

JUST DO IT!

The most unsettling television commercial in 1999 showed close-ups of several individuals bearing noticeable physical injuries and scars.

There was no explanation – only a familiar logo at the end with the words: *Just do it.*



What made the commercial so moving was the Joe Cocker song playing throughout in the background: “You are so beautiful ... to me.”

Granted, the commercial was for shoes. But there was another message as well: true beauty and grace are not matters of physical perfection. Some of the most refreshing people to be around are those who have overcome serious limitation in their lives.

We see them often in the centers of Life Care and Century Park. Their gracious attitude seems to say, “I may not have everything that’s possible, but I’m doing everything possible with what I have been given.”

People naturally gravitate toward such individuals. We love the positive attitude expressed.

For leaders in our companies, the slogan is applicable to our work. We should give thoughtful deliberation to decisions that face us, but sometimes the tendency is to over-think the conclusion to an issue. There comes a point when we should *just do it!*

In the spiritual realm, there should be no bounds to the graciousness of those who know Christ since God has made all grace abound to us to make us sufficient in all things (2 Corinthians 9:8).

Wherever we go as Christians, we should take with us the refreshment of the gospel of grace.

Instead of *Just do it*, Christians should *Just dispense it* – the grace of God, that is.

The words of a wise man’s mouth are gracious, but the lips of a fool shall swallow him up (Ecclesiastes 10:12 NKJV).

– Beecher Hunter