

Christopher W Symons

Abundance – Compassion – Triumph

Passion – Purpose – Profit

Things Eternal – One Life at a Time

My Personal Brand – 2023



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A Voice of Reason and Compassion in the Face of Change

A 3P Equation - Passion + Purpose = Profit

Therefore, as a formula for success in a personal brand to sell your story, there must be an equation translating into a statement that draws others to your story or professional presentation. It all begins with a search for the voice of reason and compassion in the face of change.

In defining the equation to create your personal brand, there must be an answer that appeals to the masses. In all honesty, the most appealing topic for most is money. Is it simply a paycheck or is it a financial concept? Regardless, to receive a paycheck, the company must make a profit. So, for me the answer is Profit... the 3rd P of the personal brand equation.

Given that the answer to the equation is Profit, the next question is what drives and sustains profit.

Are we unsatisfied with our current employment? The question is why? Unfulfilling employment leads to workplace contempt. What then makes your employment fulfilling? The answer for me is passion. Do you have a passion for what you do? Thus, Passion is the 1st P in the equation.

Passion is only part of the equation. What keeps your passion alive? For me it is Purpose. Your employment leads to Profit which is the answer to the equation. If Passion indeed drives Profit, Purpose is the means to sustain Passion. Purpose supplies the meaning within your sustained employment. Therefore, Purpose is the 2nd and final P in the Personal Brand equation.

All too often we find no purpose in our employment other than a paycheck. We equate Purpose to placement or position; others equate it to the size of the paycheck or sense of personal identity. The answer for me is my legacy. To get to the answer of Profit, I must answer for myself what my legacy (what comes from my soul) will be in working towards sustainable profit.

Putting it all together, my personal brand equation is Passion + Purpose = Profit.

The next step is to define and document your passion and purpose that ties to your definition of profit. This is a personal activity that requires substantial efforts of determination; research, reflection, and revisions. It is a journey of discovery and conformation. Once you have completed your personal branding statement, you have a basis to craft your story or professional presentation.

What follows are the outcomes of my personal journey of discovery and confirmation; a Personal Branding Statement with My Story and Professional Presentation.

My Personal Branding Statement

(Passion + Purpose = Profit)

A Voice of Reason and Compassion in the Face of Change

An Ambassador of Life Abundant, a Champion of Reason and Compassion, Turning Challenge into Triumph!

- Whatever you do, work at it with all your heart, as working for the Lord, not for human masters, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving.
(Colossians 3:23-24)

An Ambassador of Life Abundant - Passion

Personal Manifestation

Life serves as an inspiration to others that they may come to see and know Christ through my choices and behaviors.

The Good Shepherd and His Sheep

- The thief cometh not, but for to steal, and to kill, and to destroy: Jesus Christ has come that we might have life, and that we might have it more abundantly.
(John 10:9-11)

Life through Christ

- For if by one man's offence death reigned by one; much more they which receive abundance of grace and of the gift of righteousness shall reign in life by one, Jesus Christ. Therefore, as by the offence of one judgment came upon all men to condemnation; even so by the righteousness of one the free gift came upon all men unto justification of life.
(Romans 5:16-18)

The Ministry of Reconciliation

- Since, then, we know what it is to fear the Lord, we try to persuade others. What we are is plain to God, and I hope it is also plain to your conscience. We are not trying to commend ourselves to you again, but are giving you an opportunity to take pride in us, so that you can answer those who take pride in what is seen rather than in what is in the heart. If we are "out of our mind," as some say, it is for God; if we are in our right mind, it is for you. For Christ's love compels us, because we are convinced that one died for all, and therefore all died. And he died for all, that those who live should no longer live for themselves but for him who died for them and was raised again.

So from now on we regard no one from a worldly point of view. Though we once regarded Christ in this way, we do so no longer. Therefore, if anyone is in Christ, the new creation has come: The old has gone, the new is here All this is from God, who reconciled us to himself through Christ and gave us the ministry of reconciliation: that God was reconciling the world to himself in Christ, not counting people's sins against them. And he has committed to us the message of reconciliation.

We are therefore Christ's ambassadors, as though God were making his appeal through us. We implore you on Christ's behalf: Be reconciled to God. God made him who had no sin to be sin for us, so that in him we might become the righteousness of God.

