

# LifeCode

DAVID H. MCKINLEY

## THE ETHIC OF “FEELINGS”

“Companies cannot afford to sit on their hands. Big companies need to tap into the emotions of their customers. They need to recognize that their consumers live in an emotional world. Emotions drive most, if not all, of people’s decisions.” —SCOTT BEDBURY

Many people make major life decisions based on emotion rather than sound judgement.

*A sound mind makes for a robust body, but runaway emotions corrode the bones.* —PROVERBS 14:30 MSG

*A cheerful heart brings a smile to your face; a sad heart makes it hard to get through the day. An intelligent person is always eager to take in more truth; fools feed on fast-food fads and fancies. A miserable heart means a miserable life; a cheerful heart fills the day with song.* —PROVERBS 15:13-15 MSG

*A cheerful disposition is good for your health; gloom and doom leave you bone-tired.* —PROVERBS 17:22 MSG

### Consider the Three Dimensional “Make Up” of the Human Race

*May God himself, the God of peace, sanctify you through and through. May your whole spirit, soul and body be kept blameless at the coming of our Lord Jesus Christ.*

—PROVERBS 5:23 NIV

Body = *soma*  
Soul = *psyche*  
Spirit = *pneuma*

*He has made everything beautiful in its time. He has also set eternity in the hearts of men; yet they cannot fathom what God has done from beginning to end.* —ECCLESIASTES 3:11 NIV

### Concentrate on the “Breakdown” of the Human Psyche

Psyche = Mind + Emotions + Will

*Keep your heart with all diligence, for out of it spring the issues of life.* —PROVERBS 4:23 NKJV

“It is with our passions as it is with fire and water—they are good servants but bad masters.” —ROBERTS L’ESTRANGE

### Correct the Thoughts that “Fuel” Negative Emotions

#### 1. Our feelings are controlled or fueled by our thoughts.

“Once our minds are ‘tattooed’ with negative thinking, our chances of long-term success diminish.” —JOHN MAXWELL

#### 2. Our feelings are not good judges of whether life is good or bad.

“Emotional experience in the western world has become the primary motivation of values, actions and spiritual beliefs.”

—JAMES DOBSON

#### 3. Our feelings have great impact on the condition and well-being of our bodies.

“It’s not what happens to you, but what happens in you that matters in life.” —JOHN MAXWELL

#### 4. Our feelings will change if our thoughts are recharged.

“The greatest day in your life and mine is when we take total responsibility for our attitudes. That’s the day we truly grow up.” —JOHN MAXWELL

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### Choose Happiness and Health Will Follow

*A merry heart does good like a medicine...* —PROVERBS 17:22a

*For as he thinks in his heart, so is he.* —PROVERBS 23:7a NKJV

*Summing it all up, friends, I’d say you’ll do best by filling your minds and meditating on things true, noble, reputable, authentic, compelling, gracious—the best, not the worst; the beautiful, not the ugly; things to praise, not things to curse.*

—PROVERBS 4:8 MSG

“Better keep yourself clean and bright; you are the window through which you must see the world.”

—GEORGE BERNARD SHAW



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