oak View Baptist Church  
1517 York Road  
704-739-7831

Pathway Baptist Church  
3100 Parkdale Circle  
704-734-0852

Patterson Grove Baptist Church  
301 Oak Grove Road  
704-739-5826

Peoples Baptist Church  
1010 Groves Street  
704-739-0398

Progressive Church of Our Lord  
1001 Cleveland Avenue  
704-734-1070

Resurrection Lutheran Church  
600 Crescent Circle  
704-739-5580

Saint Matthew's Lutheran Church  
201 N. Piedmont Avenue  
704-739-7466

Second Baptist Church  
120 Linwood Road  
704-739-4216

Shady Grove Baptist Church  
339 Shady Grove Road  
704-739-8920

St. Paul United Methodist Church  
N. Cansler Street  
704-739-1256

Solid Rock Baptist Church  
1908 Shelby Road  
704-739-4186

Sunrise Baptist Church  
208 Mail Road  
704-692-3007

Temple Baptist Church  
612 N. Cansler Street  
704-739-4716

True Gospel Holiness Church  
1608 Shelby Road  
704-739-6764

Unity AME Zion Church  
948 Unity Church Road  
704-228-0328

Vestibule AME Zion Church  
2175 Vestibule Church Road  
704-739-7961

Westover Baptist Church  
114 Westover Drive  
704-739-2187

**GASTONIA**  
Bethesda United Methodist Church  
3714 S. New Hope Rd

Grace Community Advent Christian Church  
206 West 3rd Avenue  
704-739-9230

**GROVER**  
Bethany Baptist Church  
423 Cleveland Avenue  
704-937-3010

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Proclaiming the Word Ministries  
7011 Cleveland Avenue  
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**Notice**  
In order to accommodate the number of churches in our communities, we will print two alternating lists of churches each week. If you don't see the church you're looking for, be sure to check next weeks paper.

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