(2 Corinthians 5: 11-21)

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A Prayer for the Ephesians

- For this reason, I kneel before the Father, from whom every family in heaven and on earth derives its name. I pray that out of his glorious riches he may strengthen you with power through his Spirit in your inner being, so that Christ may dwell in your hearts through faith. And I pray that you, being rooted and established in love, may have power, together with all the Lord's holy people, to grasp how wide and long and high and deep is the love of Christ, and to know this love that surpasses knowledge—that you may be filled to the measure of all the fullness of God.

Now to him who is able to do immeasurably more than all we ask or imagine, according to his power that is at work within us, to him be glory in the church and in Christ Jesus throughout all generations, for ever and ever! Amen.
(Ephesians 3:14-21)

A Champion of Reason and Compassion – Purpose

Personal Manifestation

Choices and behaviors cultivate the care and empathy that respects and edifies the individual.

The Workers Are Few

- Jesus went through all the towns and villages, teaching in their synagogues, proclaiming the good news of the kingdom, and healing every disease and sickness. When he saw the crowds, he had compassion on them, because they were harassed and helpless, like sheep without a shepherd. Then he said to his disciples, “The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field.”
(Matthew 9:35-38)

Feeding the five thousand...

- The apostles gathered around Jesus and reported to him all they had done and taught. Then, because so many people were coming and going that they did not even have a chance to eat, he said to them, “Come with me by yourselves to a quiet place and get some rest.” So, they went away by themselves in a boat to a solitary place. But many who saw them leaving recognized them and ran on foot from all the towns and got there ahead of them. When Jesus landed, and saw a large crowd, he had compassion on them, because they were like sheep without a shepherd. So, he began teaching them many things. By this time, it was late in the day, so his disciples came to him. “This is a remote place,” they said, “and it’s already very late. Send the people away so that they can go to the surrounding countryside and villages and buy themselves something to eat.” But he answered, “You give them something to eat.” They said to him, “That would take more than half a year’s wages[a]! Are we to go and spend that much on bread and give it to them to eat?” “How many loaves do you have?” he asked. “Go and see.” When they found out, they said, “Five—and two fish.” Then Jesus directed them to have all the people sit down in groups on the green grass. So, they sat down in groups of hundreds and fifties. Taking the five loaves and the two fish and looking up to heaven, he gave thanks and broke the loaves. Then he gave them to his disciples to distribute to the people. He also divided the two fish among them all. They all ate and were satisfied, and the disciples picked up twelve basketfuls of broken pieces of bread and fish. The number of the men who had eaten was five thousand.
(Mark 6:30-44)

Instructions for Christian Living

- Get rid of all bitterness, rage, and anger, brawling and slander, along with every form of malice. Be kind and compassionate to one another, forgiving each other, just as in Christ God forgave you.
(Ephesians 4: 31-32)

Imitating Christ’s Humility

- Therefore, if you have any encouragement from being united with Christ, if any comfort from his love, if any common sharing in the Spirit, if any tenderness and compassion, then make my joy complete by being like-minded, having the same love, being one in spirit and of one mind. Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves, not looking to your own interests but each of you to the interests of the others.
(Philippians 2: 1-4)

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Living as Those Made Alive in Christ

- Therefore, as God's chosen people, holy and dearly loved, clothe yourselves with compassion, kindness, humility, gentleness, and patience. Bear with each other and forgive one another if any of you has a grievance against someone. Forgive as the Lord forgave you. And over all these virtues put on love, which binds them all together in perfect unity. (Colossians 3: 12-14)

Turning Challenge into Triumph! – Profit

Personal Manifestation

Through my choices and behaviors, others are able, through the power of Christ, to overcome and excel.

The Way of the Cross

- Then he called the crowd to him along with his disciples and said: Whoever wants to be my disciple must deny themselves and take up their cross and follow me. For whoever wants to save their life will lose it, but whoever loses their life for me and for the gospel will save it. What good is it for someone to gain the whole world, yet forfeit their soul? Or what can anyone give in exchange for their soul? If anyone is ashamed of me and my words in this adulterous and sinful generation, the Son of Man will be ashamed of them when he comes in his Father’s glory with the holy angels.”
(Mark 8:34-39)
- Then Jesus said to his disciples, “Whoever wants to be my disciple must deny themselves and take up their cross and follow me. For whoever wants to save their life[f] will lose it, but whoever loses their life for me will find it. What good will it be for someone to gain the whole world, yet forfeit their soul? Or what can anyone give in exchange for their soul? For the Son of Man is going to come in his Father’s glory with his angels, and then he will reward each person according to what they have done.
(Matthew 16:24-27)

