

## **FOURTH QUARTER STRATEGIES - Saturday, August 1, 2015**

I'm certain you've noticed just how complex life can get these days. You may well know people who scan through hundreds of e-mails every workday in order to locate the dozen or so that might be relevant to their business. Most retired folks comment just how busy their lives have become since they hung up their work clothes. In fact, they often comment on just how much they used to accomplish when they were working full-time! It seems that the more technological advancements we make the more that technology snares us into time traps. In my insurance profession, I've observed that the past thirty-plus years have brought great strides in the way we do business and I'm certainly able to provide much more data in less time to my clients and prospects. Interestingly, when my business was less complex with fewer choices, I was able to write more business with less effort. Can you relate to this phenomenon?

Many are caught up in getting the latest version of their smart phone of choice to handle all the apps that are designed to make life easier and more enjoyable. I must admit that my car's navigation system often goes to waste since I seldom take the time to program my destination. Frankly, like many guys I don't mind being disoriented for a few minutes and often find my destination using a printed version of Google Maps and sometimes even revert to an old city map stuffed away in my glove compartment. By the way, I actually keep gloves in there as well! We've advanced so much that couples now go to coffee shops and no longer read their favorite section of the newspaper in order to keep from carrying on a nice conversation. These days we just stare at our smart phones or tablets to keep from communicating with family members. Can't you just see a family of four or more sitting in a restaurant all caught up in their personal media devices and missing the wonderful opportunity to hear what's been happening in each other's lives.

As an avid golfer, I finally broke down and purchased a range finder a few years back. These days, many golfers consider such items as old technology and gather data from an app on their smart phone or from some type of watch/distance device on their wrist. Frankly, I always enjoyed the challenge in guessing distances and not having too much data to get in the way of my swing thoughts. I have not seen these electronic devices have any great impact on my friends' golf games and I suspect the only way our games will improve is through practicing and playing more. Perhaps you've recently purchased an electronic device to improve your exercise regimen, but you are still required to make the effort to perform your exercises of choice. These devices can't do the hard work for you. But let's talk about a simpler life that has much more meaning and purpose.

I place my trust in a complex God, yet His way is simple to follow. I don't need any electronic gadgets to show me His will for my life. He helps me to keep an even keel in this complex world in which we all must live. His commandments have even been simplified from ten laws down to two for our benefit. We are to simply "love God with all our hearts, minds, souls and strength and to love others as we love ourselves. No gimmicks - just the straight truth. Even in this complex world life can be so simple, if we trust in our Father in Heaven. Will you join me in the simple life?

Here to serve,

Jim Langley, CLU

**Passages to Ponder:** Exodus 20: 5-6; Deuteronomy 10:12; Psalm 19: 7-8; Psalm 116: 5-6; Mark 12: 30-31; 1 John 5:3

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### **Exodus 20:5-6 New King James Version (NKJV)**

<sup>5</sup> you shall not bow down to them nor serve them. For I, the LORD your God, *am* a jealous God, visiting the iniquity of the fathers upon the children to the third and fourth *generations* of those who hate Me, <sup>6</sup> but showing mercy to thousands, to those who love Me and keep My commandments.

### **Deuteronomy 10:12 NKJV**

[ *The Essence of the Law* ] “And now, Israel, what does the Lord your God require of you, but to fear the Lord your God, to walk in all His ways and to **love Him**, to **serve the Lord your God** with all your heart and with all your soul,

### **Psalm 19:7-8 New King James Version (NKJV)**

<sup>7</sup> The law of the LORD *is* perfect, converting the soul;  
The testimony of the LORD *is* sure, making wise the simple;  
<sup>8</sup> The statutes of the LORD *are* right, rejoicing the heart;  
The commandment of the LORD *is* pure, enlightening the eyes;

### **Psalm 116:5-6 New King James Version (NKJV)**

<sup>5</sup> Gracious *is* the LORD, and righteous;  
Yes, our God *is* merciful.  
<sup>6</sup> The LORD preserves the simple;  
I was brought low, and He saved me.

### **Mark 12:30-31 New King James Version (NKJV)**

<sup>30</sup> And you shall love the LORD your God with all your heart, with all your soul, with all your mind, and with all your strength.’ This *is* the first commandment. <sup>31</sup>  
And the second, like *it*, *is* this: ‘You shall love your neighbor as yourself.’ There is no other commandment greater than these.”

### **1 John 5:3**

For this is the **love of God**, that we keep His commandments. And His commandments are not burdensome.