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# The Priority of Life

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Devotional

The Priority of Life

March 2015

C. William Pollard

Have you ever found yourself overbooked with just too many things to do? There have been such times in my life when I really felt "stretched".

It was during one of those times when there were many moving parts in the business I was leading that I sought advice from my friend Peter Drucker. In giving his advice, Peter reminded me in a very forceful way that the issues before me in the business were not about determining priorities but instead about determining The Priority and Doing It. He then gave me a history lesson on the use of the word priority. It came into the English language in the 14<sup>th</sup> Century but it wasn't until the 20<sup>th</sup> Century that it was pluralized.

Later that evening as I was reading in the book of Matthew, I came to the words in Chapter 6:33. "... seek first the Kingdom of God and His righteousness and all these things will be added to you." This was a verse I had read many times before but which now, in light of what Drucker had shared, took on a special meaning for me.

As a follower of Jesus Christ, my Priority was to seek the Kingdom of God and His righteousness. If God wasn't in what I was doing, it had no eternal value. In this life only people have eternal value.

My Priority was to invest myself in others. This included my wife, my children, my friends, the people in our church and in our business, and many others. It also included being an ambassador for Christ with God making his appeal of redemptive love and reconciliation through my words and deeds. II Corinthians 5:18-20.

Time is a precious gift from God and should be invested in a way that will produce eternal results.

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