

## THE DAVID AND GOLIATH VISION

*Hi everyone,*

*This last month was great. We at Abiah have seen God move in ways that have truly encouraged us.*



*It has been almost a year since we have exclusively focused our recourses on helping Christian Organizations.*

*Last weekend I flew out to Orange County CA for a Brand Strategy Meeting. When I got there and was brought to my room there was an three paintings from my client Surfing Artists International (SAI) hanging in the room. It took me to tears. (read full*

*story on my blog) This was one of Abiah's first clients. SAI was a new company and received God's favor. They went global in just under 18 months, being distributed to over 60+ countries through Bruce McGraw Distribution (the same people who exclusively distribute Disney prints.)*

*I asked myself, "If we would have never worked with SAI would they have went global?" Then I thought, "would those paintings have been on the wall if God did not get Abiah involved?" God is so sovereign.*

*Guy Richards, Chief Branding Officer*

*Prv. 3:5-6*

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*In the beginning of the year I was in Colorado Springs about to start a rebranding effort for a large Christian Organization. This was the first organization we would rebrand after God had redirected our focus to specifically help those who are making the largest impact for Him.*

*That morning before we started, God took me to 1 Samuel 16-18. The story that was taking place was very interesting. Continue reading to see a Biblical account of the power a God given vision has in engaging an entire organization.*

*17 Now Jesse said to his son David, "Take this ephah of roasted grain and these ten loaves of bread for your brothers and hurry to their camp. 18 Take along these ten cheeses to the commander of their unit.*

See how your brothers are and bring back some assurance from them. 19 They are with Saul and all the men of Israel in the Valley of Elah, fighting against the Philistines.”

8 Goliath stood and shouted to the ranks of Israel, “Why do you come out and line up for battle? Am I not a Philistine, and are you not the servants of Saul? Choose a man and have him come down to me. 9 If he is able to fight and kill me, we will become your subjects; but if I overcome him and kill him, you will become our subjects and serve us.” 10 Then the Philistine said, “This day I defy the ranks of Israel! Give me a man and let us fight each other.”

11 On hearing the Philistine’s words, Saul and all the Israelites were dismayed and terrified.

24 As soon as the Israelite army saw him, they began to run away in fright.

32 “Don’t worry about this Philistine,” David told Saul. “I’ll go fight him!”

33 “Don’t be ridiculous!” Saul replied. “There’s no way you can fight this Philistine and possibly win! You’re only a boy, and he’s been a man of war since his youth.”

34 But David persisted. “I have been taking care of my father’s sheep and goats,” he said. “When a lion or a bear comes to steal a lamb from the flock, 35 I go after it with a club and rescue the lamb from its mouth. If the animal turns on me, I catch it by the jaw and club it to death. 36 I have done this to both lions and bears, and I’ll do it to this pagan Philistine, too, for he has defied the armies of the living God! 37 The Lord who rescued me from the claws of the lion and the bear will rescue me from this Philistine!”

Saul finally consented. “All right, go ahead,” he said. “And may the Lord be with you!”

40 He picked up five smooth stones from a stream and put them into his shepherd’s bag. Then, armed only with his shepherd’s staff and sling, he started across the valley to fight the Philistine.

41 Goliath walked out toward David with his shield bearer ahead of him, 42 sneering in contempt at this ruddy-faced boy. 43 “Am I a dog,” he roared at David, “that you come at me with a stick?” And he cursed David by the names of his gods. 44 “Come over here, and I’ll give your flesh to the birds and wild animals!” Goliath yelled.

45 David replied to the Philistine, “You come to me with sword, spear, and javelin, but I come to you in the name of the Lord of Heaven’s Armies—the God of the armies of Israel, whom you have defied. 46 Today the Lord will conquer you, and I will kill you and cut off your head. And then I will give the dead bodies of your men to the birds and wild animals,(The Mission/Plan) and the whole world will know that there is a God in Israel! (The Vision/Destination) 47 And everyone assembled here will know that the Lord rescues

*his people, but not with sword and spear. This is the Lord's battle, and he will give you to us!"*

*48 As Goliath moved closer to attack, David quickly ran out to meet him. 49 Reaching into his shepherd's bag and taking out a stone, he hurled it with his sling and hit the Philistine in the forehead. The stone sank in, and Goliath stumbled and fell face down on the ground.*

*50 So David triumphed over the Philistine with only a sling and a stone, for he had no sword. 51 Then David ran over and pulled Goliath's sword from its sheath. David used it to kill him and cut off his head.*

*When the Philistines saw that their champion was dead, they turned and ran. 52 Then the men of Israel and Judah gave a great shout of triumph and rushed after the Philistines, (Internal Buy-in) chasing them as far as Gath and the gates of Ekron.*

### *Summary*

*Before David showed up on the scene delivering cheese the leader Saul and his men were terrified to fight. It wasn't until a leader with passion, vision and a plan to lead the way came forth, that the men (His employees) followed.*

*Remember that confidence is borrowed from the direction of the leader. And "where there is no vision, the people perish." (Proverbs 29:18)*

### *Action Steps for the Leadership*

- 1. Define the destination of your organization*
- 2. Map out how you will get there*
- 3. Passionately lead the way*
- 4. Watch as your employees embrace the cause*

### **About Abiah**

Abiah is a brand consulting and design firm that helps Christian organizations leverage their uniqueness and communicate more effectively to reach people for Christ. For more articles and tools or to see our case studies and portfolio, visit [www.abiah.com](http://www.abiah.com). Have a question about your situation? Call us toll free at 866 982 2424.

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