



**DEVELOP INK.**  
develop shalom not peace.

Randall Creasey  
randall@developink.com  
949.205.9917  
developink.com

**Some of you might be wondering what exactly is on your shirt.**

It should read from top to bottom “develop shalom not peace”. The Hebrew characters display the word shalom and the two fingers is a symbol for peace. What does it mean to develop shalom not peace? “The word shalom derives from the root shin-lamedh-mem, which has cognates in many Semitic languages, and means completeness, fulfillment, well being, harmony, a concept usually encapsulated by translation in the word well-being” (“Shalom,” Wikipedia: The Free Encyclopedia). Therefore to develop shalom not peace, is an observation develop has made. An observation that many people believe peace comes from things such as lack of war, relationships, drugs, moral relativism, alcohol, politics, intellect, sex and the list goes on. People believe in a peace that is temporal and will not last. Real peace, shalom, is rooted in the idea of being complete and full. This type of shalom is not found in things of this world but found only in a relationship with Christ. “You keep him in perfect peace, whose mind is stayed on you, because he trusts in you. Trust in the Lord forever, for the Lord God is an everlasting rock” Isaiah 26:3-4. In Isaiah it describes how we can obtain this shalom, by having our trust in Him. Desiring God only will create true completeness and fulfillment in your life. Develop desires to push this idea, and suggests that you push the idea that true peace, shalom, isn’t in what the world describes as peace, but it is in one thing - God. We need to develop and grow into people who propagate ideas of shalom and not fake peace. Go wear your shirt and be an advocate of real peace, shalom, that resides in trusting in the one and only true God. “Trust in the Lord with all your heart, and do not lean on your own understanding. In all your ways acknowledge him, and he will make straight your paths.” Proverbs 3:5-6. develop shalom not peace.