

OUR  
**UNFAIR**  
***ADVANTAGE***

UNLEASH THE POWER  
OF THE HOLY SPIRIT IN YOUR BUSINESS

DR. JIM HARRIS  
AUTHOR OF *THE IMPACTER*

OUR  
**UNFAIR**  
***ADVANTAGE***

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OF THE HOLY SPIRIT IN YOUR BUSINESS



## PRAISE FOR OUR **UNFAIR ADVANTAGE**

“You can expect your work life to experience a transformational shift as you apply Dr. Jim’s teaching on how to participate with the Holy Spirit as an Unfair Advantage.”

—**L. HEYNE**

California, USA

“You are paving the way for so many of us to step into the power of the indwelling Spirit and fully live their business mission.”

—**S. HEARTY**

Emerald Isle, Ireland

“I’ve never come across such a helpful and practical book on the Holy Spirit. I can feel the effects of this book already. I will certainly recommend this book far and wide. Thank you for writing this much-needed message. Thank you!”

—**A. HEAL**

Australia

“Your insights have helped me accelerate my business outcomes and have greater impact on people I serve—bringing me both personal and professional fulfillment. I appreciate how you keep things simple yet profound.”

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—S. SATTERFIELD

Georgia, USA

“In this outstanding book, Dr. Jim teaches us that God offers marketplace Christians more than a rule book of timeless business principles. He has helped me to yield more control of my business over to Holy Spirit, *Our Unfair Advantage*, in the marketplace.”

—D. SHEARER

North Carolina, USA

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**DR. JIM HARRIS**

*Our Unfair Advantage:*  
*Unleash the Power of the Holy Spirit in Your Business*  
by Dr. Jim Harris

Printed in the United States of America

ISBN (Paperback): 978-1-940024-47-9

ISBN (eBook): 978-1-940024-48-6

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This book was inspired by Holy Spirit as a tool to help businesspeople learn how to hear the voice of God. It is a seed to share with the world. Therefore, we give you full permission to share excerpts and teachings from this book in whatever manner you desire. For as these lessons are scattered upon good soil, Jesus will reap a great harvest for His Kingdom across the globe.

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Cover design by High Bridge Books

Published in Houston, Texas, by High Bridge Books

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# ACKNOWLEDGMENTS

**F**IRST AND FOREMOST, I THANK GOD, MY SAVIOR JESUS, AND THE Holy Spirit for guiding me in the writing of this book. My only desire is to record faithfully Your words and be Your pen. May this book be pleasing unto You.

To my wife and eternal partner, Brenda, who has matured into an unstoppable spiritual warrior. Without you and your endless support, I could not fulfill my calling from the Lord. I'll proudly hold your hand all the way to heaven!

A special thanks to my good friend and spiritual brother, Kyle Winkler, whose calm spirit, deep knowledge, and consistent witness has guided, taught, and encouraged me for many years.

A huge shout out to Pastors Arnie McCall, Buford Lipscomb, and Rick and Jennifer Curry for their spiritual mentoring and guidance through severe trials, accelerated spiritual growth, and glorious encounters with the Holy Spirit.

Thanks also to my spiritual mentors and close brothers in Christ—Ben Watts, Tony Chavez, and Steve Jones.

Thank you, Darren Shearer of High Bridge Books, for your phenomenal editing, book publishing, and marketing efforts. You are indeed the best!

Finally, a very special thank you to Pastor Keith Moore of Faith Life Church located in Branson, Missouri, and Sarasota, Florida. In just two years, your sermon series and Word Life Supply ministry have grown my faith exponentially beyond anything I learned in my previous 60 years of church. Much of this book was revealed to me through applying your teachings. I am eternally grateful to you and for your ministry.



*To those who deeply desire to  
glorify God in their businesses.*



# INTRODUCTION

**I**F YOU WORK IN A FOR-PROFIT FIRM WHOSE LEADERSHIP DESIRES TO glorify God in their business, this book is for you!

The target audience for this book is what I call *2%ers*. A *2%er* is a Holy Spirit-led believer in business, any man or woman who truly desires to be led by the Spirit of God in all they do in business.

As a *2%er*, you have available to you an unlimited, amazing, and exciting unfair competitive advantage in your market that, until now, you likely have been underutilizing.

The purpose of this book is to help you unwrap and unleash your unfair competitive advantage in business for the glory of God!

Musician Keith Green once said,

If anyone writes a great story, people praise the author, not the pen. People don't say, 'Oh what an incredible pen... where can I get a pen like this so I can write great stories?' Well. I am just a pen in the hands of the Lord. He is the author. All praise should go to him.

Just like Keith, I am just a pen.

Whatever impact this book has on your life, give the Lord all the glory!

—*Dr. Jim*



# 1

## WHAT LEADS YOU?

*And if it seems evil to you to serve the Lord, choose for yourselves this day whom you will serve, whether the gods which your fathers served that were on the other side of the River, or the gods of the Amorites, in whose land you dwell. But as for me and my house, we will serve the Lord.*

—Joshua 24:15

**E**VERYBODY IS LED BY SOMETHING. WHETHER IT IS OBVIOUS TO YOU or not, you are currently—right now—being led by something.

Something is at the helm of your ship, guiding your direction, setting your course, and ultimately impacting your life.

As a child, parents or guardians likely are the ones who fed you, gave you shelter and clothes, and taught you what was acceptable and expected. They protected you, nurtured you, and sometimes even spoiled you. They were the ones who primarily led you in your early, formative years.

As you began attending school, you quickly learned that more people were now involved in leading you. You were forced to learn new and sometimes uncomfortable truths about how to live with others outside your immediate family and neighborhood.



This outside influence continued to grow as you entered high school and, perhaps, college. You were being led by many voices that were sending mixed signals to you and applying various levels of pressure to influence your behavior.

Before you knew it, you were thrown into the “real world” where dozens of voices desired to lead you ... from bosses, fiancés, spouses, customers, marketers, and so many more.

The point: you and I are led by something. And whatever you decide to be led by has a profound—if not permanent—impact on your life ... including your business life.

As the owner of this book, you are likely a leader in your business. Whether you are at the top, in the middle, or just beginning, you influence others. Therefore, you indeed have leadership impact and potential.

## WHAT A LEADER DOES

As of the first edition of this book (6/17/15), Amazon.com listed...

- 4,303,934 results for “business books”
- 178,180 results for “leadership books”
- 25,511 results for “business leadership”
- 744 new releases in “Last 90 days” and 180 “Coming Soon”

I guarantee most of these books—98% or more—share someone’s five, seven, ten, or even 21 critical qualities, skills, or competencies for how a leader should lead others. They share their secrets of best practices that you can use to become a leader just like them.

Over the last 30 years, I’ve read thousands of books and articles on leadership. As I scan my library for the best of the best, reflecting on their content and key points, so many sound and look exactly the

same. Most of them are filled with exactly the same ideas and concepts, just stated in slightly different ways.

Should I even mention the number of daily blogs, tweets, and posts that tell us what a great leader does? Guess I just did.

We simply are overwhelmed with what others say, think, or proclaim to be *the* way to be the leader everyone needs today.

These often interesting and occasionally profound works focus on one critical question: What does a leader do?

That is exactly the wrong question. What a leader does (his behavior, communication style, decision-making ability, etc.) is not the most critical element you need to know. There is a far more profound and necessary question that no one is asking.

## THE RIGHT QUESTION

As I scan all the available leadership writings and teachings, I cannot find any that directly address the right question.

The answer to the right question inevitably determines the destiny of not only the leader but also the destinies of everyone they lead.

The right question: What leads the leader?

Let's get personal. Have you ever...

- Thought about what makes you the leader you are?
- Stepped back to assess what you rely upon in your leadership?
- Stopped long enough to reflect on what really leads you as a businessperson?

That which leads you, in the end, is released in your leadership and in your role in your business.

What leads you is at the fundamental core of your ability to work, succeed, and leave a legacy.

At the risk of sensationalism or ringing an unnecessary alarm, you must ask and decide: In the end, what leads you? Then and only then can you make the right determination to continue on that road or on a potentially more exciting and profound basis for your leadership.

Before I ask you to make a potentially radical and life-changing leadership move, let's look at some of the most common ways leaders are led.

## 1.1. NINE COMMON WAYS BUSINESS LEADERS ARE LED

It would be easy to list 100 or more ways business leaders are led, but they typically fall under one of the following categories.

Here is what I call the “What Leads You” list. It is comprised of the most prominent leader-led types I've seen over my more than 30 years in business.

*Note: During the writing of this book, I asked my blog readers to comment on expressions they've heard leaders say that reflect each category. I've included just a few of the comments. Each commenter will receive a free copy of the book. See ... it pays to sign up for my newsletter and partner with me at [www.DrJimHarris.com](http://www.DrJimHarris.com).*

### 1: Head-Led

Head-led leaders use their brain to analyze everything. They seek more knowledge, information, reports, and analysis. They rely on logic and spreadsheets to make their final decisions. Head-led leaders often find themselves over-relying on their ability to analyze and think critically as their primary go-to style.

Head-led business leaders say things like...

- “That’s a great idea. Let’s do it.”
- “Let’s run one more report.”
- “Numbers don’t lie. What do the numbers say?”
- “Why hadn’t I thought of that?”
- “I like the way you think.”
- “Show me the numbers. We make decisions by knowing, not guessing.” (Curt Fowler, blog commentator)

## 2: Money-Led

Money-led leaders focus on the amount of money to be made or lost. Global financial markets are totally money-led. Making money is an absolute necessity in a for-profit business. However, money-led leaders allow cash flow, profit, and margins to be *the* overriding factors in almost every business decision.

Money-led business leaders say things like...

- “We’ll make a lot of money on this.”
- “I love these profit margins.”
- “How can we cut more costs?”
- “I don’t care about earnings quality. Numbers are numbers, and I want to make mine.” (Sidney Bos-tian, blog commentator)

## 3: Innovation-Led

Innovation-led leaders constantly seek the latest technological, digital, or creative platform to grow the business. They are enamored, even giddy, over the latest upgrade, app, software, website, marketing technique, or unique concept. Although improvements are

obviously necessary to any sustainable business, innovation-led leaders often push for anything that is the “new thing.”

Innovation-led business leaders say things like...

- “What would Elon Musk do?”
- “We gotta upgrade now, or we will lose market share, customer loyalty, and...!”
- “Innovate or die!”
- “Sometimes we have to lead our customers where they need to go.”
- “This will be so cool!”
- “What about this is new and exciting?” (Jason Pyne, blog commentator)

## 4: Opportunity-Led

Opportunity-led leaders enthusiastically jump into any open door in front of them. They focus on the next big break, strategic alliance, or unexpected business opportunity that could take their business to a higher level.

Opportunity-led business leaders say things like...

- “We better jump on this while we can.”
- “No way we can let this opportunity slide by.”
- “Wow! What an open door! Let’s go!”
- “Sure, this opportunity is a little outside of the vision of our company, but I think it will be worth the effort.” (Curt Fowler, blog commentator)

- “The more we throw against the wall, the more will stick.” (Sharon Kendrew, blog commentator)
- “I know that if I just go for it ... it will happen!” (Jesus Estrada, blog commentator)

## 5: Price-Led

Price-led leaders are a close cousin to #2, money-led leaders, with this one small exception. Rather than focusing primarily on how much money they can make, price-led leaders look for how little money they can spend, always searching for the cheapest price.

Price-led leaders say things like...

- “You need to really sharpen your pencil on this.”
- “This is the best option because they’re the cheapest.” (Darren Shearer, blog commentator)
- “Hey, any sale is a good sale.” (Aric Johnson, blog commentator)
- “Everything is negotiable.” (Howard Drake, blog commentator)
- “We want it cheap and good!” (Angeline Teoh, blog commentator)

## 6: Expert-Led

An expert-led leader is easily led by the latest management or leadership fad, always looking for the new, great concept from a speaker, author, or advisor. Expert-led leaders often implement the “new” business concept quickly without taking the time to assess how—or even if—it should be used in their business.

Yes, including this one hurts me a little because I speak, write, and coach business professionals all over the world. Yet, I do NOT want my business partners to be “expert-led,” even by me!

Expert-led leaders say things like...

