



solutions that transform

March 1, 2012

## Gleanings

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Open Letter to Rick Santorum](#)

### Out of the Mouths of Babes



Gerald R. Chester, Ph.D.  
President

The Strategic Life Alignment (SLA) Seminar is about God's intentionality in creating every human being. During a decade of teaching this seminar, my understanding of the biblical means and methods for discovering one's life purpose has grown. One of the keys was the discovery and development of the C4 principle.

I have taught the seminar three to seven times per year in various venues. The oldest participant was a delightful seventy-five-year-old retired schoolteacher, who was seeking her next assignment. The youngest was sixteen. There may have been more than one sixteen-year-old who has attended, but there has been no sixteen-year-old who responded to the teaching as well as Justin Brannon—the oldest son of Josh Brannon, one of my clients.

Not only did Justin connect well in the seminar, but he was inspired to study the material and then used his research as the basis of a speech he presented in a high school competition. He won first place and so impressed the judges that one commented that he, the judge, needed to attend the SLA Seminar.

In this month's Gleanings, I am honored to present Justin's speech. As you read it, enjoy reflecting on Jesus' words about young people who praise him. Jesus said, "Out of the mouth of babes . . . thou hast perfected praise" (Matthew 21:16 KJV).

Here is Justin's presentation of C4.

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Solutions that Transform

A young man, just barely twenty, married and had his first child. This man came from a background of poverty and promised himself and his family that he would never allow them to live the way he had. In order to keep that from happening, he became a workaholic, placing money as his highest priority.

He took a job with a home theater company. Month after month, he was the top sales representative in his territory. He had it all: nice house, luxury cars, traveling around the country at his leisure, and a beautiful family. What else could anyone ask for? Yet, at the end of every month, after receiving his paycheck, he felt depressed and empty. Something deep inside was lacking because he was not fulfilling his purpose. In other words, he was not living according to his divinely ordained C4.

When you hear "C4" you probably think of an explosive utilized by the military, but the C4 that I am thinking of has the opposite effect. C4 is an acronym that stands for *Calling, Character, Capability, and Commissioning*. If C4 is used in the correct manner, it will provide peace and tranquility. Living life without C4 can have disastrous effects.

#### Services

Consulting

My goal is to share with you the biblical principle known as C4 and how it will help you discover your life purpose.

Planning

More individuals are dissatisfied with their current occupations than ever before. *CBS News* suggested that as of 2010 job satisfaction in the United States was down 19 percent from the '80s (see footnote 1). In 1987, 70 percent of employees said they were content with their occupations. As of 2008, only 51 percent of employees claimed to be satisfied with their jobs (see footnote 2). This is a huge decrease in contentment. I propose there are multiple reasons so many workers are dissatisfied with their jobs.

Training

Fewer workers consider their jobs interesting. They don't have a passion for their work, and if there is no passion, then there is no encouragement to perform excellently. Workers also have little to no intrinsic motivation for their current assignments. A large portion of the population goes to work daily just for a paycheck. As the introductory story shows, money alone simply does not satisfy.

We can combat this dissatisfaction with the biblical principle known as *C4*, a term coined by business consultant Dr. Gerald R. Chester (see footnote 3).

*Calling* is the first element of *C4*. When an individual says he is "called" to do something, he means he has a passion to do that particular thing. For example, a mechanic should have passion for working on vehicles. That passion must be a strong enough motivator to get him out of bed with excitement day after day. If a mechanic is not have passionate about working on vehicles, then perhaps mechanics isn't God's purpose for him.

*Character* is the second element of *C4*. A person must have the necessary character to do God's calling. A mechanic must have biblical character to service vehicles in a masterful and diligent manner while charging a fair price. If a mechanic does not run an honest business, he will inevitably lose customers and find it difficult to attract new ones, resulting in business failure.

*Capability* is the third element of *C4*. Capability is about the specific gifts and talents that God has given each person. Whatever a person is destined to do, he or she will have the capability to perform well in that area. If a mechanic finds servicing vehicles to be difficult, then this is an indicator that being a mechanic may not be his purpose.

*Commissioning* is the fourth and final element of *C4*. Commissioning agents are authority figures placed in a person's life by the sovereign hand of God. Authority figures, either wittingly or unwittingly, call out the destiny and purpose of God for that person. Parents, teachers, pastors, and employers are examples of commissioning agents.

