



## Paradigm Gained

by Kim A. Pettit

*Are you resisting or embracing change?*

“Man’s most important food is fat,” proclaimed the 1911-1913 public relations campaign by Procter & Gamble to launch Crisco (TM), a shortening product made from vegetable oil.

Can you imagine such a sales pitch succeeding today?

Our paradigms have changed. We know much more about nutrition than we did 100 years ago. Our use of language has changed: we are more conscious of gender, inclusiveness, and diversity. Our understanding of marketing has grown: we recognize the importance of focus, of appealing to the right audience and targeting a market segment.

Change is inevitable. (I could have written “evolution is inevitable,” but that might offend some Christians engaged in another battle about paradigms...)

Change is inexorable. Unstoppable. Required. And, even publishers’ paradigms change. This entire issue of *InterLit* discusses the ways specific publishers have adjusted to changes, responding to local markets, new opportunities, technologies, and so on. As International Christian Publishing Institute alumni know from Marlene LeFever’s sessions, if we wish to stay in business, we must reexamine our paradigms.

This isn’t always an easy task. Agyare alluded to the need to keep staff morale up; Fornoles discussed the emotional impact of

leading change. And during the entire process of assigning and editing their articles, I found myself contemplating change as well.

For, you see, this is the last print issue of *InterLit*. Starting in January 2007, we are switching to an online delivery system for the publisher training information and inspiration you have found in print. We hope that this change will bring about more frequent and useful communication with you; that it will enable us to serve publishers better and more effectively. (If you haven’t already done so, please take a moment to subscribe by visiting [www.ccmipartners.org](http://www.ccmipartners.org).)

Online delivery will not include the smell of ink, nor the smooth feel of glossy paper. There are some losses associated with our change in format. For one thing, it wreaks havoc on my current editorial schedules. My quarterly plans no longer work, and designing new ones, frankly, gave me a headache.

So I was encouraged, then, when I received an article by Paul McKaughan, of the Evangelical Fellowship of Missions Agencies. He wrote about the time when Israel rebuilt the temple in Jerusalem, quoting Ezra 3:11-13: “... all the people gave a great shout of praise to the Lord... [Many] who had seen the former temple, wept aloud when they saw the foundation of this temple being laid, while many others shouted for joy. No one could distinguish the sound of the shouts of joy from the sound of weeping,

because the people made so much noise. And the sound was heard far away.”

McKaughan observes that God “had foreseen... two very natural emotional responses to this new place of worship.” He continues, “For those who are leading any major change process, let me assure you that weeping and noise are a very normal and natural part of the process.” He notes that, “all the people, old and young, weepers and joyful shouters, praised the Lord.” And some of us who weep at first later find that our wailing turns to dancing—when we recognize the gains a new paradigm brings.

Are you leading change? Are you facing change? Consider the advantages and opportunities in your circumstances. For example, in crafting new editorial plans for the Web site, I can now offer audio and video clips of ICPI training—something that is impossible in print. I have greater flexibility around word counts, since the

space constraints of 24 pages no longer apply. An electronic format will allow readers to use online translation capabilities. As Simas says, “there are vast possibilities offered to editors by the new media.”

Explore the new horizons before you. In this flat world where old maps no longer work, strange landscapes ahead might appear as lush forests, or forbidding deserts.

“The mind is its own place, and in itself/ Can make a heav’n of hell, a hell of heav’n,” wrote John Milton in *Paradise Lost*. We can choose what to focus on—and whether we will praise the Lord in the process, and obey and build as He leads, or turn away. Ask the Holy Spirit to give you clarity of vision. Our God is not a god of condemnation, but transformation. Ask for His help. He has promised to guide us. Seek His will diligently in times of change. Then, follow Him.

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