- “A business magazine had a featured article that says we should...”
- “Here’s a great idea from the business conference... Let’s do it!”
- “Our competitors are reading this new book. Here’s your copy. Let’s keep up with them.”
- “The entire industry is doing this.”
- “Let’s find the best expert in the field and get him or her in here.”
- “According to [insert the name of a business expert], shouldn’t we do this too?” (Jason Pyne, blog commentator)

## 7: Pressure-Led

Pressure-led leaders claim to work better in emergency or crisis situations. Even if work is going well, they want to create unnecessary crises conditions to put more pressure on everyone to do more and work harder. Pressure-led leaders unintentionally place unnecessary and irrelevant pressures on others.

Pressure-led business leaders say things like...

- “We must do this NOW! No excuses!”
- “Time is money, and we cannot waste more time.”
- “Failure is not an option.”
- “I don’t care how we do it, but we’ve got to get it done now!” (Jason Pyne, blog commentator)

- “Put the pedal to the metal!” (Robins Duncan, blog commentator)
- “We must work hard and get this done. We can sleep after we finish it.” (Aric Johnson, blog commentator)

## 8: Feelings-Led

Feelings-led leaders constantly assess their feelings and emotions before they make a move. Feelings-led leaders are deeply moved and often overwhelmed by the sense of fear, anxiety, excitement, comfort, or safety in business. Feelings-led leaders are not weak leaders; they sometimes allow their feelings and emotions to override their business expertise and wisdom.

Feelings-led leaders often say things like...

- “I’m scared about this.”
- “My heart is not in this.”
- “This is going to hurt.”
- “Wow, I’ve never been more excited about something.”
- “This really makes me happy!”
- “It’s better to be safe than sorry!” (Robins Duncan, blog commentator)

## 9: Pride-Led

Pride-led leaders see themselves and their companies as special, different, and unique. They take themselves and everything they do very seriously. Pride-led leaders are often very arrogant and self-righteous, refusing to back down to anyone or any group—even when they are wrong.



Pride-led business leaders say things like...

- “We do not have to do that. We’re different.”
- “They can try that. We don’t need to.”
- “We know what is happening in the field. You stay here in the office and keep working.”
- “Just do this our way.”
- “It is my way or the highway.” (Howard Drake, blog commentator)

## Honesty Check

As you read these, I am sure you quickly saw others who fit one or more of these types. The more important question is, “Where do you see yourself?”

Here is your first book assignment. Place a check in the boxes that could describe what leads you.

- ☐ Head-led
- ☐ Money-led
- ☐ Innovation-led
- ☐ Opportunity-led
- ☐ Price-led
- ☐ Expert-led
- ☐ Pressure-led
- ☐ Feelings-led
- ☐ Pride-led

## 1.2. THE FRIGHTENING REALITY

At one time or another, one or more of the things on the “What Leads You” list has led us. Frankly, most of us are a combination of several of these things most of the time.

Now, please consider this.

Every one of the nine “What Leads You” categories is exactly how 95% or more of every for-profit company around the world is led!

Don’t move past this too fast. Just take another moment and ponder this statement.

These nine categories are simple examples of how most businesses globally are being led—even those whose leaders claim to be Christians in business!

In one word, today’s business leaders are led by the “What.” For them, it is all about the idea, money, opportunity, innovation, price, experts’ ideas, etc. These categories are the ones upon which businesspeople make their decisions, build their businesses, and ultimately reach their goals.

Unfortunately, the majority of us as 2%ers (Holy Spirit-led believers in business) are no different!

We are very likely led by the exact same things as our secular, non-believing competitors. Why?

The world’s business ways are so prevalent, pervasive, and substantial that it is nearly impossible not to be led by them.

We have equal access to all the same business ideas, books, analysis, and market information controlled by the world’s system as do our competitors. Therefore, we are just as vulnerable as they are to succumbing to the overwhelming temptations to lead our companies in the exact same way.

Now, here is the frightening reality.

If you are led by the ways of the business world, you have no competitive advantage over your competitors!

If you only rely on the nine ways I’ve listed above, you are missing the one thing that can unleash your unfair advantage in business.

I can hear you asking, “So, Dr. Jim ... are you telling me I’m not supposed to use my head or look at opportunities or think about the financial aspects of my work? Is that what you are saying?”

No, no, no, no! Again ... no!

God gave you a brain and a sound mind. He gave it to you so you can reason and think and plan and grow. He gave you feelings to build your sensitivity to others. He expects you to use them.

What I am boldly challenging you to do is make a big shift, a shift toward fully unleashing your unfair competitive advantage in business.

Why is this shift “unfair”? Why is it a distinct competitive advantage?

Because it is based upon one and only one thing: from you being led by the What...

Do not love the world or the things in the world. If anyone loves the world, the love of the Father is not in him. For all that is in the world—the lust of the flesh, the lust of the eyes, and the pride of life—is not of the Father but is of the world.” (1 John 2:15–16)

...to being led by the Who!

For as many as are led by the Spirit of God, these are sons of God. (Rom. 8:14)

## Chapter 1 Study Guide

What are the top 3 ways you are most often led in your business?

- 1.
- 2.
- 3.

Have you ever thought of being led by Holy Spirit in business as an “unfair competitive advantage”? Why would this be such a great advantage for you and your business?

Pray about your list and ask God to help you recognize when you start being led by anything other than His Holy Spirit.



## 2

# THE BIG SHIFT

*And I will pray the Father, and He will give you another Helper, that He may abide with you forever—the Spirit of truth, whom the world cannot receive, because it neither sees Him nor knows Him; but you know Him, for He dwells with you and will be in you.*

—John 14:16–17

**T**O BECOME A 2%ER (HOLY SPIRIT-LED BELIEVER IN BUSINESS), YOU need to make a big shift!

It's a big shift—a HUGE shift—from being led by the What of the business world to becoming led by the Spirit of God.

I know it is. I had to make this same big shift myself. It was a monumental transformation for me to go from being head-led, money-led, innovation-led, opportunity-led, price-led, pressure-led, feelings-led, and pride-led to being fully and only Spirit-led.

It's a shift the world (non-believing business leaders) does not understand, not because they are incapable of it but simply because they are not believers in Jesus. They cannot receive the potential unfair competitive advantage because the Spirit of God is not living in them.

As you begin the big shift, it's important to review the two most fundamental ways God leads you.

It is written, 'Man shall not live by bread alone, but by every word that proceeds from the mouth of God.'  
(Matt. 4:4)

He who heeds the word wisely will find good. (Prov. 16:20)

The first way God leads you is through His Word. His perfect, infallible Word teaches, inspires, convicts, encourages, corrects, and so much more.

It all begins with the Word of God.

For as many as are led by the Spirit of God, these are sons of God. ... The Spirit Himself **bears witness with** our spirit that we are children of God. (Rom 8:14, 16, emphasis added)

The second fundamental way God leads you is through His Holy Spirit. This passage is worth your considerable, in-depth study far beyond the duration and intent of this book.

Yet it is important to take a quick dive into a key phrase inside Romans 8:16: "The Spirit himself *bears witness with* our spirit..." We'll come back to this phrase often in the rest of the book. Here is why it is so critical to *the big shift*.

When you accepted Jesus and were born again, your dead spirit from birth was reborn. Now, you have both your reborn spirit and the Holy Spirit of God living inside you. Your spirit, therefore, bears witness with the Holy Spirit inside you.

"Bears witness with" literally means we have a co-witness living inside us, the presence of God whom we can call upon, seek out, ask, inquire of, and be led by anytime ... anywhere.

May we agree on one critically important fact? That is ... when you receive the Holy Spirit, He is far more than just a "Get- Out-of-

Hell-Free” card. Sadly, millions of believers—many of whom are in business today—think all God wants for us is just to save us from hell.

Even with the hundreds of wonderful lists, articles, and Bible studies available in churches, bookstores, and on the internet that explore the many ways the Holy Spirit teaches, guides, speaks, protects, and is working through us, very few believers are taught much beyond the Holy Spirit being their one-way ticket into heaven.

Even fewer of us have been taught, trained, or encouraged on how to be more Spirit-led in our businesses and professional lives.

Yet the Spirit is ready, willing, and able to be your co-witness in all facets of your professional life.

## 2.1. IS IT POSSIBLE?

*To him the doorkeeper opens, and the sheep hear his voice; and he calls his own sheep by name and leads them out. And when he brings out his own sheep, he goes before them; and the sheep follow him, for they know his voice.*

—John 10:3-4

Global economy. Demanding customers. Unrelenting pressure to do more, make more, and cut costs.

Is it possible for you to be led by Holy Spirit in today’s global business world?

The answer is a resounding YES!

It is more than possible; it is well within your reach.

The entire Bible overflows with accounts of men and women who were led by His Spirit. The Spirit spoke to and led...

- Abraham to get ready to move,
- Moses from a bush to get ready to lead the people out of Egypt,



- Joshua to conquer the Promised Land,
- Nehemiah to rebuild the walls of Jerusalem in record time,
- Esther to boldly approach the King, risking her life in the process,
- Ruth to cling to the God of Naomi and forsake her family,
- David to defeat Goliath and become a great King of Israel,
- Solomon to lead the Israelites with wisdom,
- Elijah to defeat the false prophets of Baal,
- Elisha to boldly request a double portion of Elijah's spirit,
- Jonah to preach the word and redeem a hostile land,
- Joseph and Mary to get married and birth the Son of God conceived out of wedlock,
- Simeon and Anna to be in the temple at exactly the time when Joseph presented Jesus,
- Luke to write the Gospel that bears his name,
- Peter to preach the first recorded sermon in the New Testament, saving over 3,000 souls,
- Ananias to go to Saul, the enemy of the saints in Jerusalem,
- Paul ... in virtually everything he did,
- John to write Revelation,
- ...and so many more!

These are just a few of the hundreds of biblical examples of men and women led by the Spirit of God.

Even the Son of God said,

Most assuredly, I say to you, the Son can do nothing of Himself, but what He sees the Father do; for whatever He does, the Son also does in like manner. (John 5:19)

Frankly, as a 2%er, you are no different. You have the exact same Spirit living inside you.

Is it possible to be led by Holy Spirit in business today?

Oh, yes. It only takes a mustard seed of faith (Matt. 17:20) to make the big shift!

## 2.2. WHY SHIFT TO *THE WHO*?

Here are six powerful reasons to go ahead and make the big shift.

### 1: Holy Spirit knows the mind of God.

*But as it is written: "Eye has not seen, nor ear heard, Nor have entered into the heart of man, The things which God has prepared for those who love Him." But God has revealed them to us through His Spirit. For the Spirit searches all things, yes, the deep things of God. For what man knows the things of a man except the spirit of the man which is in him? Even so no one knows the things of God except the Spirit of God.*

—1 Corinthians 2:9–11

Many of us think it is wonderful to attend a conference to hear from a world-famous CEO or from business experts. It can be a great experience to sit under the instruction of a successful leader as we tap into their wisdom and experience. There is nothing inherently wrong with listening to any expert in business. My precaution to

you is to always filter everything they say through the Word of God and the witness of Holy Spirit living inside you (more on this later).

Rather than seeking a human expert standing beside you for a solution to every business situation, challenge, obstacle, opportunity, or decision you face, how much better is it to seek the Spirit of God inside you?

Whew! There is no comparison between these two options.

May we always seek first the wisdom of God for He desires me to run my business over any person's ideas—every time!

## 2: Holy Spirit freely gives to us God's wisdom for our businesses.

*Now we have received, not the spirit of the world, but the Spirit who is from God, that we might know the things that have been freely given to us by God.*

—1 Corinthians 2:12

God already has revealed to Holy Spirit all His wisdom and plans for you and your business, even the things you have no way of understanding in your head. Holy Spirit can reveal them to you as He wills and as you ask.

Even more, the advice of Holy Spirit is totally free! His advice already lives inside you and bears witness with your Spirit. All you need to do is ask. (Much more on how to do that later in this book.)

## 3: Holy Spirit knows all truth.

*However, when He, the Spirit of truth, has come, He will guide you into all truth; for He will not speak on His own authority, but whatever He hears He will speak.*

—John 16:13a

As a 2%er, you already have living inside you the most powerful consultant this universe will ever know. You can be guided by His truth for your business, your employees and colleagues, your vendors and suppliers, your customers and community members ... anyone your business touches.

Holy Spirit never lies, never misleads, never understates, and never misses anything you need to know. Even more, being led by Holy Spirit for truth will set you free (John 8:32) to become everything God desires for your business.

#### 4: Holy Spirit knows the future of your business.

*...and He will tell you things to come.*

—John 16:13b

What did John just say? Holy Spirit will tell me “things to come”?

