**Title: Priority over Preference**

**Genesis 25:19-34; Philippians 4:8**

The story of Esau and Jacob is a classic example of PREFERENCE vs PRIORITY. It is instructive to understand that the brothers are fraternal twins, and they represent preference and priority by the way they lived and the choices they made.

**Priority**: something given or meriting attention over competing alternatives. For example, praying first thing in the morning versus reaching for the phone. Forgiveness over revenge.

**Preference**: a greater liking for one alternative over the other. For example, liking Chanel not Prada. Preferring chaos over peace.

The real difference between the two are the words MERIT and LIKE.

1. CONTINUOUS CONTENTION

Just as the contentious relationship of the twins in the womb, there is always contention between preference and priority. Until we choose priority, we will always be left in the dust of unaccomplished potentials and desires both in our spiritual and personal lives.

1. PRIORITY AND PREFERENCE DIFFER

The twins were different in three fundamental ways:

1. Physically: Esau, the elder twin was red and hairy while Jacob was not (physical). Red represents bright, shiny, spunk, attractive, spontaneous etc. Its consequence, if not properly managed, can be as devastating as the red-hot fire.
2. Ability: Esau was a gifted outdoorsman and his father loved him for that despite his obvious shortcomings. Esau knew the family business well and additionally acquired the extra skill of game hunting. He was also a good cook. Jacob, on the other hand, was a “tent man”; other than home and his immediate environs, he had no extra skills.
3. Esau was an active, extroverted personality. Jacob’s personality however, was introverted, thoughtful and methodical.

The same can be said of preference and priority. While preference and priority are not physical, there is a physical component to the practice. Most definitely, there is a difference to the ability and temperament of preference and priority.

The lesson here is your attraction, skill and great personality will be engulfed in the flames of preference if they are not subject to the power of priority.

1. CHARECTARISTICS OF PREFERENCE /PRIORITY
2. Priority is future focused whilst preference is now focused.
3. Priority is mostly associated with momentary inconvenience, whilst preference is associated with immediate gratification (porridge)
4. Priority moves me closer to the goal whilst preference does very little to accomplish the goal.
5. Priority deals with the big picture first and then small things later “first things first” whilst preference is concerned more about “small things first”.

TODAY’S PRIORITY – Spiritual Life.