

Article 07

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The Weight of Influence

As your business grows, so does your influence. And with that comes a sacred weight, a responsibility to reflect Christ in every boardroom, brainstorming session, and brand decision.

Influence in the Kingdom is never for show; it's for service. It's not for applause, it's for impact. God doesn't elevate to inflate your ego, but to extend His glory through you. That social media following, that customer base, that team looking to you are not accidental.

In 1 Timothy 4:12, Paul reminds a young leader to "*set an example in speech, in conduct, in love, in faith, and in purity.*" This is our standard, not just as believers, but especially as believing entrepreneurs.

What culture are you creating in your company? What do people experience when they work with you or for you? Do they see a reflection of God's excellence, compassion, and truth?

Your words carry weight. Your choices ripple outward. Never underestimate the power of a kind response, a just decision, or a prayer whispered before a meeting. Influence used for self-fades. Influence surrendered to God multiplies.

Don't just be visible but be valuable. Be the kind of leader whose impact outlasts your tenure. Because when people encounter Christ through your influence, they don't just become customers they become touched by purpose.

Love from the TiEV Team