

New Man Story

Steve Robinson — From Tight Hands to Generous Hands

Throughout his 35 year tenure as the head of marketing for Chick-fil-A, Steve Robinson was instrumental in helping to grow the company from 184 stores and \$100 million to 2,100 stores and \$6.8 billion, while influencing the creation of one of the most iconic brands of our time.

Steve's success with Chick-Fil-A was accompanied by personal financial success and a life of philanthropy. However, that all came about as a result of a life-lesson he learned early in his career. In those days he had "tight hands" when it came to money and giving, but God used a scripture verse to change all that:

"Will a man rob God? Yet you have robbed Me! But you say, 'In what way have we robbed You?' In tithes and offerings. You are cursed with a curse, for you have robbed Me, even this whole nation. Bring all the tithes into the storehouse, that there may be food in My house, and try Me now in this," says the Lord of hosts, "If I will not open for you the windows of heaven and pour out for you such blessing that there will not be room enough to receive it." Malachi 3:8-10

From that verse, Steve came to realize that if he could not be a joyful steward of money, then he would never enjoy the blessings and spiritual growth God promised in those verses. He explains it like this:

"If I could trust Him for the unseen gift of grace and salvation, why not trust Him with those things He put in my life that I could see? The Lord used that passage to help me understand that EVERYTHING in my life, as a Christian, is a stewardship issue...Whatever passed through my hands was a gift from Him to steward. Not mine to do with as I pleased. Coming to that conclusion was the preamble to telling my wife Dianne I wanted to increase our pledge to our church. This decision changed the trajectory of my life. Just two days after turning in that new pledge, I received my first inquiry from Chick-fil-A, and ended up joining the company in 1981. My new compensation made it possible for us to fulfill that pledge...

Over the years since, Dianne and I have marveled at how God has blessed us and our family beyond our wildest imagination...He has allowed us to engage in and support some great churches and other ministries, and enjoy great friends along the way. NEVER would any of this have happened if I still had those 'tight hands' that Malachi challenged. God's Word does not return void. This was one portion of His Word that reshaped and redirected my life."

Discussion Questions

1. Would you describe yourself as mainly generous or as tight-fisted when it comes to giving?
2. Did you ever have to learn to be generous when it was difficult or impractical to do so?
3. Do you mainly think of your money and possessions as your's or as the Lord's?
4. Do you actively pray about what to do with the resources He has entrusted to you?

Click below to watch a 6 minute clip of Steve's MGF talk

<https://vimeo.com/428290195>