

High Potency

A few weeks ago, we considered a formula for spreading the gospel developed by Billy Hybels. While I do not agree with the actual plan for salvation he teaches, I think we can all agree that his formula for getting the Word out is dead on.

$$HP + CP + CC = MI$$

High Potency plus Close Proximity plus Clear Communication equals Maximum Impact. Let's dig a little into the first part of that equation. High Potency—what on earth is that?

In **Matthew 5:13**, Jesus said we are to be the salt of the earth. But as salt, we have to have flavor. If we have no taste, we cannot do our job. That is the picture of potency. A further explanation of this can be seen a few verses later when Jesus said, "In the same way, let your light shine before others, so that they may see your good works and give glory to your Father who is in heaven" (**Matthew 5:16**, ESV). High Potency means pointing people to God through our lives and actions. They should be able to see our good works. But instead of seeing them as a reason to praise us, they should see them as a reason to honor God.

As Christians, we should lead lives that impress others with our distinction. They should see us as different. While the world is untrustworthy, they should see us as trustworthy. While the world will slander, gossip, and backbite, they know we will not. While the world is entertained by sex and vulgarity, they know we are not. While the world is overcome by the stresses and emotional anxieties of the world, they see in us a peace that goes beyond understanding. As we learned a few weeks ago, the greatest way to demonstrate this High Potency is by bearing the Fruit of the Spirit: love, joy, peace, patience, kindness, goodness, faithfulness, gentleness and self-control (**Galatians 5:22-23**).

Another aspect of High Potency will be seen in how we speak and in what we speak. God, His Word and His church ought to be a part of our conversations. When people praise us for some talent, let them know you give the thanks to God. When people want to know what you did over the weekend, let them know you attended the church's assemblies and classes. When people want to know how your marriage works, let them know you follow the Bible guidelines. You don't have to cram it down people's throats. Just mention it as though it was the most natural thing to say and move on.

When we are High Potency Christians, people will take notice and they will want what we have. At that point, we will be able to teach them. But only at that point. Let's be High Potency this week.

--**Edwin L. Crozier**

PS: Don't forget to let Edwin know if you are interested in being part of the practical evangelism classes coming up in the fourth quarter of 2012.