Imagine having a consultant available to you all day, every day who already knows everything you are about to face in your business today, tomorrow, and forever.

Wow!

This does not mean that Holy Spirit will text or email you everything you need to know or do every morning. He will, however, in His perfect timing, guide and lead you one step at a time in the path you need to take to fulfill His purpose for your business.

Sometimes, God’s instructions through Holy Spirit make no logical sense, such as:

- Sacrifice your son on the mountain. (Gen. 22:9)
- Walk around the city for seven days, blowing your trumpets, and then the walls will fall down. (Josh. 6:3–4)

- Dip yourself in a muddy river seven times to be cleansed of leprosy. (2 Kgs. 5:10)
- Rub spit and mud upon your eyes to see again. (Mark 8:23)

In so many cases, what Holy Spirit said to do made no sense. Yet those willing to follow the Spirit always triumphed, always won, and were always blessed.

## 5: Holy Spirit leads you to abundance.

*Blessed shall be the fruit of your body, the produce of your ground and the increase of your herds, the increase of your cattle and the offspring of your flocks. Blessed shall be your basket and your kneading bowl. Blessed shall you be when you come in, and blessed shall you be when you go out.*

—Deuteronomy 28:4–6

*And the Lord will grant you plenty of goods, in the fruit of your body, in the increase of your livestock, and in the produce of your ground, in the land of which the Lord swore to your fathers to give you. The Lord will open to you His good treasure, the heavens, to give the rain to your land in its season, and to bless all the work of your hand. You shall lend to many nations, but you shall not borrow.*

—Deuteronomy 28:11–12

God is a God of plenty, of increase ... not of scarcity or decrease. His desire is to bless His children.

Holy Spirit will only guide you to the best path, to the best employees, to the best customers, and to the best opportunities. He will

steer you away from financial loss, bad deals, and wrong partnerships or alliances.

Holy Spirit will never take you down the wrong road where you or your company could be ruined (unless He saves you from something worse you do not see!).

Being led by Holy Spirit in business is your best way to live in His abundance.

## 6: Holy Spirit is your #1 Advisor, Consultant, and Coach.

*Trust in the Lord with all your heart, and lean not on your own understanding; In all your ways acknowledge Him, and He shall direct your paths.*

—Proverbs 3:5–6

When you decide to make the shift (and I sense you are already decided), Holy Spirit will tell you when you should...

- Go
- Stay
- Stop
- Build
- Invest
- Align
- Avoid
- Defer
- Wait
- Expand
- Move
- Prepare
- Hire
- Fire

- Buy
- Sell
- Run!

Holy Spirit is and should always be your #1 Business Advisor, Consultant, and Coach.

## 2.3. YOUR REAL ENEMY

*The thief does not come except to steal, and to kill, and to destroy.*

—John 10:10a

Your real enemy at work is not your competitors, suppliers, banks, or your employees.

Your real enemy is not the market conditions, global competition, or lack of cash flow.

Your real enemy is Satan!

He is the one who will do everything he can to defeat, distract, and derail you from being led by the voice of God through His direct connection to you—Holy Spirit.

Satan desperately wants you to be led by the world, by what he controls (Eph. 2:2).

God desperately wants you to be led by His Spirit, what He controls (Rom. 8:14-16).

*“For we do not wrestle against flesh and blood, but against principalities, against powers, against the rulers of the darkness of this age, against spiritual hosts of wickedness in the heavenly places.” (Eph. 6:12)*

It’s time to turn your attention to the real battle you face in business.

It's the same battle you face at home: the battle of right versus wrong, of good versus evil.

It's time to remind the enemy he already has lost, that he was defeated 2,000 years ago at the cross.

It's time to tell him he does not control or influence you in your business, for you are now being led by Holy Spirit.

It's time to tell him that, at the name of Jesus, he must flee (James 4:7)!

## 2.4. YOUR GREATEST BUSINESS DECISION EVER

*And do not be conformed to this world, but be transformed by the renewing of your mind, that you may prove what is that good and acceptable and perfect will of God.*

—Romans 12:2

The greatest business decision you will ever make is to become a Holy Spirit-led leader.

No other business decision you will ever make will...

- Excite and enliven your spirit to a higher level
- Be more challenging to implement and integrate into your daily life
- Unleash greater spiritual power throughout your organization
- Be more misunderstood, even mocked, by family, friends, employees, and customers
- Pack greater earthly and eternal rewards
- Be fought harder by the enemy and his army



When compared to any other decision you will make, this one stands above and beyond all others.

It even bears consequence on what Jesus will testify in your defense to the Father on your day of judgment.

The question is, “Will you be a Spirit-led leader or continue to be a world-led leader?”

I know you have already decided. My spirit senses you are ready to make *the big shift*.

But before you do, you must prepare yourself for the inevitable roadblocks just ahead.

## Chapter 2 Study Guide

Do you believe it is possible to be fully led by Holy Spirit in your business in your country? Why or why not?

What do you see as your greatest challenge to shift to being totally led by Holy Spirit in business?

In what ways do you see Satan impacting your business?

Make a list of how being Holy Spirit-led can overcome Satan’s attempts to kill, steal, and destroy your business.

# 3

## ROADBLOCKS

*We are hard-pressed on every side, yet not crushed; we are perplexed, but not in despair; persecuted, but not forsaken; struck down, but not destroyed.*

—2 Corinthians 4:8–9

**P**AUL KNEW THE TRIALS HE WOULD FACE FOR PREACHING THE gospel. Yet they did not deter him from fulfilling his calling from the Lord.

Am I suggesting you are to face beatings, imprisonment, shipwrecks, and more by making this *big shift*? No, but you could. Many of you reading this Global Edition live in countries where Christians are severely persecuted in all aspects of life. There are times we face severe roadblocks as we move toward becoming Spirit-led in business.

When the Lord called me to leave my for-profit speaking and consulting company and launch a faith-based business ministry, trust me ... there were challenges even here in the United States.

Many professional speakers' bureaus who had hired me for years and years, when they learned I was doing business as a Christian, dropped me like I had leprosy.

Potential clients ran because of fear that I might come in and try to evangelize or convert their employees into Christians.

My new target market, other 2%ers like you, did not know me as a believer in business with a new, fresh message.

Up to that point, all my keynotes, books, training materials, blogs, and everything else I had created over the previous 20 years were secular-based (without a faith component), even though I occasionally injected a hint of the Word whenever appropriate.

I had to start from scratch as a 57-year-old advisor with a home-based business.

Part of my testimony is that, even though I had to scratch out an existence for the next few years, God provided everything we needed. We never missed a mortgage payment, a meal, our son's school tuition, or anything else we needed (Phil. 4:19).

Yes, even for me, after making the Big Shift, I faced many new roadblocks. So will you.

Here are some of the major roadblocks I faced, of which many you will likely face or have already faced.

But be encouraged. At the end of this chapter, I will share one key I learned that helped me overcome my roadblocks to becoming a Spirit-led leader in business.

### 3.1. IT'S NOT NATURAL

*But the natural man does not receive the things of the Spirit of God, for they are foolishness to him; nor can he know them, because they are spiritually discerned. But he who is spiritual judges all things, yet he himself is rightly judged by no one. For "who has known the mind of the Lord that he may instruct Him?" But we have the mind of Christ.*

—1 Corinthians 2:14–16

You and I most likely have been taught to do business a certain way: the natural way of the world—not of the kingdom.

We’ve likely been taught or supervised by men or women on how the business ways of the world...

- Make decisions (head-led)
- Assess upside and downside risk (opportunity-led)
- Increase profit and decrease costs (money-led)
- Push the latest productivity-increasing systems and software (innovation-led)
- Integrate the latest business idea (expert-led)
- Make the fast decisions (pressure-led)

With years, even decades of world-based business brainwashing, it is not natural to step back and ask Holy Spirit to show us the best way to go.

Even making a positive change (like the Big Shift) at first feels very unnatural to us because it is something we’ve never done before.

That’s okay. Once you get started and begin to see success and even supernatural results, being Spirit-led will be your natural way to work.

## 3.2. IT’S NOT OBVIOUS

*But Martha was distracted with much serving, and she approached Him and said, “Lord, do You not care that my sister has left me to serve alone? Therefore tell her to help me.”*

—Luke 10:40

Let’s study Martha’s viewpoint for a minute.

It was obvious to Martha that a sense of urgency was needed to get the meal ready for all the guests. Big crowd. Jesus teaching. People getting hungry.

*There must be a big meal ready for everyone when he finishes teaching ... right? Why can't anyone else see the obvious? Especially my lazy, no-good sister, Mary, who should be helping from the start but is out there sitting around and wasting her time listening to Jesus when there is work to be done! She should know better!*

Martha even went so far as to interrupt Jesus' teaching and basically told Jesus to tell Mary to get in the kitchen and help.

Imagine having the audacity to interrupt the teaching of Jesus, calling out Mary in front of a big crowd, and then commanding Jesus (because He obviously would agree with me) to tell Mary what to do ... to get up and help with the meal!

It's so obvious ... right?

It is easy to be led by what appears to be obvious rather than allowing yourself to be led by Holy Spirit into what may not be so obvious.

It might seem obvious to us doing business the world's way to...

- Extend paying a vendor a few days to help your current cash flow
- Fire that employee who is always late to work
- Expand into that village or city that has so much potential
- Stop the contract of a long-term vendor for a new vendor with a lower price
- Drop or eliminate the training budget during budget cuts

Being led by Holy Spirit in business is not always the most obvious thing to do. You must learn how to discern through the Spirit the not-so-obvious ways of the kingdom.

More on this later.

### 3.3. IT'S NOT POPULAR

*Then His disciples came and said to Him, "Do You know that the Pharisees were offended when they heard this saying."*

—Mathew 15:12

*Then they cried out with a loud voice, stopped their ears, and ran at him with one accord; and they cast him out of the city and stoned him. And the witnesses laid down their clothes at the feet of a young man named Saul.*

—Acts 7:57–58

*But when the Jews from Thessalonica learned that the word of God was preached by Paul at Berea, they came there also and stirred up the crowds.*

—Acts 17:13

These rather dramatic verses powerfully point to a raw truth: Not everyone will accept your revelation of being Holy Spirit-led in business with open arms and shouts of "Hallelujah!"

Many, if not most, will have a hard time understanding your revelation about your new unfair advantage.

Some may even scorn or despise you. Yes, being led by Holy Spirit in business can be so unpopular that it is common to hear the standard insult, "They think they hear from God!"

But isn't that exactly the point?

The Bible is one long and powerful story of people who heard from God: Adam, Abraham, Moses, Joseph, Samuel, David, Solomon, Jeremiah, Isaiah, Elisha, all the apostles, and, especially, Jesus Himself.

Embracing our unfair advantage in business may not be popular, but consider yourself in wonderful company, even when some doubters or scoffers come your way.

### 3.4. NOT SURE YOUR FAITH IS STRONG ENOUGH

*Jesus said to him, "If you can believe, all things are possible to him who believes." Immediately the father of the child cried out and said with tears, "Lord, I believe; help my unbelief."*

—Mark 9:23–24

*Watch and pray, lest you enter into temptation. The spirit indeed is willing, but the flesh is weak.*

—Matthew 26:41

*But I have prayed for you, that your faith should not fail; and when you have returned to Me, strengthen your brethren.*

—Luke 22:32

This roadblock can be the most challenging.

At times, you may question the depth of your faith, asking yourself if you are strong enough to endure. You may start comparing yourself to the spiritual giants of the Bible—from Caleb to Paul—and immediately think you fall short ... that your faith is not strong enough to succeed.

This is also one of the primary roadblocks the enemy loves to throw at you. Satan even had the audacity to throw this accusation at Jesus (see Matthew 4:3, 5, 8).

What does it take to have enough faith?

So the Lord said, “If you have faith as a mustard seed, you can say to this mulberry tree, ‘Be pulled up by the roots and be planted in the sea,’ and it would obey you.” (Luke 17:6)

Your faith through salvation brought you into an eternal relationship with Jesus, a promise to live with Him forever in heaven.

Your faith is therefore certainly strong enough (even as a mustard seed) to be a Spirit-led business leader.

### 3.5. AFRAID YOU MIGHT GET IT WRONG

*And Peter remembered the word of Jesus who had said to him, “Before the rooster crows, you will deny Me three times.” So he went out and wept bitterly.*

—Matthew 26:75

Are you human? Me, too. That means we have at times fallen short of the glory of God (Rom. 3:23).

