

# How do they make you feel?

This article is from the "Edifying the Body" section of the Church of God Big Sandy's Web site, [churchofgodbigandy.com](http://churchofgodbigandy.com). It was posted for the weekend of June 12-13, 2010.

**By Lenny Cacchio**

LEE'S SUMMIT, Mo.—If Joseph hadn't made his brothers feel like hired help, they would not have sold him into slavery.

If Peter at Pentecost had made the multitudes comfortable with their spiritual state, 3,000 of them would not have repented.

If King Rehoboam had shown respect to his people and their concerns, they would not have rebelled to set up a rival kingdom.

So often people will not remember what you say or what you do, but how you make them feel.

Job's friends were unwitting masters of the art of manipulating feelings. Job was drowning in a sea of misery, but his friends' self-anointed purpose was to psychoanalyze him to his face and embark on a scavenger hunt for personal defects. "Face up to your failings, Job. You wouldn't be hurting if you weren't a sinner."

In their quest for Job's sins, they pointed out his impatience (Job 4:2), his bitterness and envy (5:2-3), his condescension and scheming (18:3, 7) and his arrogance and dishonesty (20:6, 19).

I wonder how those friends made Job feel. I venture that he remembered neither what they said (which was some pretty stupid stuff) nor that they had come a long way to visit him (which was a noble thing to do). Rather, Job probably remembered how they made him feel, and that wasn't too good.

Companies in the so-called service industry make us feel like nonpersons by squeezing us through a Touch-Tone menu of nonsensical categories rather than letting us talk to human beings. We can lose customers by making them feel like dollar signs. We can crush a child's spirit by demanding performance that is never quite good enough.

Shortly after His resurrection, Jesus appeared surreptitiously to two disciples. He walked with them, ate with them and taught them. After a few hours, they recognized who this stranger was, and we're told what they remembered: "Were not our hearts burning within us while He talked with us on the road and opened the Scriptures to us?" (Luke 24:32, NIV).

Yes, they remembered what He said. And they remembered what He did. But, most of all, they remembered how He made them feel.