



SERIES: John Believe
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Scripture: John 12:31-34
TITLE: ROI on the Cross

Most of us determine the ROI, or return, on an investment to see if it is worth it. Will our time, talents, and treasures be worth the reward? Well, Jesus asked the same question regarding His death on the cross.

Let's discover the ROI in John 12:31-34.

"Now is the judgment of this world; now will the ruler of this world be cast out. And I, when I am lifted up from the earth, will draw all people to myself." He said this to show by what kind of death he was going to die. So the crowd answered him, "We have heard from the Law that the Christ remains forever. How can you say that the Son of Man must be lifted up? Who is this Son of Man?"

In the previous verses, we find that Jesus is deeply troubled or disturbed because death on the cross is approaching. I can't even imagine the dread He must have felt to know that He would be beaten, mocked, whipped, flogged, humiliated, and nailed to a cross.

He knew He must die on the cross to bring people back to God. And now, in verses 31-33, we begin to see the ROI. What was the return on investment for such a painful and monumental investment? He says, "now is the judgment of this world." How is that an ROI? Sin is being dealt with. Yes, it is sad and horrible to know that people will reject the offer of salvation. But finally, both for those who receive it and those who reject it, sin and evil will be punished. That's justice, and we long for it.

Second, Jesus says, "now will the ruler of this world be cast out." Who is the ruler? It's Satan. Now, this begs the question, does this mean that at the moment of Jesus' death, did Satan's rule end there? No, clearly not. But it was the down payment. It was the moment that sealed Satan's fate. Revelation 20 says that the day is coming when Satan will be thrown into the lake of fire for eternity. Until that day, for the believer, though Satan prowls around like a roaring lion and is the ruler of the fallen world, Jesus holds dominion over the believer's life and over the world and Satan. This is another ROI.

Last, Jesus says he will draw all people to Himself because of His death on the cross. Does this mean all men will be saved? No. But it does mean that because of His death on the cross, salvation is available to all people. Those who repent of their sins and believe in Jesus will be saved. They will be drawn, and they will come. I can't put a price on that ROI. But that is a gift I can never buy nor repay. But I am forever grateful.

So, now is your turn to consider the ROI of following Jesus. If you're not a Christian, why not? What is the ROI of living for yourself and spending eternity separated from God in hell? Jesus said in Mark 8, "What's the profit (or ROI) if you forfeit your soul to gain the world?" That's a lousy ROI. So consider the trade and turn to Jesus today.

If you're a Christian, consider the cost and ROI of living for Jesus each moment. Jesus offers you life to the fullest on an adventure of eternity. Peace with God. Hope in eternity. Life to the fullest. When we experience this kind of ROI, we will win the day.