As you begin this new journey, you are likely to make some mistakes along the way. But even when you make mistakes, remember, you are forgiven.

If we confess our sins, He is faithful and just to forgive us our sins and to cleanse us from all unrighteousness. (1 John 1:9)

As you become led by Holy Spirit in business, sometimes you might miss it, but keep going. And as you keep going, you will make



fewer and fewer mistakes as His power grows and grows within you.

The reason we continue to get it wrong is that we are listening to the wrong spiritual channel!

As you learn to hear His voice more clearly, you will seldom miss what He is telling you for your growth and for the growth of your business.

Do not let the fear of sometimes getting it wrong keep you from passionately pursuing your journey to be led by Holy Spirit.

### 3.6. YOU START STRONG BUT FADE

*So He said, "Come." And when Peter had come down out of the boat, he walked on the water to go to Jesus. But when he saw that the wind was boisterous, he was afraid; and beginning to sink he cried out, saying, "Lord, save me!" And immediately Jesus stretched out His hand and caught him, and said to him, "O you of little faith, why did you doubt?" And when they got into the boat, the wind ceased.*

—Matthew 14:29–32

Two people walked on the water in the Bible: Jesus and Peter.

Peter started strong. He stepped out of the boat in faith, looked at Jesus, and listened to Jesus. He paid no attention to his surroundings: the raging water, the wind, and the waves.

Peter started strong and then quickly faded as he took his eyes off Jesus.

It's easy to start strong on a new, exciting business adventure. It's especially exciting as a 2%er to begin a new, exciting business adventure with the Lord.

But once you fully commit to being a Holy Spirit-led leader, there is, no turning back. Why? Once you are committed, Jesus expects you to follow through.

Being Holy Spirit-led in business demands your full commitment to stay in your race until the end. Just like Paul said,

...so that *I may finish my race* with joy, and the ministry which I received from the Lord Jesus, to testify to the gospel of the grace of God. (Acts 20:24b, emphasis added)

One of my heroes of the faith is Caleb. His story gets me so excited every time I read and study it.

He was 40 years old when he and Joshua tried to convince the Israelites to enter and take the Promised Land (Num. 14:7). Only he and Joshua survived the 40 years in the desert because Caleb had a different spirit (Num. 14:24).

At 80 years old, he helped Joshua lead the armies of the Israelites into the Promised Land and conquer kingdom after kingdom. Then, after waiting 45 years, when God instructed Joshua to divide the lands, he offered Caleb any land he wanted.

Caleb's response is a shining example of starting strong and not fading:

And now, behold, the Lord has kept me alive, as He said, these forty-five years, ever since the Lord spoke this word to Moses while Israel wandered in the wilderness; and now, here I am this day, eighty-five years old. As yet *I am as strong this day as on the day that Moses sent me*; just as my strength was then, so now is my strength for war, both for going out and for coming in. Now therefore, *give me this mountain* of which the Lord spoke in that day; for you heard in that day how the Anakim were there, and that the cities were great and fortified. It may be that the Lord will be with me, and I shall be able to drive them out as the Lord said." (Josh. 14:10–12, emphasis added)

At 85 years young, Caleb wanted the same country filled with the giants the other ten spies feared (who caused the 40 years of wandering in the desert.)

Caleb is the kind of man I desire to be in business and in life.

That's the model I desire to emulate!

Caleb is a phenomenal example of how to start strong, stay strong, and not fade.

My business race is far from over. Like you, when I first made the decision to be Spirit-led, I started strong. The pressures, uncertainties, lost business opportunities, and even my flesh tried to enter my mind with doubts, uncertainty, and discouragement.

But I chose not to be like Peter and look away. I chose to keep my eyes on Jesus and listen to His Spirit.

I chose to finish my race like Paul.

I decided to start strong, stay strong, and not fade ... just like Caleb!

My prayer is that you only will get stronger in your Spirit-led business race.

### 3.7. YOU DON'T KNOW HOW TO DO IT

*So he, trembling and astonished, said, "Lord, what do You want me to do?" Then the Lord said to him, "Arise and go into the city, and you will be told what you must do."*

— Acts 9:6

Paul did not know how to use his new unfair advantage in his ministry. He had to learn how to use it.

When I started on my journey to be a Holy Spirit-led businessman, I did not know what to do. Just like Paul, I had to learn what to do and how to do it.

I would never claim to have all the answers on how to be fully Spirit-led in business.

But I can teach you from my experience what I have learned so far.

That is why you are reading or listening to this book.

Holy Spirit told me to write this book to teach you what He taught me! I was just learning how to be led by Him.

He said to me, “That is EXACTLY why I want you to write this book—to teach My people what I taught you about letting Me lead them in business.”

You’ve already read or heard some of what I learned.

So let’s keep going!

### 3.8. A KEY TO OVERCOMING YOUR ROADBLOCKS

*Roadblock (n): something that stops progress or prevents accomplishment of an objective*

Although it’s important to recognize the potential roadblocks you may face as you make the switch from world-led to Spirit-led business leader, it is more important to know how to overcome them.

The enemy most often plants roadblocks to unleashing the Holy Spirit in your business. He will use everything in his arsenal to plant little, big, and even overwhelming bumps in the road. He will continue to remind you of the seven roadblocks we’ve discussed and perhaps a few more for his devious pleasure.

Expect it.

Remember, his roadblocks are most often temporary (unless you allow them to become permanent) and unnecessary distractions (your road is still very drivable).

He will do everything he can to force you back into his game, doing business under his rules.

A key I have learned to overcome these roadblocks is to, first, memorize this powerful verse:

And do not be conformed to this world, but be transformed by the renewing of your mind, that you may prove what is that good and acceptable and perfect will of God. (Rom. 12:2)

Then, I restate it in my own words ... something like this:

I am not conformed to the business ways of this world but am transformed by the renewing my mind through the Holy Spirit, to lead and live what is that good and acceptable and perfect will of God in my business.

The key? Renew your mind!

The battle begins in your mind. It begins with whether or not you are willing to be transformed into all God wants you to be in business through the power of Holy Spirit.

The battle ends when you learn how to unleash the Holy Spirit throughout your business.

Next step: let's get you fully prepared to unleash the power of Holy Spirit in your business!

## Chapter 3 Study Guide

Of the seven roadblocks, which three are your greatest challenges to overcome? Why are they a challenge to you?

1.

2.

3.

What is your plan / the actions you must take to overcome these challenges?

What does Romans 12:2 mean to you in your challenge to overcome your roadblocks?



# 4

## HOW TO PREPARE

*Prepare your outside work, Make it fit for yourself in the field;  
And afterward build your house.*

—Proverbs 24:27

### **T**O PREPARE MEANS TO...

- Make yourself ready for something that you will be doing, something that you expect to happen
- Make ready beforehand for some purpose, use, or activity
- Put in a proper state of mind
- Plan in advance
- Get ready

I began playing sports at the age of six. From baseball to basketball to golf, I quickly realized that there was much more to being a good player than just showing up for the games. I had to invest the time, energy, and effort to prepare properly if I had any hope of making the team or playing in the game.



When I began playing golf, I fondly remember the initial excitement when my dad bought my first set of clubs: a driver, five iron, nine iron, and a putter. I thought I was now just like my first sports hero, Sam Snead! But I had no clue how to prepare to play my first round.

My dad gently and specifically taught me how to hold the club, the proper swing path, how to aim and focus, and how to follow through. As a former semi-pro baseball player, he knew how critical it was to properly prepare and did a masterful job of launching my love of the game. (Today, I play to an 11 handicap, so I am open to your invitation anytime!)

As I matured, I came to realize even more deeply the absolute necessity of focused, intense preparation to excel in sports and in life.

It is no different for you as you move toward unleashing the power of the Holy Spirit in your business.

You must prepare yourself.

You must invest the time and energy necessary to get your mind and spirit ready for your next step in the journey.

Here are five areas in which you need to prepare to unleash the power of the Holy Spirit in your business.

## 4.1. IT'S MORE THAN PRAYER

*After they had come to Mysia, they tried to go into Bithynia, but the Spirit did not permit them.*

— Acts 16:7

Are you a little shocked at the title of this section? How could anything be more than prayer? Isn't prayer *the* most important thing we do as believers?

Please understand I am NOT discounting the power of prayer in any way! Everything to do with being led by the Spirit in business

begins with prayer. Prayer is not and must never be considered some second-tier spiritual business strategy.

Also understand that being fully led by the Spirit of God in business is about more than prayer. Why?

In far too many cases, even with fully committed 2%ers, prayer is a pre-timed, calendar activity... simply another *to do* on the daily list of activities. Prayer for your business becomes, “Okay, it’s 6:45 a.m. ... time to pray for a few minutes.” Check box.

Similarly, prayer for your business often becomes, “Oh no, I forgot ... I need to throw up some prayers before I get to work.”

At its worst, prayer becomes a desperate, last-minute “God-please-save-our-business” strategy.

Yes, I raise my hand in confession to doing all three of these. How about you?

Even if you and your team invest significant time, energy, and faith into a focused prayer time (and you should), prayer alone is not enough to unleash the complete power of our unfair competitive advantage at work.

To prepare to unleash your unfair competitive advantage, it’s more than prayer—it’s total spiritual awareness!

## Be Spiritually Aware

Holy Spirit is always at work in and around you, in both subtle and blatant ways. Always.

There are two primary levels of spiritual awareness as you prepare to unleash your unfair competitive business advantage.

### Level 1: Personal Spiritual Awareness

Being spiritually aware begins with an intentional examination of how Holy Spirit is moving within you. You can begin your personal awareness by answering questions like...

- What is Holy Spirit saying to me today?
- Who is Holy Spirit telling me to reach out to today?
- What do I sense Holy Spirit is directing me to do in the future?

Take 15 minutes RIGHT NOW to write down your responses to these questions. Meditate on them in a quiet place. Why now? This is the first major step in your preparation ... to fine tune your personal spiritual awareness to hear what Holy Spirit is saying to you now.

Print out this page and write down your insights.

What is Holy Spirit saying to me today?

Who is Holy Spirit telling me to reach out to today?

What do I sense Holy Spirit is moving me to do in the future?

Ask yourself these three questions every day. As you do, you will quickly become more intentional in your personal spiritual awareness.

## Level 2: Business Spiritual Awareness

As you develop and refine your personal spiritual awareness, you can then focus on business spiritual awareness.

Here is a personal example. A few years ago, I was invited to meet with a 2%er businessman who leases one floor of a large office building, then subleases his extra space to other Christian businesses. During my first walk-through of his offices, I sensed a pervasive evil spirit. I asked him who the previous tenant of this office space was. He said it was a large office for Planned Parenthood, an organization in America that openly promotes the abortion of babies. We quickly began praying, anointing the offices, and removing the evil spirits around these spaces.

It took me years of Level 1: Personal Spiritual Awareness practice before I began to learn how to apply it to Level 2: Business Spiritual Awareness.

Here is how you can shorten your learning curve on how to prepare for being fully led by Holy Spirit.

Again, here are a few questions that have helped me become more aware of how Holy Spirit is moving within and through my business. I ask you to take 15 minutes RIGHT NOW to record your insights about these intentional business spiritual questions.

Where do I sense the Holy Spirit moving in my business?

How is the Holy Spirit moving in this current situation?

## OUR UNFAIR ADVANTAGE

Who in and around my business is the Holy Spirit leading?

*Colleagues – managers, supervisors, front-line staff, and temporary staff*

*Customers – local, national, global*

*Constituents – vendors, suppliers, board of directors, non-customer fans*

*Community – geographic regions we serve*

In what upcoming activities, projects, communications, or business dealings do I need to be more Spirit-led?

## The Payoff

In time, you will become more and more intentional in seeking greater personal and business spiritual awareness for you and your business. Through you reading this book this far, God is already at work with you in how to connect with Him even more.

Often after my intentional prayer times, I literally cry with joy because of how He is impacting those around me for His glory and is allowing me to be a part of His plan!

Candidly, my personal and business spiritual meditations revitalized my commitment to kingdom impact more than anything else I do.

Through it, I know that I know that I know nothing can stop me!

You see, it is more than prayer. Much more!

When you combine prayer with intentional personal and business spiritual awareness, you have taken the first step toward preparing yourself to unleash your unfair competitive advantage!