No Confidence in the Flesh

- But whatever were gains to me I now consider loss for the sake of Christ. What is more, I consider everything a loss because of the surpassing worth of knowing Christ Jesus my Lord, for whose sake I have lost all things. I consider them garbage, that I may gain Christ and be found in him, not having a righteousness of my own that comes from the law, but that which is through faith in Christ—the righteousness that comes from God on the basis of faith. I want to know Christ—yes, to know the power of his resurrection and participation in his sufferings, becoming like him in his death, and so, somehow, attaining to the resurrection from the dead.

Not that I have already obtained all this, or have already arrived at my goal, but I press on to take hold of that for which Christ Jesus took hold of me. Brothers and sisters, I do not consider myself yet to have taken hold of it. But one thing I do: Forgetting what is behind and straining toward what is ahead, I press on toward the goal to win the prize for which God has called me heavenward in Christ Jesus.

(Philippians 3:7-14)

Saved in Order to Do Good

- At one time, we too were foolish, disobedient, deceived and enslaved by all kinds of passions and pleasures. We lived in malice and envy, being hated, and hating one another. But when the kindness and love of God our Savior appeared, he saved us, not because of righteous things we had done, but because of his mercy. He saved us through the washing of rebirth and renewal by the Holy Spirit, whom he poured out on us generously through Jesus Christ our Savior, so that, having been justified by his grace, we might become heirs having the hope of eternal life. This is a trustworthy saying. And I want you to stress these things, so that those who have trusted in God may be careful to devote themselves to doing what is good. These things are excellent and profitable for everyone.
(Titus 3:3-8)

False Teachers and the Love of Money

- If anyone teaches otherwise and does not agree to the sound instruction of our Lord Jesus Christ and to godly teaching, they are conceited and understand nothing. They have an unhealthy interest in controversies and quarrels about words that result in envy, strife, malicious talk, evil suspicions and constant friction between people of corrupt mind, who have been robbed of the truth and who think that godliness is a means to financial gain. But godliness with contentment is great gain.
(1 Timothy 6:3-6)

True Treasure

- Command those who are rich in this present world not to be arrogant nor to put their hope in wealth, which is so uncertain, but to put their hope in God, who richly provides us with everything for our enjoyment. Command them to do good, to be rich in good deeds, and to be generous and willing to share. In this way, they will lay up treasure for themselves as a firm foundation for the coming age, so that they may take hold of the life that is truly life.
(1 Timothy 6:11-19)
- Do not store up for yourselves treasures on earth, where moths and vermin destroy, and where thieves break in and steal. ²⁰ But store up for yourselves treasures in heaven, where moths and vermin do not destroy, and where thieves do not break in and steal. For where your treasure is, there your heart will be also.

The eye is the lamp of the body. If your eyes are healthy, your whole body will be full of light. But if your eyes are unhealthy, your whole body will be full of darkness. If then the light within you is darkness, how great is that darkness!

No one can serve two masters. Either you will hate the one and love the other, or you will be devoted to the one and despise the other. You cannot serve both God and money.
(Matthew 6:19:24)

The Knowledge of Wisdom

Jesus can turn a Mess into a MESSAGE, a Trial into a TRIUMPH, a Test into a TESTIMONY and your broken pieces into MASTER PIECES.

- Wisdom, like an inheritance, is a good thing and benefits those who see the sun. Wisdom is a shelter as money is a shelter, but the advantage of knowledge is this: Wisdom preserves those who have it.
(Ecclesiastes 7:11-12)

Moral Benefits of Wisdom

- My son, if you accept my words and store up my commands within you, turning your ear to wisdom and applying your heart to understanding—indeed, if you call out for insight and cry aloud for understanding, and if you look for it as for silver and search for it as for hidden treasure, then you will understand the fear of the LORD and find the knowledge of God. For the LORD gives wisdom; from his mouth come knowledge and understanding. He holds success in store for the upright, he is a shield to those whose walk is blameless, for he guards the course of the just and protects the way of his faithful ones. Then you will understand what is right and just and fair—every good path. For wisdom will enter your heart, and knowledge will be pleasant to your soul.

