

On behalf of your consulting team at Jerusalem Management Consultants -- it is a pleasure to be with you this morning to present to you the long-awaited and completed Organizational Analysis of your new venture.

As your Management Consultants, we have spent months putting together our findings regarding your new project.

Yes, we were skeptical when your 12 leaders first contacted our offices looking for help.

The whole business community had heard of this 'Jesus' movement, and the grisly death of your leader, and we were, frankly, quite put off.

This Jesus of Nazareth seemed like nothing more than a rabble-rouser -- traipsing through small towns -- followed by a band of ailing and indigent commoners -- in a totally disorganized fashion.

What kind of organization could this 'Jesus' possibly build, we thought.

He had absolutely no support from the government or existing religious institutions -- in fact, they were absolutely antagonistic towards his ideas.

This 'Jesus' had no financial plan -- no succession initiative -- and a clear lack of long-term, strategic planning.

However, our firm had a previous relationship with your gifted financial advisor -- you may remember, the brilliantly talented Judas Iscariot.

He was, clearly the visionary and the planner among you -- setting aside money in different accounts -- and it was thanks to his foresight that you were able to afford our services.

Our condolences to you on his untimely death.

However, we are sure you will be able to find at least one replacement...

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Let's begin this morning, then, with the Executive Summary from our Organizational Analysis.

First, here are the Strategic Advantages we found of your movement -- We find that your venture has much going for it for three reasons:

a) Our analysis shows your customer satisfaction numbers to be very high.

People who join your movement are, for the most part, glad they did.

Your 'Happiness Quotient' is nearly perfect.

Our focus groups generated descriptions such as 'peace,' 'hope,' and 'joy.'

You are clearly able to meet a need in the marketplace -- so much so that even the spending habits of your followers have been affected -- they are no longer apt to

frivolously go out and buy things -- but they seem content and joyful with the things they have -- In their words, they consider themselves to be at ease and ‘pleased.’

b) Your ‘loyalty indicators’ show that your clients are very committed and dedicated to your cause.

Your followers exhibit a high degree of devotion and trust.

In some extreme cases, we found people willing to invest their entire life-savings -- selling off their homes, furniture, and possessions just to further the movement.

In other cases, we documented sufferings at the hands of the ruling authorities -- we interviewed clients who would rather endure punishment and stay in your movement -- than disavow their beliefs and avoid distress.

We rarely see customer loyalty like this -- except, of course, at GM, Chrysler and Ford.

And finally we found,

c) Your customers are your best advertisers.

Word of mouth from your clients has been the single-most important factor in the rapid growth you have experienced.

Upon hearing about your organization, people quickly contact their closest friends and relatives to tell them about what they have found.

They even bring them to their gatherings -- and before long, these new people, join the organization as well.

As we all know, word of mouth is the best form of advertising -- and your clients clearly have something to talk about.

So, given these three strategic advantages – customer satisfaction, client loyalty, and the willingness of your patrons to go out and do the advertising – these make us believe there is no limit to the potential expansion of your movement.

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So let us now consider your Competitive Challenges.

The marketplace is rife with rival movements -- many factors come into play as you seek to expand your organization -- and understanding the competition is of key importance.

First, let us consider your most popular competitor-

(a) Pagan worship -- some of this is promoted by the Roman government -- And so it offers social status and the safety of knowing you’re among the ‘in crowd.’

There are a variety of temples and gods that one can affiliate with -- There are also a variety of beliefs that go along with these pagan religions -- so no matter what you believe, chances are, there’s a pagan version for you.

You will join the vast majority of the population in this movement -- including police, politicians, celebrities, socialites, and those of highest wealth and worldly position.

For the socially minded, few liaisons will ensure the high degrees of safety and communal acceptability as the Roman, pagan way.

Of course, you don't have to actually believe the Emperor is God -- indeed, few in our confidential polling actually did -- but one must be willing to offer the appointed temple sacrifices and the occasional 'Hail Caesar' at appropriate public events.

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A second competitor to consider is:

(b) Judaism.

This has a long, proud history and, again, offers the security and social steadiness of an established religion.

Our research found that Jews are a festive, jovial bunch -- producing more than their fair share of popular actors and entertainers -- in the addendum to this report, you can find, as an example, the writings of a certain Maccabees Seinfeld and Jacob Dangerfield.