## 4.2. IT'S MORE THAN A VOICE

*So [Simeon] came by the Spirit into the temple. And when the parents brought in the Child Jesus, to do for Him according to the custom of the law...*

—Luke 2:27

*And see, now I [Paul] go bound in the spirit to Jerusalem, not knowing the things that will happen to me there.*

— Acts 20:22

Most of us would LOVE for the voice of God to speak audibly to us through a burning bush (Exod. 3:1), a monstrous cloud (Matt. 17:5), or even through a donkey (Num. 22:28).

There are a few instances in the Bible where people heard the audible voice of God with their physical ears. But these were the exceptions more than the rule. And that is still true today.

Can Holy Spirit speak to you with an audible voice? Absolutely. Does He do it often? Not in my case, for sure. Why not?

Because He lives inside me! He does not have to use physical sounds entering my ears to communicate with me when His Spirit already lives inside of me.

Hearing His voice is more than waiting for a physical sound—it is learning how to better get in touch with His Spirit already living within me.

## God Is Talking to You

Although you very likely believe God is very capable of talking to you, you may catch yourself saying, “I just don’t *hear* Him. I don’t think He’s *talking* to me.”

Now, some free coaching advice: NEVER SAY THAT AGAIN! NEVER!

Trust me when I declare the Lord indeed talks to you.

If God is omnipresent, that means He is everywhere, all the time.

If God is omniscient, He knows everything that has happened, is happening, and will ever happen.

If His Spirit is living in you, and He is always around you, then you are surrounded by His presence.

Suppose your spouse, son, or daughter was always around you, standing beside you everywhere you went, in every meeting you attended, and on every trip you took. Would you know they were there? Of course, you would. You could sense their presence even when they were not talking to you.

In a similar way, God talks to you through His presence, what I like to call an “inner knowing.”

## Inner Knowing

An inner knowing is an internal intuition that goes beyond mental, emotional, or physical senses. It’s a spiritual prompting or urge.

You just know it is God even without hearing an audible voice. You just know that you know.

Have you ever said to yourself or to someone else, “I *knew* I should not have done that,” or “I *knew* I should have done that”? Or perhaps, “I *knew* that was a bad decision, but I did it anyway”?

How did you know? Who was it that was telling you to do or not to do it?

As a 2%er, it is very likely that your inner knowing came from the Holy Spirit living inside you. It’s the same still, small, inaudible voice we seek (1 Kgs. 19:12).

I urge you not to seek audible voices or burning bushes to hear the Spirit. It’s about training your spiritual ears to hear.

Unleashing your unfair competitive advantage is about far more than hearing a voice.

## 4.3: BE WHOLEHEARTED

*But My servant Caleb, because he has a different spirit in him and has followed Me fully, I will bring into the land where he went, and his descendants shall inherit it.*

—Numbers 14:24



The word “*wholehearted*” means,

- Having or showing no doubt or uncertainty about doing something, supporting someone, etc.
- Completely and sincerely devoted, determined, or enthusiastic
- Marked by complete, earnest commitment
- Free from reserve or hesitation

Caleb is one of my favorite heroes in the Bible. He and Joshua were assigned as two of the 12 spies to search out the Promised Land and bring a report back to Moses. The 10 others were overcome with fear to the point of wanting to kill Joshua and Caleb for exhorting Moses to cross the Jordan and take the land.

Joshua and Caleb, however, believed the Lord’s promises and served Him with all their hearts, ready to go on the offensive at the Lord’s command.

Your journey to unleash the power of Holy Spirit through you in your business is not for wimps! Once you embrace it, you must proceed with your whole heart, holding nothing back and moving forward as the Spirit leads you.

## No Fence-Straddling

*See, I have set before you today life and good, death and evil, in that I command you today to love the Lord your God, to walk in His ways, and to keep His commandments, His statutes, and His judgments, that you may live and multiply; and the Lord your God will bless you in the land which you go to possess. ... I call heaven and earth as witnesses today against you, that I have set before you life and death, blessing and cursing; therefore choose life.*

—Deuteronomy 30:15–16,19

God has given to us a clear choice: His way or the world's way. He even gave the answer to us.

But it is our choice, not His.

Here is a confession from my professional journey that I pray helps you.

After being saved as a young teenager, I slowly drifted from the Lord and the body of Christ. Playing baseball on Sundays rather than attending church started my slow fade at the age of 16. I was almost 40 years old when I fully came back to the Lord, right at the time when I launched my current business.

For the first decade of my new business, I wrote several business books, some highly honored, award-winning books.

Then, the Lord began His work on me. Walking purely on the secular side of business was not where I sensed He wanted me. So I made the decision to ... straddle the fence!

For several years, I attempted to keep one foot in the world's way of doing business and keep my other foot in God's way of doing business. I began to speak at pastors' conferences and coach pastoral staff in solid, biblically-based management practices. I even preached Sunday services in several churches.

Although it seemed good enough at the time to be a fence-straddler, in 2009, the Lord ever-so-clearly said to me (not in an audible voice but through a powerful inner knowing), "Come fully over to My side."

It was clear to me that I had to make a choice: either keep trying to straddle the fence or totally do all I do for God and His glory.

Even though it took me a few weeks, I finally did submit and cry out, "Lord ... whatever, wherever! Whatever You want me to do and wherever You want me to do it, I will do it."

This was where I fully submitted to Jesus. His will. His way.

This was the point where I decided to live and work wholeheartedly for the Lord through my business.

Your professional journey may be far less dramatic. But the result must be the same ... that you joyfully embrace being wholehearted for the Lord in your business.

It is your choice. Give it all to God or not. But I warn you that being half-hearted in what you do will be your disaster and downfall.

I know your works, that you are neither cold nor hot. I could wish you were cold or hot. So then, because you are lukewarm, and neither cold nor hot, I will vomit you out of My mouth. (Rev. 3:15–16)

What might fence-straddling in your business look like? It could include...

- Being afraid to pray during the day because someone might see you
- Cursing one moment, then praising God the next
- Printing a verse on your business card with hopes people will think you are a real Christian
- Trusting the latest business best practice rather than God's timeless truths
- Paying vendors late so you can get your paycheck first

If one of these gives you a gut check, good. They are not intended to insult but to exhort you to seek His will clearly in these and other areas so that you will live wholeheartedly for the Lord in your business.

## A Challenge

Now would be a great time to set aside this book—for a day, a week, or more—and invest intentional “rug time” (quiet time in prayer and fasting) to ask the Lord to prepare your heart to become a wholehearted Caleb in your marketplace!

Go ahead. Close this book. I'll still be here after you commit to the Lord to no longer be a fence-straddler!

## Give It Your All

*And whatever you do, do it heartily, as to the Lord and not to men, knowing that from the Lord you will receive the reward of the inheritance; for you serve the Lord Christ.*

—Colossians 3:23–24

Welcome back! I pray your rug time was a powerful encounter that brought you clarity, peace, and exhilaration.

Now, let's study the second way to be wholehearted in your business—to give it your all, your everything!

It is simple yet extremely hard. I am led to share another personal story to help demonstrate this truth.

I began playing organized baseball at five years old and immediately wanted to be a pitcher. As a pitcher, you are in control. You get to throw the ball hard. Your teammates depend on you. You get more recognition for a win and more blame for a loss than you deserve. I continued pitching in organized leagues well into my twenties. It was more than just a passion.

In four years of playing high school baseball, my pitching record was 23–7 (won 23 games and only lost 7). Not bad at all.

After graduating high school, I played in a very competitive summer league along with other top players from around the state. The year-ending tournament was a single-elimination, winner-takes-all event in which we needed to win two games to move on to the regional tournament.

The coach chose me to pitch the first game and a high school classmate of mine—we'll call him "Steve" although that was not his real name—to pitch the second game. I pitched during the entire game the first night—a long, intense game—and we won. We drove

40 miles home and returned the next night to play the best team in the entire state.

When we arrived at the stadium, Steve was not there. An hour before the game, we learned he decided not to show up to pitch. We never learned why. It really does not matter. I was the best and only remaining starting pitcher on the team. Typically, a starting pitcher gets 3–4 days of rest before starting another game. A pitcher's arm is tired and needs to rejuvenate.

My arm and my body still were tired from the night before.

The coach had no choice but to ask, "Jim, can you go tonight?"

You need to know a little background here. Steve and I played against and with each other for years. We were very friendly competitors, teammates determined to prove to each other and the rest of the community who was the better pitcher. Steve was part of the in-crowd, the cool guy, and I certainly was not. He was a top left-hander with a wicked fastball. I was a right-hander with a wicked curveball (and a mediocre fastball). As athletes, we had a cool personal relationship but were both totally dedicated to our team winning.

I had never won against the team we were playing that night. Previously, I had lost five games to them over the course of my career in high school and summer leagues. They did not fear me, but I did not fear them either.

So, I had plenty of motivation that night! I wanted to beat that team, to win two games back-to-back, and to demonstrate who the best teammate was. (Forgive me for the pride that was showing.)

I started the game, and the entire team was totally pumped to win!

After five innings, we were ahead 4–2. As I stepped out of the dugout toward the mound to start the top of the sixth inning (we only played seven-inning games in this league), the coach asked, "How you are doing, Jim?" He could tell I was exhausted; my mediocre fastball was a little weaker, and my curveball was hanging a little higher.

Of course, I said, “Hey, Coach ... I’m fine,” and then sprinted to the mound as I always did.

He knew what was about to happen and what he would soon need to do. So did I, but I had to give it one last shot.

Well, you can guess what happened. The other team started pounding me, hitting singles and doubles all over the baseball field.

In most games like this one, although I was out of energy, I usually was able to get the batter to pop-up, ground-out, or fly-out. Not this time. I was totally exhausted.

Pitching 12.5 innings in the last 24 hours in 90-degree weather had taken its toll.

For the first time in the game, the other team was now ahead. The coach had no choice but to take me out of the game.

As the coach walked to the mound, I did something I had never done in my entire sports life.

I started to cry.

Imagine ... a just-graduated, 18-year-old high school baseball team Most Valuable Player with a 23–7 career record, standing on the mound and crying!

Yet I was not ashamed. My tears were from knowing deep inside my soul I had given it my all. I left nothing on the field. I poured out my heart and soul, giving everything I had to my teammates and giving everything I had to win.

Although the final scorecard indicated I was the losing pitcher on record, in a much bigger sense, I was the winner.

My dad was in the stands watching the game as was the father of another player. My friend’s dad turned to my dad and said, “I’ve seen Jim pitch a lot of games, but I have never been prouder of Jim than tonight.”

My dad replied, “Neither have I, Ed. Neither have I.”

I tell this story NOT to brag about myself. No. Rather, I share this story to encourage you that our Lord Jesus will be most proud of you when you serve Him wholeheartedly, giving it your all and doing everything you can for His glory in your business.

In the end, when you serve Him wholeheartedly, you will win, and you will receive the reward of your inheritance (Col. 3:23–24).

Therefore, in your journey to unleash the power of the Holy Spirit through your business, you must purpose in your heart to serve him wholeheartedly!

Therefore, when the Holy Spirit tells you to go or not to go, to buy or not to buy, to sell or not to sell, to sign that contract or not to sign that contract, to hire that person or not to hire that person ... whatever He says to do, do it.

Wholeheartedly!

## 4.4. TRUST IN THE LORD

*Trust in the Lord with all your heart, and lean not on your own understanding; In all your ways acknowledge Him, And He shall direct your paths.*

—Proverbs 3:5–6

WARNING: DO NOT DISMISS THIS TIMELESS TRUTH!

As a believer, you have often heard this verse and likely have memorized it as I have.

We need to reflect on this verse for a while, for it is at the heart of unleashing the power of the Holy Spirit in your business.

Let's begin by carefully breaking down this verse's five core components.

### Trust in the Lord

*Trust* is defined as “an assured reliance on the character, ability, strength, or truth of someone or something.”

I love the phrase “assured reliance.”

If you are saved, you already trust the Lord for your salvation. You possess the assured reliance that the Lord is true to His promise. You confidently place your trust in Him.

Our trust in the Lord is also an assured reliance that He will indeed be faithful to complete the good work He started in us through our businesses.

## With All Your Heart

Here is where so many of us get stuck or hesitate. You'll notice Solomon, as he wrote this verse under the divine anointing of the Holy Spirit, did not say God wants you to...

