

MAKING THE MAXIMUM IMPACT!

Recently, I was reading Bill Hybel's book *"Becoming a Contagious Christian"*. I was impressed with Bill's formula for making a maximum impact on the lives of those around us:

$$\text{HP} + \text{CP} + \text{CC} = \text{MI}$$

Using the concepts Jesus gives in Matthew 5:13,14 of us being "the salt of the earth" and "the light of the world", Hybels translates them into the terms of his formula.

HP stands for "**High Potency**" (representing the saltiness of a Christian), consisting of the elements of authenticity, compassion and sacrifice. **CC** stands for "**Clear Communication**" (representing the light-bringing quality of a Christian, particularly in bringing the revelation of God through the Gospel). A third element, however, is necessary to enabling us to have maximum impact (MI) - it is **CP**, standing for "**Close Proximity**". Unless we incarnate the gospel and get into contact with people, our "High Potency" (salt) and our "Clear Communication" (light) won't have much effect. Like Jesus, we have to be among the people, touching the needs and demonstrating the care and compassion of God.

Hybels applies his formula to personal living, and that's good. But, it seems to me, that

the same formula applies for the church to have maximum impact!

Our western way of thinking too often emphasizes the personal level. Too often we forget the corporate level of the life and message entrusted to us. When Jesus said "you are the salt of the earth" and "you are the light of the world" he was not just talking about individuals - he was talking about the Kingdom people, the new society that He was bringing into being, the "In-Christ Ones". **We** are to be salt and light. **We** are to have HP (High Potency) as well as CC (Clear Communication). One of the missing ingredients in the life of the church has been HP. We haven't lived together as the authentic, compassionate and sacrificial people of God, the people who have died to self and our own agendas, and are living according to our new identity in Christ as the one people of God, the one Body of Christ, the one Temple of the Holy Spirit.

For maximum impact on the community of the Illawarra, we could well take a lesson from Hybels' formula.