The Jews are also very good at instilling in their young people ambitions to succeed -- although there are usually only two options: Doctor or Lawyer.

The rich history and traditions of this religion make it very appealing -- although the insistence of 'one God' makes the Jews appear judgmental and condemning of the other religions that surround them.

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A third, and perhaps the most important competitor, is:

(c) the religious laxity present in the aforementioned dominant religions -- and indeed, throughout contemporary culture.

Our polling data indicates that there are high numbers of discontented people in both institutions.

The weight of so many years of ingrained ritual has turned a lot of people away from their organization's best offerings -- and turned some of them into obsessively greedy people -- out for their own self interests -- seeking pleasure in acquiring things and experiencing sensual pleasures.

We believe your organization's biggest rival will, one day, be: the seeking of earthly position, power and possessions above any sort of religious awakening.

Sure the pagans and the Jews are your biggest competitors -- but they may soon lose out to a laxity in things eternal and the quest for ownership and experience in temporal things.

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And this brings us to our Recommendations.

Through various polling and the seating of no small number of focus groups-- we believe the following suggestions can be helpful to you as you determine the future plans for your organization.

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So let's begin with your central icon.

It is important that a single, unifying symbol be chosen so that your group is readily identified.

Let's face it, the Jews have the Star of David -- the Buddhists have a statue of an over-eater -- your movement needs one as well! -- one that can be used on everything from jewelry to graffiti to billboards.

We have considered several suggestions from your group and offer our evaluations.

First, we have noticed some people using a fish icon. -- We believe this is a perplexing symbol.

People may confuse your gathering places with seafood restaurants -- they may come to think that your followers are smelly and slimy -- and worst of all, they may use it against you by attaching someone else's name to it -- like some famous evolutionist -- which may lead to a public relations fiasco.

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We have also noticed that some people are adapting the image of crucifixion into what appears to be a cross.

We heartily object to this sort of imagery.

Why, we may as well use an electric chair! -- or a hangman's noose! -- or a syringe filled with deadly poison!

Who would want to follow a movement that exalts a dead man on a cross?

It's off-color, gory, and just plain tacky.

Instead, we believe the following images are much more appropriate if you are to experience the kind of growth you are looking for.

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First, we have an image our artists developed years ago for another religion -- but the Hindus decided to go in a more eastern direction.

Here it is.

We think the star and crescent would be perfect for your organization!

We think that your movement might benefit from the symbolism of the planet and star as a declaration of the universal appeal of your religion.

Of course, if you decide to go in a different direction -- we will keep this in our files -- and I am quite sure that another religion will snap it up in a few centuries or so.

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This brings us to our second image:

We like the unity expressed by this circular symbol (have a nice day).

The positive shape of the eyes and the snappy looking grin would pair well with a tag line -- may we suggest one like this:

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"Have a Nice Day."

We can see this image gaining popularity in all sorts of venues, not the least of which would be bumper stickers for chariots -- and lapel pins for togas.

Your movement should communicate an uplifting, positive message -- and this is just the icon that can do it.

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Of course, if your tastes lie elsewhere, we have a third image which we are sure you will like.

In keeping with the soft and playful aura of your movement -- we took things a bit farther and believe that a physical representation of your product offering will work best.

We call this one Tinky Winky.

We think the color purple is appropriate for your icon -- in fact it was your bishops that inspired this image!

We believe that, for your movement to grow, you are going to have to be particularly appealing to children -- and the overtones of peacefulness and playfulness are certainly self evident here.

We can see the creation of a strong revenue stream as well.

The product licensing possibilities are practically endless when we think of plush dolls, lunch boxes and Halloween costumes...

So we suggest you adapt this icon as soon as possible -- before someone else does so, and makes a mint!

However, whether you go with the smiley face, the star and crescent, or "Tinky Winky", we believe that your religion would be much better served by these icons -- than any of the more inferior symbols some of your followers have taken it upon themselves to adopt.

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This leads us to our second recommendation.

You have not yet come up with a name for yourself.

In some areas we understand your movement is known as 'The Way.'

This, of course, reeks of arrogance and monolithic superiority -- as if there is no other way available!

My goodness, how close-minded and judgmental you will be considered!

This term should be abandoned immediately -- For it to be used in any real sense, one would have to actually believe that your movement is the only way.....an obviously preposterous consideration.