- "Trust Me with all your money!"
- "Trust Me with all your business plans!"
- "Trust Me with all your market research!"
- "Trust Me with all your head!"
- "Trust Me with all your feelings!"

The list could go on forever, but you get the point.

It is critical to remind yourself that everything you do in business is all about your heart. It's all about how you allow God to influence, impact, and mold your heart for His glory. Yet, often, the pressures of the business world surround you, your competitors attack you, the marketplace is hostile toward you, your supply chain challenges you, and even your employees may reject you.

It is easy to lose control of our hearts and return to our flesh as business leaders. This is exactly why this verse and this practice step are so critical to your success and business significance. Everything comes back to your heart and trusting the Lord with all of it ... not just a Sunday-portioned part of it.



## Lean Not on Your Own Understanding

I do not have all the answers and honestly, neither do you. Even when we think we do, our conclusions are often incomplete, misguided, and difficult to implement.

For two decades, I saw my role in business was to read, study, analyze, and share information—through books, keynote speeches, coaching, and advising—about how great companies did what they did so well. Over the years, many clients told me, “I don’t care what so-and-so business expert thinks; I’m paying you for what YOU think!” It was easy to become wise in my own eyes.

Even with all my award-winning books and impressive client list, down deep, I knew I did not really know that much. My hope was that no one could see through my façade to find how hopelessly little I did know, for that would have ruined *my* business.

Just like me, you will never understand everything you need to know to grow your business toward the eternal impact God desires for you to make.

## In All Your Ways Acknowledge Him

What does “*all*” mean?

It means ... ALL!

*All* means all. Not part. Not some. Not just opening a meeting in prayer. Not just praying for more increase. Not just calling on Him in times of trouble, financial crisis, or employee injury.

*All* ... means all.

All.

Why do I repeat the obvious? Sometimes, the obvious is not so obvious. We know we *should* trust the Lord with ALL. I have found this easier to do in my family, my marriage, and with my kids ... even with serving my church.

But I admit that, over the years, I struggled with *all* in my business. Now I can say that Jesus truly owns all of my business. Now

that He totally runs everything, I no longer have to lean on my understanding. I now totally lean on His understanding.

## He Shall Direct Our Paths

The word “*shall*” is defined as something that is expected to happen in the future. The Lord did not say...

- He might
- When He has time
- When you’ve made His *good list*
- Only when it gets too tough for you to handle
- After He thinks about it
- When He feels like it
- After you reach a certain level of spiritual maturity

Say this aloud: “HE SHALL DIRECT MY PATHS!”

Say it again.

Come on. No one is around you now. Say it AGAIN!

Directing your paths ... the ultimate payback!

You must trust what you hear through your inner knowing and not doubt.

## 4.5. ARMOR UP

*Finally, my brethren, be strong in the Lord and in the power of His might. Put on the whole armor of God, that you may be able to stand against the wiles of the devil. For we do not wrestle against flesh and blood, but against principalities, against powers, against the rulers of the darkness of this age, against spiritual hosts of wickedness in the heavenly places. Therefore take up the whole armor of God, that you may be able to withstand in the evil day, and having done all, to stand.*

— Ephesians 6:10–13

Satan is the prince of this world. He has primary control over the mechanisms of business. As you unleash your unfair advantage, the enemy will come after you! Count on it.

In Kyle Winkler's fascinating book, *Silence Satan: Shutting Down the Enemy's Attacks, Threats, Lies, and Accusations*, he states,

The weapons we're given as a part of Christ's uniform help us with our thinking. Satan barges into our lives with arguments as to why God can't use us, why we'll never be healed, or why our particular sins are too big to be forgiven. These are the doubts and discouragements he uses as obstacles to keep us from a life of victory.<sup>1</sup>

The same things can be said about our business lives. As you begin to leverage your unfair advantage in your marketplace, the enemy will throw everything he has at you and your team.

Within Paul's description of the armor, I want you to focus on three significant thoughts:

## 1: Whole Armor

Partial armor is useless. Imagine a soldier entering battle without his helmet, backpack, boots, or weapon. Likewise, imagine a 2%er entering the battlefield of the marketplace that is controlled by the enemy without the full armor attached and ready for every enemy attack.

The six pieces of the full armor are the...

- **Belt of Truth** – The Word, upon which other weapons are attached
- **Breastplate of Righteous** – To protect the heart and soul and to serve as a shining symbol to the enemy of your protection

- **Helmet of Salvation** – To protect the mind, the ears, and the thoughts
- **Shoes of the Gospel of Peace** – Footwear ready to stand firmly and not lose ground
- **Shield of Faith** – To block the fiery darts of the enemy and to protect the entire body from attacks
- **Sword of the Spirit** – The Word of God, the only attack weapon

Paul's admonition is to put on the *whole* armor, not just a piece or two. Without the full protective gear, you would be vulnerable for the enemy to slide into attack mode at your weakest point, his typical tactic.

Realize that five of the pieces are protective gear; only one is an attack weapon. If this is a potential spiritual war on you and your business, why are you limited to only one attack weapon? Read on.

## 2: Stand

Four times in Paul's description of the whole armor (Eph. 6:10–20), he states that we should stand, not fight. That is fascinating to me, for why should we armor up and not fight?

Winkler offers magnificent insight into why Paul teaches us to take a stand. He teaches that the purpose of putting on the whole armor is...

...to find strength in the Lord's power so that you may stand. He (Paul) doesn't say to put on the armor in order to fight, but that in the Lord you may maintain the standing of your identity in Christ against the evil forces that seek to destroy you.<sup>2</sup>

As you armor up, realize that you are not seeking to march into battle as much as you are cloaking yourself in the power of the Lord

to withstand (there it is again ... stand) the wiles and deception of the enemy.

### 3: Wiles

In the Garden of Eden, the enemy floated subtle lies and deception to deceive Eve and Adam (Gen. 3). He attempted the same thing with Jesus during his 40 days of temptation (Matt. 4). The enemy's tactics have not changed in 6,000 years. He will do the same with you.

He will bring thoughts and ideas to you that could include...

- "You can't do this."
- "You don't have the team or the resources."
- "This is the craziest thing you've ever tried."
- "It will ruin your business."
- "Nobody will go along with you."
- "Have you lost your mind?"
- "What will your competitors think?"
- "You'll lose a ton of money and even your business."
- "No one will follow you."
- "You're not a strong enough leader to pull this off."
- "Are you really, really sure this is from God? Are you sure?"
- "You're not serious about this ... are you?"
- "You're just reading this crazy business book and are making the mistake of being expert-led like the foolish author says."

You get the drift.

And many of these are the enemy's light artillery compared to the nuclear bombs you could experience.

You will not always be attacked, but as you now begin to be a Spirit-led business leader, you need to be fully armored up.

This is why it's critically important as you prepare to unleash your unfair competitive advantage to put on the full, whole armor daily so you can take a stand through Christ's strength, not your own.

It's like the old story we've all heard in church about the elderly lady who sees the devil knocking on her door. She then calmly turns around and says out loud, "Jesus, that's for you!"

## One More Thing: The Enemy Must Flee

*Therefore submit to God. Resist the devil and he will flee from you.*

—James 4:7

When you command the enemy to leave your business in the name of Jesus, he must comply! He has no choice!

Period!

None!

Therefore,

- Do not fight the devil on his turf. Remind him he has already been defeated, resist him, and he *must* flee; he has no choice!
- Do not fight a spiritual war with your mental ability. Fight it with the Word, just like Jesus (Matt. 4:1–11).

- Do not let the thought of the enemy coming after you frighten you, “for He who is in you is greater than he who is in the world” (1 John 4:4).
- Do not let the enemy linger around you or your team. Command him to leave, and he will leave!

In summary, remember...

- It’s more than prayer.
- It’s more than a voice.
- Be wholehearted.
- Trust in the Lord.
- Armor up every day.

Once you embrace these five steps of preparation, you are ready to move on to unleashing the power of the Holy Spirit in your business.

Do not casually read or skip these steps. Bury them deep into your heart and soul before you launch into your competitive advantage. In so doing, you will give yourself a solid foundation for the Holy Spirit to manifest His presence through your business!

## Group Discussion

Why is it important to take time to prepare yourself to be led by Holy Spirit rather than just jumping in?

What were your responses to the personal and business awareness questions?

Which of the preparation steps is the most important to you now? Why?

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<sup>1</sup> Kyle Winkler, *Silence Satan: Shutting Down the Enemy's Attacks, Threats, Lies, and Accusations* (Lake Mary, FL: Passio, 2014), 150.

<sup>2</sup> *Ibid.*, 142.





# 5

## UNLEASH YOUR UNFAIR ADVANTAGE

*But you shall receive power when the Holy Spirit has come upon you.*

— Acts 1:8a

**Y**OU'VE DECIDED TO MAKE THE BIG SHIFT.  
You know the potential roadblocks.  
You've prepared yourself for what lies ahead.  
Now, you are ready!

This section will guide you through six keys to unleashing your unfair advantage. I recommend you apply these in order, for they naturally build upon one another into a powerful process.

Here is how I suggest you apply this section.

First, read through all six without making notes. Get a sense of the flow, the content, and the momentum they produce.

Second, read each section one at a time, and complete the short exercises in each section. I recommend you concentrate on one section per day. Do not move too fast. Let Holy Spirit deeply ingrain these truths into your spirit.

Third, once you have taken enough time to allow Holy Spirit to reinforce these truths, then you'll be ready to move on to Chapter 6, "Keep It Going."

## 5.1. PRACTICE

*Practice (v): to do something again and again in order to become better at it; to do (something) regularly or constantly as an ordinary part of your life.*

The first key to unleashing the power of Holy Spirit in your business is to practice.

Anyone who has played competitive sports understands the absolute necessity of practice. Professional athletes in any sport invest hundreds, even thousands, of hours into serious, sweaty, hard practice to become the very best they can be.

In business, professional training and development programs inject a lot of practice before dismissing the employees to execute the training on the job. Professional service companies invest large amounts of practice time in how they handle customer calls before service reps take their first real customer call. Professional sales trainers conduct practice mock interviews to teach salespeople how to listen to and close potential clients.

In my book, *The Impacter: A Parable on Transformational Leadership*, I teach that confidence (faith in your ability) comes from competence (depth of your skills developed over time). The more you practice, the more competent you become. The more competent you become, the more confidence you have in your ability.

The same thing is true as we look to unleash the power of the Holy Spirit in our businesses.

Here are three great ways to practice: identify the witness, start small, and fine-tune.

## Identify the Witness

Your pastor or teacher shares a powerful truth, and something on your insides says to you, “Yeah! That’s good! That’s right!” You may even say it out loud as I often do!

When Holy Spirit hears a truth, He confirms it inside you. Your spirit senses that just-spoken truth.

That is your internal witness.

The same Spirit that bears witness to you in a church service is also available to you at work.

It is critically important to continue practicing sensing your internal witness, even if you are already fully in touch with Holy Spirit inside you.

We can never over-practice sensing your internal witness too much!

Reflect on the times at work when your witness—that inner knowing—was at total peace. Was it when you...

- Started your business?
- Launched a big project?
- Hired more people?
- Changed subcontractors?
- Purchased a large piece of equipment?
- Signed that contract?
- Challenged an employee to step it up and work to his potential?
- Signed a contract with an advisor or coach?

Then, there are times when you can look back and say, “I *knew* I should *not* have:”

- Started your business?
- Launched that big project!
- Hired more people!
- Changed subcontractors!
- Purchased that piece of equipment!
- Signed that contract!
- Challenged that employee to step it up!
- Signed with that advisor or coach!

In all these cases, it is highly likely that the Holy Spirit was already at work inside you, exhorting you to make the right decisions and warning you from making the wrong decisions.

It takes focused, intentional effort to continually identify the witness. If you are not intentional, always seeking your internal witness of Holy Spirit to confirm good business decisions, you quickly will fall back into all the ways of being led by the world.

The more you practice, the easier it will become to identify the witness.

## Start Small

*Give us this day our daily bread.*

—Matthew 6:11

This way to practice is a great way if you are just beginning to learn to discern the voice of Holy Spirit. Let me give you an example of how easy it is to start small. When I first learned this concept of *practice*, I did begin small. One experience really stands out.

I often speak to businesses and church groups about our unfair advantage. One of my most popular and best-remembered practice examples is ordering a meal at a restaurant. Here is what I teach.