How do you apply *C4* to discover your life purpose?

First, be clear on your *Calling*. What do you have a passion to do? What do you enjoy doing? What would motivate you to go to work every day if money was no longer an issue?

Second, be clear on the *Character* standard. Examine your ethics before taking an assignment. Make sure you can complete the assignment without compromising your integrity.

Third, be *Capable*. Does this particular assignment come relatively easy for you? Do you have the skills—or the ability to learn the skills—to produce an excellent product?

Fourth, seek *Commissioning*. Ask commissioning agents to give you the "go" or "no-go" for the assignment. God has put commissioning agents in your life. Listen to them.

There are many benefits to utilizing *C4*. When you know your purpose and pursue that purpose, you will have an intrinsic motivation for your work. Not only will you find joy in your work, but the company will benefit as well. You will show up for work each day because it brings you peace, joy, contentment, and satisfaction. These traits are contagious—soon others in the company will be motivated to do their jobs with excellence. Other workers will want to know why you are so excited about your work. When you explain how you used the *C4* principle to discover your purpose, others will be encouraged to pursue their purposes. Imagine a world where everyone is excited to get up each morning and go to work. The benefits would be extraordinary!

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What happened to the man in the introductory story?

The man started his own business in pursuit of even more money. He was not aligned with his purpose, resulting in the failure of that business. The man who had it all was forced to do something extremely difficult: admit failure. After that tremendous failure, he discovered that he was called to real estate. He now owns a Century 21 franchise in East Texas and has another business renovating property. He absolutely loves what he does and has no doubt that he is doing what God created him to do.

The man in this story is my father.

I witnessed my father's transformation from a money-driven workaholic to a man who is increasingly aligned with God's will for his life. As never before, I see in him a man who is purposeful, content, and maturing. My father is a testimony to the power of the *C4* principle to help people find and fulfill their life purpose.

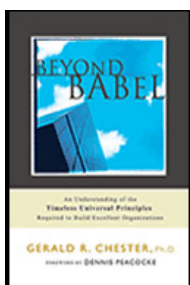
My goal was to introduce the *C4* principle to you. No matter where you are in life, it is never too late to

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discover your purpose. God is intentional and has a reason for everything that happens. God always works things together for his greater purpose. Utilize the C4 principle properly and you will lead a more fulfilling life than you ever dreamed possible.

Erma Bombeck said: “When I stand before God at the end of my life, I would hope that I would not have a single ounce of talent left, and could say, ‘I used everything you gave me.’”

When I meet my Maker in heaven, I want to be able to say, “Lord, I used everything that you gave me.” The C4 principle will help you accomplish this.

1. CBS News survey: “More Americans Unhappy at Work,” 5 January 2010, accessed 14 November 2011, <<http://www.cbsnews.com/stories/2010/01/05/national/main6056611.shtml>>.

2. Ibid.

3. Gerald R. Chester, Ph.D., *Beyond Babel*, (Excel Digital Press, 2005), pages 67–75.

4. “Quotations About Life,” accessed 14 November 2011, <http://www.quote garden.com/life.html>.

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## Training from a Biblical Worldview

Helping You Find and Fulfill Your Life Purpose

Your Need	Training Venue	Information (click below)
Training to <b>Find</b> Your Life Purpose	<i>Seminar:</i> Strategic Life Alignment	March 1—2, 2012 (Seoul, S. Korea)
	<i>Seminar:</i> Strategic Life Alignment	March 4, 2012 (Singapore)
	Strategic Life Alignment Recordings	Recordings Available
	<i>Seminar:</i> Strategic Life Alignment Alumni Event	June 22—23, 2012 (Dallas, TX)
Training to <b>Fulfill</b> Your Life Purpose	Strategic Life Alignment Alumni Event Recordings	Recordings Available
	<i>Business Transformation Series (BTS) Seminar:</i> Beyond Babel	March 5, 2012 (Singapore)
	<i>BTS Seminar:</i> Biblical Leadership	April 6, 2012 (Dallas, TX)
	<i>BTS Webinar:</i> Biblical Leadership	May 7, 14, and 21, 2012
	BTS Seminars/Webinar Recordings	Recordings Available