

Thought for the Day 1st June - John Reed

Read 1 John 1:9-10

In 2009, Kraft came out with a new Vegemite product line, which they decided to call iSnack 2.0. It's safe to say that it didn't go down well, with one online clothing retailer awarding it "epic fail" status on the internet. Kraft food's head of corporate affairs in Australia and New Zealand said in a statement: "We have been overwhelmed by the passion for Vegemite and the new product. The new name has simply not resonated with Australians. Particularly the modern technical aspects associated with it ..."

This epic fail is not the only one committed by big corporations in recent times.

In 1985 Coca-Cola introduced "New Coke." It cost them dearly.

In 2011 Netflix tried to make some money by charging people more for the same services. The mistake cost Netflix a great many customers.

A few years ago, American retailer JCPenney tried to make some changes. They tried to ditch old brands, overhaul prices, and change their name to JCP. JCPenney stock fell 50 percent.

Recognizing its misstep JCPenney put out an advertisement which says, in part, "Come back to JCPenney. We heard you (and your disappointment). Now we'd love to see you."

Now, it seems this is not the only misstep that the company has made. It has struggled greatly in recent years, and just a couple of weeks ago announced it was closing some stores and filing for bankruptcy.

When a company makes a misstep, it can be catastrophic.

When an individual goes wrong it can be much, much worse. The Bible doesn't call it "missteps," it calls it "sin." Sin doesn't just ruin our day, or cause a loss of revenue: unchecked it leads to eternal damnation.

So, what are we to do with our sin?

The answer is simple: we do what Kraft and JCPenney did. We confess our sins. We admit before the Lord we have transgressed and are truly repentant for our actions.

The difference is that our future is not at the whim of a fickle marketplace or changing trends in our culture. Our future is in God's hands. And he has promised - for the sake of His Son who carried our sins to the cross - that if we confess our sins, he will forgive us those sins and cleanse us from all the stains they had brought about. In short, with faith in Jesus, a repentant heart is forgiven.