Discretion will protect you, and understanding will guard you.
(Proverbs 2:1-11)

The Path to Profit

- To humans belong the plans of the heart, but from the Lord comes the proper answer of the tongue.
All a person's ways seem pure to them, but motives are weighed by the Lord.
Commit to the Lord whatever you do, and he will establish your plans.
The Lord works out everything to its proper end— even the wicked for a day of disaster.
The Lord detests all the proud of heart. Be sure of this: They will not go unpunished.
Through love and faithfulness sin is atoned for; through the fear of the Lord evil is avoided.
When the Lord takes pleasure in anyone's way, he causes their enemies to make peace with them.
Better a little with righteousness than much gain with injustice.
In their hearts humans plan their course, but the Lord establishes their steps.
The lips of a king speak as an oracle, and his mouth does not betray justice.
Honest scales and balances belong to the Lord; all the weights in the bag are of his making.
Kings detest wrongdoing, for a throne is established through righteousness.
Kings take pleasure in honest lips; they value the one who speaks what is right.
A king's wrath is a messenger of death, but the wise will appease it.
When a king's face brightens, it means life; his favor is like a rain cloud in spring.
How much better to get wisdom than gold, to get insight rather than silver!
The highway of the upright avoids evil; those who guard their ways preserve their lives.
Pride goes before destruction, a haughty spirit before a fall.
Better to be lowly in spirit along with the oppressed than to share plunder with the proud.
Whoever gives heed to instruction prospers and blessed is the one who trusts in the Lord.
The wise in heart are called discerning, and gracious words promote instruction.
Prudence is a fountain of life to the prudent, but folly brings punishment to fools.
The hearts of the wise make their mouths prudent, and their lips promote instruction.
Gracious words are a honeycomb, sweet to the soul and healing to the bones.
There is a way that appears to be right, but in the end, it leads to death.
The appetite of laborers works for them; their hunger drives them on.
A scoundrel plots evil, and on their lips, it is like a scorching fire.
A perverse person stirs up conflict, and a gossip separates close friends.
A violent person entices their neighbor and leads them down a path that is not good.
Whoever winks with their eye is plotting perversity; whoever purses their lips is bent on evil.
Gray hair is a crown of splendor; it is attained in the way of righteousness.
Better a patient person than a warrior, one with self-control than one who takes a city.
The lot is cast into the lap, but its every decision is from the Lord.
(Proverbs 16)

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Story and Personal Presentation

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Introduction

As a man of profound faith, Chris is a devout follower of Christ, therefore a Christian. Forgetting what lies behind, He presses on toward the goal to win the prize for which God has called him heavenward in Christ Jesus. Chris fulfills many roles in life including beloved husband, father, grandfather, and friend. However, his greatest role is that of being a child of God, serving others as statesman and elder. Not that Chris has already obtained perfection, he presses on to take hold of that for which Christ Jesus took hold of him.

Recognized for transformative outcomes from analysis and resolution of complex business problems, Chris is a voice of reason and compassion in the face of change with a passion for leaving a legacy of value. He helps people and organizations overcome their challenges and realize their full potential. Change, of any kind, must be from the inside out, one life at a time.

Summary

Chris has a positive, enduring legacy of extraordinarily rich and diverse relationships spanning generations of family, friends, and acquaintances, earning their trust and confidence as a confidant and personal counselor. Chris has led countless bible studies and Sunday School classes over decades. Of late, Chris has undertaken the exciting profession of helping people and organizations overcome their challenges and realize their full potential in their journey towards perfection. In Chris's work life, his clients have included the American Electric Power (AEP), Texas State Department of Health Services, Centers for Disease Control and Prevention (CDC), State Farm Insurance, American Express, Capital Group, United Bank of Switzerland, Anthem Blue Cross and Blue Shield; United Healthcare, Primera Healthcare, L.L.C., Lutheran Medical Center, TEKsystems, CDI Corporation, Papa John's Pizza, Covance Inc., Siemens Microelectronics and Current Incorporated. Chris also works with non-profits, non-government organizations, churches, community, and faith-based organizations.

Background

Chris comes from an American conservative Christian background. Originally from Phoenix Arizona, now resides in Auburn Georgia, and is currently in advanced studies at the school of hard knocks. He and his wife, college sweethearts, have 2 married adult children and are proud grandparents.



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