

# Integration faith learning – character



**ASSIGN  
BUSTER**

Mark 13: 5-13 Jesus said to them: " Watch out that no one deceives you. Many will come in my name, claiming, 'I am he,' and will deceive many. When you hear of wars and rumors of wars, do not be alarmed. Such things must happen, but the end is still to come. Nation will rise against nation, and kingdom against kingdom. There will be earthquakes in various places, and famines. These are the beginning of birth pains." You must be on your guard. You will be handed over to the local councils and flogged in the synagogues.

On account of me you will stand before governors and kings as witnesses to them. And the gospel must first be preached to all nations. Whenever you are arrested and brought to trial, do not worry beforehand about what to say. Just say whatever is given you at the time, for it is not you speaking, but the Holy Spirit." Brother will betray brother to death, and a father his child. Children will rebel against their parents and have them put to death. All men will hate you because of me, but he who stands firm to the end will be saved.

The character that we read from the scripture verse above is Perseverance. I believe that perseverance is important to a firm as it can act as the spirit of a firm's corporate culture, it can guide the firm striving for better product, and to maintain a specially segment of the market. The benefits that a firm can get from this character can be in every aspect in terms of marketing and management.

The corporate culture is critical to a firm just as faith is to a person. The corporate culture not only decides the positioning of a firm in the market, but also influences its achievement in the long run. Perseverance is one of the key characters that benefits a firm from a corporate culture standpoint. This character can have different interpretation with given environment.

Perseverance means to a firm in that it sets a goal and stick to it; Perseverance means to an employee in that they believe in quality and strive to achieve it. Take Apple Inc. for example, it has a corporate culture of innovation and high quality, and they stick to it and eventually wins its market from other competitors.

The character of perseverance is later on passed down to the execution of strategic planning and customer targeting. Because of this character, the firm can earn its reputation in the long run, which will consolidate the customer that they were targeting, and the consistency due to this character may further enlarge its market share. I believe that perseverance is a key character to a firm and to an individual in their way towards excellence.