



Corsini's Point of the Week™

November 30, 2009



Living a Life of Faith Part 4 of 7

Before we get into today's Point, I want to point out a rather unique gift-giving opportunity. In direct response to all the positive feedback at the recent Social Media Conference, we have produced a DVD of the event. It's \$49.95 and available at my Website at www.corsini.com. And it's an excellent tutorial on how to multitask your social-media efforts. (There are more details at the end of this Point.)

Now, let's continue our series on the various elements of the **7 Fs of True Success**. So far we've covered working **Fundamentals**, **Finances** and **Family**. This week, we'll talk about **Faith**. In light of the recession and the pessimistic outlook that goes with it, I was wondering if people's faith was suffering along with the economy. The research I uncovered is surprising.

According to the Gallup-Healthways Well-Being Index, which interviewed 1,000 people a day throughout most of 2008 about their physical, emotional and economic well-being, researchers found that the economy, while having drastic effects in so many other aspects of life, has no statistically measurable impact on how important religion is in people's lives. Nor has the economy influenced church attendance. People who used to go to church, still do, those who didn't—still don't.

Let me start out by saying I'm not going to try to convince you that faith *should* be important to you. There are various "degrees" of faith in people's lives. Some people simply don't have a firm belief in God. For others, faith is a once-a-week-for-an-hour kind of thing. Still others try to live each day in a state of grace. You know who you are. **This Point is for those people who want their faith to be intertwined in their lives. Each and every day, all day.**

One thing this crazy economy has taught us: **There is no security in possessions**. We come into the world with nothing, and we'll leave with nothing. (I've heard that you really can't attach a U-Haul to a hearse.) **So if we can't find security in possessions, where can we find it? In our faith.**

I'm talking about everyday security—for yourself and those you love. Birmingham has been through some hard times lately involving greedy politicians. This, unfortunately, is nothing new. Time after time, we've seen high-ranking executives or officials get caught doing something illegal/immoral. In many cases, it appeared that these people had it all (or at least they had a lot going for them). But they let their pride and greed get in the way. Some find themselves simply out of the C-suite or out of

QUOTE OF THE WEEK

*"I'd rather see
a sermon than
hear one any day."*

— Edger Albert Guest
(1881-1959)

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office. Others end up going to jail. Then and only then do many of these people rediscover themselves, connect with their souls and find their faith. **What if they had worked all along with a true understanding of faith? What if their faith had guided their actions each day, every day, all day? Just think about the significant things they could have accomplished.**

I firmly believe that faith is about believing in something that you can't prove. It's also fundamentally about loving others. It's important to note that **all of the world's major religions observe some version of the Golden Rule.** And even those folks who don't firmly believe in God generally agree that following the Golden Rule is a good policy.

I've heard it said: **"Just like standing in a garage doesn't make you a car, sitting in church doesn't make you religious."** Living your faith is *not* about being able to memorize scripture. It's *not* about how many times you attend your place of worship. (although both can be a great way to grow in your faith). **Living your faith means walking the talk. It is about loving others—and loving yourself—enough to do the right thing.**

CORSINI'S POINT

Your faith's principles are the perfect compass to guide you in your life—both in and out of the office. Many people don't find their faith until they find themselves in one of life's gutters. Living your faith in your everyday life can not only prevent you from getting into trouble in the first place, but it also can help you achieve more of the "good" that life has to offer. The Golden Rule is called the golden rule for a reason. If you find you're having a hard time following it or if you feel you're missing something in life, maybe it's time to turn to your faith.

DO WHAT YOU DO BETTER with Corsini Classroom Essentials

Did you miss the recent Social Media Conference? Or do you want to replay some of the expert advice you heard that day? Either way, you're in luck. CCG has produced a special DVD of the event.

You'll hear **David Brasfield, founder and CEO of TriNovus**, talk about how he's using social media for public relations, marketing materials, business development and turning leads into customers. (www.trinovus.com) **Kara Kennedy, director of external affairs at Samford University's Brock School of Business**, discusses the various social-media tools available today and how to incorporate them into your company's overall marketing strategy. And **Brian Cauble, co-founder and CEO of Appsolute Genius**, talks about how to take "offline" relationships online using the latest social-media techniques. (www.appsolutegenius.com)

The DVD is only \$49.95 (that's a significant savings off the list price of \$99.95). To order yours, go to www.corsini.com then click on the EVENTS link.

For information on upcoming (and ongoing) Corsini Classroom Events, contact Marc Corsini at marc@corsini.com or call him at (205) 879-0432.