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In other areas of the Empire, Antioch specifically, we understand that your followers are also being called 'Christians' -- a term that literally means 'Little Christs.'

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This would be an appropriate symbol if, in fact, your slain leader was someone who people actually looked up to.

But that's far from the case.

Most people know him as a nobody from nowhere who got what was coming to him for speaking up against Rome and religion.

Most people think that anyone as outspoken as he was, deserves crucifixion.

So to suggest that a name be based on this man would be certain political suicide -- and no one wants that.

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Therefore, we have the following recommendation.

In keeping with your mission strategy, we thought of a name that might communicate the sense of action and adventure that characterizes your movement -- So we were unanimous in this single suggest.

We believe your movement would be well served if you decided to call yourselves:

The Crusaders.

Your followers will be encouraged to go forth into the unknown -- to travel even thousands of miles -- giving up home and family -- and willing to perform just about any act in the name of your religion.

Our artists have already come up with colors and logos that would be perfect for banners and flags!

Of course, if you are not interested quite yet, we are more than willing to set it aside for you for a modest down payment -- in case, down the road, you might choose to utilize it.

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This brings us to our final recommendation for you this morning -- and this one is the most important.

It has come to our attention that there are certain letters circulating among your followers -- and there are certain stories being assembled -- that have to do with Jesus' life and death.

Now we understand they haven't been consolidated into a final form just yet -- so we want to make sure and nip this one in the bud.

It is our understanding that some of these monographs actually contain passages like this one:

"Everyone therefore who acknowledges me before others, I also will acknowledge before my Father in heaven;

"-but whoever denies me before others, I also will deny before my Father in heaven.

"Do not think that I have come to bring peace to the earth;

"I have not come to bring peace, but a sword.

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“For I have come to set a man against his father, and a daughter against her mother -- and a daughter-in-law against her mother-in-law;”

“and one's foes will be members of one's own household.”

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Now, dear clients -- Does it even deserve mention for us to point out how offensive, hard-nosed, and unappealing and difficult to understand, a message like that sends out?

Who on God's green earth would be dim-witted enough to want to follow a religion that talks like this?

In reviewing these manuscripts, we found repeated references to the difficulties one is to expect when one follows your movement!

These writings suggest that true life is found along the difficult path of suffering -- the consideration of others before self.

This goes 180-degrees against our findings that indicate people are turned off by things like commitment, pain, and suffering.

Instead, we recommend that your writings take on a much more consumer-friendly tone. And we found a few that we would like to suggest you promote instead.

We discovered a few passages that a man named Paul wrote regarding the subject of 'Love' that are quite appealing -- and very appropriate for weddings!

We also think that some of the chapters in the Hebrew canon called 'Psalms' offer a few appealing themes -- There are kind-hearted stories about shepherds and soft rolling brooks, that bear inclusion.

However, we strongly recommend that the stories that exist at present -- regarding the gruesome scourging and crucifixion of this 'Jesus' be seriously edited.

The bloody story of Jesus' last walk to the place called Golgotha is a story only Hollywood could sell -- and we would not be surprised to discover that someday, someone might just turn this 'Jesus' into an action figure and make a bundle!

But let's leave that for some future generation -- for now, we need to make sure your legacy is preserved as to appeal to the largest number of people in the widest possible venue.

Therefore, we suggest that the present story of Jesus' demise be.....consolidated... and summarized... as to lend to a broader appeal.

In fact, our writers have been hard at work on one particular version -- and we offer it this morning for your consideration:

“Humpty Dumpty sat on a wall.  
Humpty Dumpty had a great fall.  
All the king's horses and all the king's men  
Couldn't put Humpty together again!”

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This concludes this morning's presentation -- We heartily suggest you consider our recommendations -- keeping in mind that Jerusalem Management Consultants prides itself in its precise assessment of public opinion.

Our staff is made up of the most highly-educated and well-trained minds on the face of the planet.

It is the application of this superior human intelligence that leads us to our conclusions -- which we heartily suggest be adopted as soon as possible -- if not, we don't believe your movement can survive -- we give you 10 years on the outside.

Remember, our advice is consistently rated as the best in the industry.

You wanted the best advice humans can give -- And now, dear clients, you have it.

***Amen.***