All of us have a favorite restaurant where we have one or two favorite meals. Next time you go to that restaurant, rather than order

what you always order (one of your favorites), pause, look at the menu, and ask Holy Spirit, “What do YOU suggest I order?”

Why do I suggest you practice this the next time you go to a restaurant?

- Holy Spirit already knows your favorite meals.
- He also knows other meals on the menu you would like that you may not know!
- He can also keep from ordering food that is bad, unhealthy, or full of germs.

I recently preached a message at my home church and used this restaurant ordering example as a simple way to practice hearing His voice. The following Sunday, a young lady who heard my message came running up to me with a powerful testimony.

She told me she has a very, very sensitive stomach and her reaction to most foods causes her extreme physical pain and even days of discomfort. After hearing my message, she and her husband went to their favorite restaurant. Why this restaurant? She knew that their menu included two meals that would not cause her stomach pain.

But this time, she looked at the menu and asked Holy Spirit, “Okay, I am going to practice what Jim taught today. Holy Spirit, what should I order?”

She took the risk and trusted Holy Spirit in this decision.

When she got to this point of her testimony, her eyes started glowing, a huge smile came to her face, and she burst out saying, “I ordered something I never did before and had NO BAD REACTION! Now I KNOW I can go to ANY restaurant and Holy Spirit will show me a meal that is good and delicious. You have opened an entirely new world of eating options for me!”

She was thrilled.

Of course, it was not me who did this; it was her trusting Holy Spirit through starting small.

So how can you start small in your work? Some ways can include asking Holy Spirit:

- “Should I meet with this person today or at another time?”
- “Should I attend this meeting?”
- “Should I call this customer?”
- “Should I add this service or product to our business?”
- “Should I do this now or later?”
- “Should I come in early tomorrow or stay late tonight to finish this project?”

There are dozens more we could add to this basic list, but you get the idea. The possibilities to start small are endless.

I encourage you to start with small, low-risk opportunities to practice and gain confidence in identifying the witness inside you. Trust me ... He will enjoy you intentionally seeking Him and will make Himself more and more known to you as you practice.

## Fine-Tune

You are surrounded by a lot of spiritual noise. Satan is trying to speak to you all the time, bombarding you with unrelenting noise and messages from the world he controls.

As you begin to practice, you will experience some successes (“order that meal”) and some failures. We often learn more through our failures than our successes. Through our practice, we must learn to fine-tune—that is, to learn as much or more from our successes as we do our failures.

I am led by Holy Spirit to share two of my most significant life stories that helped me learn to fine-tune my spiritual ears to better discern the voice of Holy Spirit working in me.

First, let me share the big success. You are holding it in your hands!

Although I was almost finished writing the follow-up book in *The Impacter* series, I hit a barrier. At first, I was not sure if the barrier was self-imposed or Spirit-ordained.

I quickly discerned it was the witness of the Spirit and not of my flesh or of the devil (practice).

One morning, while asking the Holy Spirit what I was to do, He said to me (not in an audible voice but in that inner knowing), "Write a book to teach My people in business how I taught you to hear My voice."

I immediately set aside the book I was writing and began to write *Our Unfair Advantage*.

As I pen this manuscript under the guidance of the Holy Spirit, it is without question the most-anticipated book ever of my 14 previous books!

Without question, this has been the most fulfilling, fun, and most important work of my life.

Only through previous practice was I certain this was indeed the Spirit. And I immediately obeyed.

Now for the big failure.

A few years ago, my wife and I were visiting our son at his Christian boys' school in another state. On the last day of this visit, I wore one of my prized possessions: a brand-new University of Louisville National Championship men's basketball polo shirt given to me as a gift by my sister and brother. Having grown up in a small town just south of Louisville, Kentucky, and having played basketball all through high school, I am a huge fan of that program.

It had been 18 years since the University of Louisville won their first national championship, so this shirt was especially fun to wear.

Just minutes before we were to leave the boy's school, one of our son's friends came up to us, and we began to chat. This tall, skinny 17-year-old boy jumped in excitement at seeing my shirt. He was from Louisville and, like me, was a huge UL fan. We talked



about the players, the championship, and how happy we were to again be national champions.

Suddenly, I heard a voice inside me—not an audible voice but my inner witness—say to me, “Give him your shirt!”

My first response was, “This surely can’t be the voice of the Lord. Why would He want me to give up my new favorite shirt to a kid I don’t even know?”

As the boy walked away, I again heard, “Give him your shirt. You have lots of other clean shirts in the trunk of your car.”

The truth is I hesitated, said goodbye to our son, and drove off ... still wearing the prized shirt.

In less than five minutes, I turned to my wife, Brenda, and told her what had happened. She quickly agreed with Holy Spirit that I should have given the shirt to the boy.

Yet instead of turning around, I drove back to our home. As soon as we got home, I washed the shirt, mailed it to the boy from Louisville, and included a note saying that my delayed obedience was wrong. I told him I repented to the Lord, asked the boy to forgive me, and prayed the shirt would bless him.

My son told me later that the boy loved the shirt so much he seldom took it off.

For me, this was a resounding “*I-knew-I-should-have-given-the-shirt-to-him*” experience. Like you, we all have had many of these in our careers.

In my failure, I learned many valuable lessons, including...

- How to recognize the distinct and powerful inner knowing of Holy Spirit
- To act immediately when prompted
- To encounter the blessing of immediate obedience rather than the heaviness of delayed obedience

Identify your witness. Start small. Then, fine-tune. It takes practice—lots of intentional practice.

In time, your practice will strengthen your spiritual ears to hear the whispers of Holy Spirit speaking more clearly inside you.

Here is an action plan to help you get started with your practice.

## Practice Action Plan

List five decisions you need to make for your business. Answer the questions as you listen for His voice to guide you. Record what you learn.

**Decision #1:** \_\_\_\_\_

How did you start to listen?

How did you fine-tune?

What did you learn?

**Decision #2:** \_\_\_\_\_

How did you start to listen?

How did you fine-tune?

What did you learn?

**Decision #3:** \_\_\_\_\_

How did you start to listen?

How did you fine-tune?

What did you learn?

**Decision #4:** \_\_\_\_\_

How did you start to listen?

How did you fine-tune?

What did you learn?

**Decision #5:** \_\_\_\_\_

How did you start to listen?

How did you fine-tune?

What did you learn?

## 5.2. CHECK BEFORE YOU ACT

*Check (n): a sudden stoppage of a forward course or progress; a sudden pause or break in a progression; the act of testing or verifying*

The second key to unleashing the power of Holy Spirit in your business is to check before you act.

How people make decisions has always fascinated me. What influences people to make the decisions they do? How do persuasive messages and environmental factors impact decision-making?

Throughout my graduate studies in human communication, I focused on the interpersonal and psychological variables in small-group decision-making. I invested years of in-depth study and research on such topics as...

- Consensus seeking
- Leadership styles and the use of power in groups
- Non-verbal communication dynamics
- Interracial and cross-cultural communication
- Group think
- The rhetoric of Aristotle, including the effects of ethos, pathos, and logos
- The power of deductive, inductive, and analogous reasoning
- The impact of communication apprehension in the decision-making process in male and female problem-solving dyads

Believe it or not, that last one was the focus of both my master's thesis and my Ph.D. dissertation. Great reads for insomnia!

With so many years of devoted study, learning from some of the greatest academic minds in the world and from multiple professional publications, I now look back with one overriding conclusion...

Wow, did I get it all wrong!

Over the last 20 years, I have researched how the greatest leader and decision-maker of all time, Jesus, made decisions.

Did the greatest leader and business mind of all time ever...

- Seek consensus or majority vote from His disciples?
- Reflect on the works of Socrates, Aristotle, or Plato?

- Think deeply about the interpersonal dynamics of His words?
- Form customer focus groups to uncover trends and preferences?
- Seek high-priced experts for their wisdom?

No, Jesus had an entirely new, innovative, and unheard-of decision-making process.

He always, in every situation, checked with the Spirit of God before He acted.

Then Jesus answered and said to them, “Most assuredly, I say to you, the Son can do nothing of Himself, but what He sees the Father do; for whatever He does, the Son also does in like manner. For the Father loves the Son, and shows Him all things that He Himself does; and He will show Him greater works than these, that you may marvel.” (John 5:19–20)

Jesus checked with the Spirit of God the Father, the Holy Spirit!

For I have not spoken on My own authority; but the Father who sent Me gave Me a command, what I should say and what I should speak. And I know that His command is everlasting life. Therefore, whatever I speak, just as the Father has told Me, so I speak. (John 12:49–50)

Do you not believe that I am in the Father, and the Father in Me? The words that I speak to you I do not speak on My own authority; but the Father who dwells in Me does the works. (John 14:10)

Jesus always checked on the inside before He did or said anything.

Here are three simple ways to help train yourself in how to check before you act: slow down, block the outside, and make one final check.

## Slow Down

Ever heard any of these business phrases?

- “It’s the fast that eat the slow.”
- “Move fast or die.”
- “This is urgent.”
- “I need this done yesterday.”
- “Speed it up; don’t slow us down.”
- “They just don’t work fast enough.”
- “We haven’t got all day.”
- “Hurry up!”
- “Just do it!”

In our business world, we are bombarded every day and every hour with seemingly critical tasks or decisions that *must* be completed *now*. We easily can reconcile ourselves to the false belief of, “Well, that’s just business.”

Too many times, I have fallen into this same trap. When I ran a small home-building company, the pressure to get another financial bank draw to pay my carpentry crew forced me to jump from house to house to complete the quickest stage to get the fastest bank draw. The owner of the company never understood why I was jumping around in what seemed to be a random, helter-skelter order rather than finishing one house and then moving on to another.

Looking back, I was totally money-led as I hurried to get the fastest construction loan money. But because I had an employee payroll to meet (including mine) and subcontractors to pay, I did not know any other way.

I wish now that someone had taught me to slow down, just like Jesus.

Then the scribes and Pharisees brought to Him a woman caught in adultery. And when they had set her in the midst, they said to Him, "Teacher, this woman was caught in adultery, in the very act. Now Moses, in the law, commanded us that such should be stoned. But what do You say?" This they said, testing Him, that they might have something of which to accuse Him. But Jesus stooped down and wrote on the ground with His finger, as though He did not hear. So when they continued asking Him, He raised Himself up and said to them, "He who is without sin among you, let him throw a stone at her first." And again He stooped down and wrote on the ground. Then those who heard it, being convicted by their conscience, went out one by one, beginning with the oldest even to the last. And Jesus was left alone, and the woman standing in the midst. (John 8:3-9)

Here's the setting. Religious leaders barged into the temple courts where Jesus was teaching a large crowd, cruelly embarrassed a woman in public, and demanded in front of everyone that Jesus give them an immediate answer to their question.

Everyone could see these men were dead serious, literally, as they carried stones in their hands, threatening to kill the woman or possibly Jesus himself.

They forced Jesus into an either-or dilemma: Kill her as the Law teaches or set her free and break the Law.

So how did Jesus react to this life-threatening situation?

He knelt on his knees and wrote in the dirt ... and said nothing!

Now *that* infuriated the men even more. You can sense their unrighteous indignation when they again demanded Jesus answer their question: "What say you? Kill her or set her free? Option A or Option B? Answer us ... NOW!"

How did Jesus react to this second and even more intense life-threatening situation?

He continued to write in the dirt.

When and only when Jesus was fully ready to answer, He stood up and stated (in my words), “I say Option C... Go ahead and kill her if you have never sinned yourself.” He then knelt back down and continued to write in the dirt.

What was Jesus doing when He first knelt down? Why did He do this? What was He doing? Why did He say nothing?

I believe He slowed down to ask Holy Spirit living inside Him, “Spirit, what do You want Me to say and do?”

I believe He did exactly what the Spirit instructed Him to do. His instructions may have included, “Just pause here for effect. Let’s make them all feel the pressure a little more intensely.”

There is no earthly, rational way to have come up with His response. It was supernatural. Only Holy Spirit could have given Him this response.

The only logical explanation for His amazing, out-of-this-world answer is that it indeed came from an amazing, out-of-this-world Spirit.

Just as Jesus slowed down to check His spirit in a life-threatening circumstance, you can slow down and check your spirit in any business situation you face.

## Block the Outside

The men surrounding Jesus demanded an answer and demanded it now. Their pressure was from the outside.

If Jesus had allowed the pressures of the situation to lead Him, He could have made a quick and terrible decision. Instead, He chose to be led from the inside where the Spirit reigns.

