



CEO Devotional – May 20, 2013
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True Profit and Loss Statement

Ten days ago I was notified that in 6 weeks we will lose an account that produces 70% of our revenue. The call from the vendor came at 9:30 am. Two months earlier I had programmed my phone so that Exodus 14:13-14 would pop up daily at 9:30 am. So just before taking the vendor's call I read: "*Moses answered the people, 'Do not be afraid. Stand firm and you will see the deliverance the LORD will bring you today. The Egyptian you see today you will never see again. The LORD will fight for you; you need only to be still.'*"

For the past ten days 100% of my attention has been on our P&L, present and future. Due to the obvious fact that we had a high concentration with this vendor in this one account, we monitored what I called a "Sober P&L" statement - our P&L with the revenues and expenses from this concentration removed. We had known the retailer was putting pressure on the vendor to go direct due to circumstances outside our control. I wanted to constantly be aware of our Sober Bottom Line and make decisions from that perspective. We all are very emotionally connected to our bottom line. If it is in the black or growing month over month, we are doing just fine. So much of our peace, identity, and hope are wrapped up in that one line item on the P&L.

Prepping for this transition has shown me that there is a True P&L. This P&L has top line revenue we could not imagine, significant expenses along the way due to our mistakes, and yet still 100% net margins. We start being made in the image of a God who desires to have a relationship with us. We bring a considerable amount of pride and sin to the table. He sends Jesus to die on the cross to mend the relationship, makes us co-heirs with Christ, and gives us His Spirit all so that we can live in an Eternally intimate relationship with Him. That is the True Bottom Line I want to draw identity from, review daily and make my decisions based on.

For years I have struggled with anxiety and it is largely due to trying to force my agenda and hope that it's Gods agenda. Over the years I have begged Him to free me from anxiety and give me peace. Six years ago He showed me Haggai 2:9 "*'The glory of this present house will be greater than the former house,' says the Lord Almighty. 'And in this place I will grant peace,' declares the Lord Almighty.*"

Now the day has come and I have a choice to make. I can choose panic or peace. I can have anxiety over the business bottom line, or rest in the True P&L of the Father. It will be a difficult next 6 months. I am losing 70% of our revenue; however there are 0% of my true riches and my inheritance that is being affected. I am choosing to believe the truth He gave me in Exodus and what He tells me in Isaiah 54:10, "*'Though the mountains be shaken and the hills be removed, yet My unfailing love for you will not be shaken nor My covenant of peace be removed,' says the LORD, who has compassion on you.*" Making the right choices will enable me to tap more into His True P&L - to eventually have that be the daily driver of my emotions, identity, hope, and experience of God's love.

I am learning through this hard experience that our Father is more interested in the True Bottom Line than that of our businesses. What He has given us all, no matter the size of the company, is exponentially more, and it is the only asset that will last. He has given us Himself and in Him we lack nothing. (Colossians 2:9-10).