



# Point of View

Dear Marketplace Friend,

Someday, instead of retiring, I think I'm going to run for office, and join the 435 men and women who make up the House of Representatives - or, the 100 who are the exclusive club called "Senate." Job description: visit (*occasionally*) and vote. No homework; you can be "for" or "against" without ever reading the details of the proposed statute. *Spend billions of someone else's money... without having to get down to the fine print...*

Someone ought to make KISS the "law of laws." Outlaw laws that even the lawmakers can't read and/or explain. The design simplicity of **"Keep it Simple, Stupid;"** should be a key goal. Unnecessary complexity should be avoided. Albert Einstein's maxim was that *"everything should be made as simple as possible, but no simpler."* Leonardo Da Vinci said that *"Simplicity is the ultimate sophistication."* That's why Jesus used simple stories to communicate Eternal Truth. Parables: *"a simple story used to illustrate a moral or spiritual lesson..."*

Denny and Leesa Bellesi are co-authors of ***The Kingdom Assignment*** (*self-published, but available via Amazon or their website, [www.kingdomassignment.org](http://www.kingdomassignment.org)*). They could start a new publishing house: "KISS Books." Make 'em small; make 'em short; make 'em readable. (*Are you listening, Congress?*) This is the kind of book that doesn't



win Pulitzer Prizes... but, it gets read!

A few years ago, Denny was the senior pastor at Coast Hills Community Church. He did what pastors do: he prepared and presented a Sunday message based on a Bible passage - Matthew 25:14-30. Commonly referred to as the "Parable of the Talents," it was taught by Jesus, addressing one of life's two most important questions.

The questions: 1) How do I get to heaven when I die? (*life's #1 most important question*); and, 2) Once I've answered #1, what do I do until I get there? Jesus said that life - for the heaven-bound - is a profound opportunity to use what is God's - our time, talent and treasure - in pursuit of results that have value to Him. Jesus didn't make it *tough*; He knew we'd need the KISS approach to really *get it*.

Denny didn't stop with the sermon; he chased it with a shot of showmanship that

caught everyone off-guard. Off the platform, out into the audience... he pulled \$10,000 out of his pocket and put \$100 bills into 100 hands. Rather than ending with the offering, he commissioned 100 people to put Jesus' story into practice. Their Kingdom Assignment: use God's money to accomplish something that He would measure as worthy. Three conditions: 1) *they had to understand that the money belonged to God;* 2) *they had to invest in "God's work;"* and, 3) *they had to report in 90 days.*

**Kingdom Assignment** - the book - contains the accounts of people like Terry, and Kim, and Brook, and Craig, and Julie, and Michael... and more. After 90 days, the 100 stewards came back - along with 2200 observers - as well as **NBC's Dateline** crew - to hear the stories.

Really good stories produce sequels; that was Jesus' intent with His story, in Matthew 25. Denny retold Jesus' story... and 100 people produced sequels, through their own creative editing. The multiplied effect of their efforts made the \$10,000 seed money the best investment the church ever made.

Oh, here's an intriguing reminder: *if you've got \$100 today - either in your pocket, or in your checking account - it's not really yours, it's God's, given to you by Him to produce results that He will deem worthy when He meets with you.*

You might want to get a copy of **The Kingdom Assignment** to help you get ready for that meeting...

*Bob Shank*

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