



5. Caring and concern

TRANSCRIPT OF VIDEO

Continuing the series on Trust, which as we have seen, is a product of Integrity, Competence, Concern, and Dependability. We now turn our attention to the third leg of the Trust table – Concern. Concern for others is valuing them and caring for their interests.

John Maxwell's quote is true even today that, "People don't care how much you know

until they know, how much you care." This means that when people feel you have the best intentions for them and that you will do the best for them, they will begin to implicitly trust you. For example, I trust my wife Shammi, Misha my daughter, and her husband Ranjit implicitly.

I may not agree with them always and my preferences in certain things are different. But, when they decide something on my behalf or offer a recommendation to me, I know they have my best interests in mind, and vice versa.

Similarly, at work the way to build enduring relationships is related to 'interests.' The Bible says, "*Each of you should be concerned not only about your 'own' interests, but about the interests of others as well.*" (Phil 2:4).

When our colleagues and customer know that we take care of their interests they will be confident about us. But when they realize, we are even willing to put their interests ahead of ours, that's when trust takes a firm root in our relationship.

An incident that comes to mind is a time when I worked for a multinational pharmaceutical company in India. I faced an ethical dilemma 'should I recommend the medicine of a competitor that I knew was more effective or to loyally promote my company's comparatively inferior product?' The Holy Spirit reminded me of the golden principle, "*Do to others as you would like them to do to you.*" Luke 6:31 (NLT)

So, I told my customer, "No company can be the best in everything. For this particular disease, our competitor's medicine will be more effective. I would use their medicine if I were you."

The result? I lost a fairly big sale as he was a large poultry farmer, but I moved from being a salesman to a *consultant* to a *friend* of the customer. My honesty had a ripple effect as he later referred me to many of his friends which brought us many new customers. In the highly competitive and fragmented pharmaceutical market in India, my humility of admitting that the competition could be better in some aspects and my willingness to place the customer's interests above mine resulted in an enduring relationship between our companies.

Another aspect of caring and concern for people means that people are important to us. Simply put, it means we "value" people. And the more we value people, the more we care for their well-being and development. This leads us to the logical desire to add value to their lives.

In 2003 in a workshop on cross-cultural leadership in Dubai, as participants, we were asked to share around our

tables, who we admired as a leader and why. Each of us had two minutes to do so. When my turn came, I mentioned that God whose name is Jesus was the leader I admired the most. One of the reasons I gave was an insight that came to me right at the table.

It was that Jesus both valued people and also added value to the lives of people He encountered. That quality alone could make any person a trustworthy leader. If one spends some time reading the four gospels, and may I add that it will be time valuably spent, one will notice that the very essence of Jesus is that He values people. This is even more noticeable when we see Him deal with the people who have been devalued by society. Let me give some examples of people whom Jesus both valued and also added value to.

Zacchaeus and Matthew the tax collectors, the unnamed woman caught in adultery, the leper whom He chose to touch before He healed, the thief on the cross, and the list goes on.

For Jesus, every person had value. It did not matter to Him whether they were devalued for no fault of theirs or because they had chosen paths that led to their devalued condition.

We see this highlighted in Luke 15 in the parables of the lost coin, the lost sheep, and the lost son. In these parables, Jesus teaches us to go to extraordinary lengths to recover, restore, and value those who are placed in our care and who for different reasons may be lost and in need.

From the day I got the insight during the 2003 workshop, valuing people I encounter and adding value to their lives, has become an important part of my calling in life.

As I begin my day, I scan my Outlook calendar and pray that I will be able to value and add some value to the people I will be encountering at work or home either remotely or face-to-face. How about you?

May God bless us all as we become more caring and intentionally add value to the lives of others.

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