

What would Jesus say to...

SERMON SERIES



Alan
Sugar

What would Jesus say to... Reminders

1. Each of these messages can be tailored towards a Gospel presentation and our hope is that they will be used to engage with those on the fringe of the Church.
2. Each 'character' we are exploring is a real person. Let's remember that as we speak. It's important that these sermons are not used to slam people but to affirm God-given attributes and speak into their lives. Think about three positive things we can say for every one thing we might like to see changed.
3. This sermon series should also help equip Christians in two distinct ways. Firstly, they should help us think about how we engage in faith conversation with friends. Secondly, they help us see that our faith is not only about a Sunday morning meeting but about how we engage with all of life.

Background Information

Alan Michael Sugar, Baron Sugar (born 24 March 1947) is an English business magnate, media personality, and political advisor. According to the Sunday Times Rich List 2015, Sugar has joined the "billionaire's club" with an estimated fortune of £1.04bn, and is ranked as the 101st richest person in the UK.

Alan Sugar was born in Hackney in East London to a Jewish family. His father was a tailor and they lived in a council flat. He made extra money by working at a greengrocers and after leaving school at 16 he started selling car aerials and electrical goods out of a van which he had bought with his savings of £50.

In the 1980's Alan Sugar's Amstrad went into the home computer market and doubled its profit every year during the 1980's and made Alan Sugar a fortune. At its peak it had a stock market value of £1.2 billion. The 1990's proved to be a difficult time for the company.

In 1991 Alan Sugar bought the football club Tottenham Hotspur and had a tumultuous 9 years as chairman, being accused by many as treating the club as a business venture and being very unpopular with the fans.

Alan Sugar became the star of the hugely popular BBC reality TV show The Apprentice which has been running every year since 2005. Sugar fires one candidate each week until he offers one of them a job or invests in their company.

Preaching Points

Alan – let nothing hold you back!

- From humble beginnings Alan Sugar has risen to be a billionaire and highly successful business man, as a result of lots of hard work and skilful decisions
- He has maximised everything that he had

Biblical input & possible Illustrations:

- Matt 25:14-30 - Parable of the talents – use the talents and opportunities that God has given you
- God can do more with your life than you can imagine!

2. Alan – You're Fired! Jesus works with misfits and failures of life

- Quotes that Alan Sugar uses to fire candidates – focus on mistakes and things that they do wrong
- See various lists on the internet

Biblical input & possible Illustrations:

- David & the cave of Adullam – Mighty men (1 Sam 22)
- Scripture is full of misfits and failures that God uses e.g. Moses was a stutterer, Noah was a drunk, David was an adulterer, Paul was a murderer, Jeremiah was a depressive....
- God uses failures and misfits that Lord Sugar would have fired!

3. Alan – God loves your love for family

- Asked what is the secret to his success 'Put your loved ones not your profit margins centre stage'
- Alan grew up with Jewish family loyalty and loved centre stage – Friday night games night, jobs for his sons and father, house for his parents, etc...

Biblical input & possible Illustrations:

- God has a love of family e.g. Noah & family, God's covenant with Abraham was to him and his family, 2 of the 10 commandments are about family, Jesus and Paul talk about family e.g. Eph 6:1-4
- Born into a physical family and then when we are born again we are a part of a spiritual family – the Church e.g. Gal 3:26-29

4. Alan – Riches & money cannot be taken with you when you die

- Alan has a fortune of £1.04bn, he owns an aeroplane, fleet of Rolls Royce including a Ghost Rolls Royce.....
- Pictures and details of wealth online

Biblical input & possible Illustrations

- Matthew 6:19-21 & 1 Tim 6:7-10 – we brought nothing into the world and can take nothing out of the world
- Board Game Illustration – It all goes back into the box after the game!
- Lord Sugar – what you have on earth & your accomplishments, will not matter when you meet Jesus. The only thing that will matter is do you believe in Jesus as your Lord & Saviour?
- What about each one of us – how will we answer the question that matters. Not how much wealth do you have but do you know Jesus?

Creative Input

- Symbolic – ‘You’re Fired Quotes’
- Symbolic – Apprentice music, clips from the programme, etc...
- 60mins YouTube film on Alan Sugar’s story from rags to riches

Lots more material available online.

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