Discussion Title: Rich Toward…..?	**Category**: Lifestyle

	Opening: Pick six people to share a slogan; then have others in the group guess the product or company. Example: "Just do it" – Nike "It just taste better" – Burger King "Don't leave home without it" – American Express Card "You never looked so good" – Avon "When you care enough to send the very best" – Hallmark "Happiest place on earth" - Disneyland "Save Money. Live Better" – Walmart "Wassup?!" – Budweiser	Pick 6 individuals to share. 5 minutes total.
Q.	**What do advertising agencies appeal to in their ads and slogans?** • Security, fun, self-worth, image, pleasure, acceptance, sex, etc. • Advertisers create a perceived need, and then they fill it with their product.	
Q.	**What hinders us from seeing God's purposes in our lives?** • Lack of faith, sin, inadequate understanding of God, etc.	
Q.	**What is the American dream?** • House, nice car, college education, wife, kids, MBA, large bank account, boat, entertainment centers, looking sharp, etc.	
Q.	**How well has the American dream served America? Why?** • Let's look at some input Jesus had about wealth and riches.	

Lesson:

	Luke 12:31-21 (Rich fool) Recap.	Pick 1-2 individuals to answer each question (Q). Keep track of time during the discussion. Keep the discussion focused and on point. Avoid going off on a tangent topic. Additional notes:
Q.	**Why did Jesus say, "watch out?"** • We need to, there is danger! Greed sneaks up on us.	
Q.	**What is the danger? What is "all kinds of greed"?** • Money, power, materialism, selfishness, chasing riches, jealousy, envy	
Q.	**What would most people's opinion be about this man?** • Successful, hard-working, ambitious, wealthy, deserved a break	
Q.	**What did Jesus say about this man?** • Called him a fool!	
Q.	**Why did Jesus call him a fool?** • He missed the most important things of life-he missed the big picture. • He was selfish and was storing things up for himself. It cost him his life • Jesus says this will happen to anyone who is not rich towards God!	
	Conclusion: Are we rich towards ourselves or are we rich towards God? If your checkbook and your time schedule were looked at, what would they say you are rich towards?	