All of us in business have felt such pressure. We have all been pushed to do things like...

- Sign a contract before the deadline date
- Hire a person to fill an open slot rather than to help grow the business



- Give away too much profit just to close a deal
- Make a fast decision in a meeting only because others expected it of you
- Agree to attend a meeting or lunch when you did not have the desire, time, or funds
- Throw together a fast, sloppy proposal because the potential customer expected it now

This is my list, ways I have been pressure-led and did not block the outside. Perhaps you can relate to some of these, too.

You may be asking, “So, Jim, are you telling us to ignore everything on the outside and only check on the inside before making a business decision?” No, not at all.

God gave us a mind with the ability to read, research, analyze, reflect, seek facts, assess, and probe. He expects us to use our God-given human intelligence to the best of our abilities to understand all we can.

But when you’ve done all you can do, before you make the final decision to act, listen again from the inside where the Spirit of God dwells.

Remember, Holy Spirit prompts you from the inside. The enemy tries to pressure you from the outside!

You must always override the outside voices attempting to pressure you with Holy Spirit who prompts you.

## Final Check

The *final check* is often a quick verification you have heard Holy Spirit correctly. It is not an attempt to delay or postpone action but a simple exhortation to take the time for one final check on the inside.

In my business ministry, I fly all over the United States and sometimes internationally to advise, speak, and work with business leaders. As I sit in the airplane waiting to take off, I look out my

window and often notice one of the pilots slowly inspecting the airplane's fuselage, wings, and landing gear before takeoff. It is reassuring to me as a customer that the leader is taking the time to make one final check of some key operational systems.

Even if the flight leaves a few minutes late due to the pilot's safety check, do you think I get upset? No way. I am thrilled the crew thought enough of their profession to ensure, as best as they could, the safe operation of the plane.

I recommend to all my business ministry partners that, before they make that next important decision, they set aside all their data, reports, paperwork, and notes and get away to a quiet place to ask the Spirit what to do.

So often, this final check:

- removes you from the pressure-packed environment
- reassures you of the best decision
- builds more confidence and clarity in your spirit about the goodness of the decision.

Then, you can go ahead and act with a sense of peace concerning the decision.

## *Check Before You Act* Action Plan

The second key to unleashing the power of the Holy Spirit in your business is to *check before you act*, so...

- Slow down.
- Block the outside.
- Take a final check.

Over the next week, integrate these three critical steps into your decision-making process. Then use this action plan to help clarify how you activated "Check Before You Act" for each decision. This

simple action is one you can use forever to build your confidence that Holy Spirit is directing your decisions.

**Decision #1:** \_\_\_\_\_

How did you slow down?

How did you block the outside?

What did the final check confirm?

**Decision #2:** \_\_\_\_\_

How did you slow down?

How did you block the outside?

What did the final check confirm?

**Decision #3:** \_\_\_\_\_

How did you slow down?

How did you block the outside?

What did the final check confirm?

**Decision #4:** \_\_\_\_\_

How did you slow down?

How did you block the outside?

What did the final check confirm?

**Decision #5:** \_\_\_\_\_

How did you slow down?

How did you block the outside?

What did the final check confirm?

### 5.3. SEEK A WITNESS

*Witness (n): attestation of a fact or event; one who has personal knowledge of something*

The third key to unleashing the power of Holy Spirit in your business is seek a witness.

Countless criminal cases in America have been decided based on the testimony of just one witness, someone who was at the crime scene and knows what happened. Through their witness, they are able confirm the truth of their experience. Regardless of the opposing evidence, the testimony of one witness easily can override the voices of dozens of non-witness experts.

The same is true with your spirit, your one, all-powerful, all-knowing, and internal spiritual witness.

## The True Witness

*A faithful witness does not lie, but a false witness will utter lies.*

—Proverbs 14:5

Have you ever had someone tell you a lie at work? An employee? A boss? A vendor? A customer? Of course you have. If you've been in business for more than 24 hours, someone likely has told you a little or a big lie.

But how did you know it was a lie? What told you that this person was not being truthful? What was it that helped you see through the lie?

The answer is simple. You already knew the truth!

Whether it was a set of financial or operational numbers, a history of the transaction, a missing element of a report, or even another person, something inside you already had a sense of the truth. It was easy to recognize an imposter.

In many cases, it was Holy Spirit, the true Witness living inside you, that confirmed the truth or the falsehood of the statement.

Sometimes, though, we all get fooled. We hear something and think, "Gee, I don't know. That sounds good. It's reasonable. I guess it could be that way. I'm not sure, and I would hate to accuse them of something and be wrong."

When are we fooled? When we fall back into old habits of being head-led or idea-led or feelings-led rather than being Spirit-led.

So how can you distinguish between the true witness and the false witness?

The true witness gives you...

- Peace (Phil. 4:7)
- Unity (Eph. 4:3)
- Patience (Gal. 5:5)
- Strength (Eph. 3:16)

- Insight (1 Cor. 2:10, 13)
- Joy (1 Thes. 1:6)
- Comfort (Acts 9:31)
- Fruit (Gal. 5:22–23)

The false witness causes you...

- Turmoil
- Discomfort
- Anxiety
- Weakness
- Confusion
- Fear
- Uncertainty
- Stress

Your best decisions always contain more of the first list than the second list.

As you seek a witness on a decision, keep these lists handy to remind yourself how to distinguish quickly between the true witness and the false witness.

Remember, Holy Spirit will guide you into all truth (John 16:13). You only need to seek one witness, the true witness of Holy Spirit.

## One Witness Is Enough

*The Spirit Himself bears witness with our spirit that we are children of God.*

—Romans 8:16

A common business saying on leadership is, “It’s lonely at the top.”

As a business leader, every day you make dozens of decisions. The higher your position, the greater the impact of your decision on

your company. And often, the bigger the decision, the fewer number of people you are at liberty to involve in the decision.

Sometimes it is lonely at the top in business.

And it is never lonelier than when you stand all alone on an issue.

Whether you are at the top or the bottom of the company's chain of command, you face times and decisions in which you are the only person on one side of an issue. In these times, you look for someone to rally to your side, to come to your rescue, and to reassure you of your position.

This is the perfect time to seek the one true witness—Holy Spirit—for He is enough.

It's just like a traffic light. In America, our traffic lights have three colors. Red means *stop*. Yellow means *slow down and proceed with caution*. Green means *go*.

In my experience, Holy Spirit sometimes gives a red light, sometimes a yellow light, and sometimes a green light.

So here is one way to seek a witness. If you sense...

- **Anxiety or uncertainty** – Stop! It's likely a red light.
- **Nothing** – Wait and keep seeking. It's likely a yellow light.
- **Peace and power** – Go and GO NOW! You've got a Holy Spirit green light to take action!

## Two Witnesses Are Even Better

*It seemed good to us, being assembled with one accord, to send chosen men to you with our beloved Barnabas and Paul.*

— Acts 15:25

*For it seemed good to the Holy Spirit, and to us, to lay upon you no greater burden than these necessary things.*

— Acts 15:28

*However, it seemed good to Silas to remain there.*

— Acts 15:34

*Strong's Dictionary* defines witness as “to testify jointly, i.e. corroborate by (concurrent) evidence; testify unto; bear joint witness.” In each of these verses above, believers came together as co-witnesses on the same decision. “It seemed good to Holy Spirit and to us” is a perfect example of the co-witness. Holy Spirit said to them individually, “Yes, that’s a good decision,” and then together they jointly agreed with their internal witnesses.

Although your individual witness with Holy Spirit is certainly enough, a witness of two or more believers is even better!

Here is an example of the power of the two-person co-witnesses.

Recently, I addressed a large group of Christian business leaders as the closing keynote at a regional conference. I shared a quick overview of the principles in this book. During the message, I sensed Holy Spirit prompting me to spend more time on seeking a co-witness than I had originally prepared.

Three days after the conference, I received a long and detailed e-mail from one of the conference attendees, a business giant and a founding member of this prestigious Christian business organization.

After a quick overview of the problem, he wrote in his e-mail,

Bottom line, I’m driving home last night and remembered your message. I turned off the radio, verbally



asked the Holy Spirit what I should do in this situation. I felt impressed to call my assistant office manager and ask her for her thoughts on the matter (she's a GREAT gal, loves the Lord, but I have NEVER done this!).

My friend went on to describe how, together, they had a powerful and fast co-witness with a great solution. He concluded his e-mail by saying,

(Needless to say) I would NEVER have come up with this solution on my own. I don't know how many other people at that meeting had such IMMEDIATE application of the principles you taught, but I sure did, and I appreciate you being obedient to the Lord and making the effort to speak to our group!

This is a perfect example of seeking a co-witness. You can sense his confidence and his joy in seeking the witness of a fellow believer at work.

When you have a powerful team of believing co-witnesses at work, you can overcome any problem or situation for your company.

However, seeking a co-witness at work is not always easy or fast. The challenge is when you seek a co-witness and your decisions do not align—they are on different sides of the issue. What should you do then?

My social media and website strategy coach is a wonderful, Spirit-filled believer and a best-selling author. He knows my business ministry as well or better than me. He continues to coach and guide all my digital marketing and positioning efforts.

Naturally, I ask him on many occasions, "Here is what I am thinking. Have you got a witness on this?"

Often, he immediately confirms what I am sensing. Sometimes, he does not. He disagrees and suggests something different.

Now, what should I do?

Because he has such intimate knowledge of my platform, my goals, and how God has called me to fulfill my assignment in His perfect plan, I go back again to seek my personal witness on the decision.

Going deeper with Holy Spirit only draws me into a closer, more powerful relationship with Him, not only for this decision but also for life. Often, it only takes a short while for His decision to be settled in my spirit.

In the end, the decision is mine. I do what I am led to do. And the extra time with the Lord gives me additional strength, peace, and commitment.

The funny thing is that, after I implement my decision, my friend often says, “Now I can see more clearly why you chose that option. I had not thought of it from that perspective. I know it will work for you.”

In the end, I get the co-witness I initially sought. I just had to step out in faith in response to my personal witness.

## The Greatest Team-Building Strategy

Hey, Tom, can I ask you for your help? I am about to make a big decision on... I want to be sure I am hearing from the Lord exactly what He wants me to do. Here is what I sense He is telling me... Do you have a witness on this?

Imagine the excited reaction of Tom, another 2%er believer in your company.

Imagine how humbled and overwhelmed he would feel to even be asked to help you on such an important question.

If Tom knows the power of the co-witness, he'll know what to do.

Just think about the many advantages from team-building to inviting others to be your co-witnesses at work. Seeking a co-witness with your colleagues...

- Builds trust in your decisions.
- Solidifies the biblical foundation of your business.
- Demonstrates your willingness to listen to your team's hearts and spirits.
- Grows spiritual muscle and discernment throughout your company.
- Reminds others to do the same concerning their decisions.
- Reassures others even in decisions on which they do not agree.

This is the most powerful team-building question ever: "DO YOU HAVE A WITNESS?"

## Personal Life Application

Long ago I started a new approach to making decisions with my intelligent, beautiful, and Spirit-filled wife, Brenda.

Like most husbands, I used to ask her...

- "How do you FEEL about this?"
- "What do you THINK about this?"
- "What is your OPINION about this?"

Now when I seek her input on a big decision, I only ask, "Do you have a WITNESS on this?"

This approach immediately shifts her decision-making input from being feelings-led or head-led or opinion-led into only being Spirit-led.

Because she has the same Holy Spirit living inside her as I do, now we are making decisions by seeking a co-witness.

The results are stunning. By changing the structure of the question, we now walk even more powerfully as a couple.

## *Seek a Witness Action Plan*

Here is a simple, four-question, *Seek a Witness Action Plan*. Answer these in order.

**Decision #1** \_\_\_\_\_

Do I have a personal witness about this decision or action?

Do I need a co-witness on this?

If so, who should I ask for a co-witness?

Does he/she have a witness about this?

My witness decision is:

**Decision #2** \_\_\_\_\_

Do I have a personal witness about this decision or action?

Do I need a co-witness on this?

If so, who should I ask for a co-witness?

Does he/she have a witness about this?

My witness decision is:

**Decision #3** \_\_\_\_\_

Do I have a personal witness about this decision or action?

Do I need a co-witness on this?

If so, who should I ask for a co-witness?

Does he/she have a witness about this?

My witness decision is:

**Decision #4** \_\_\_\_\_

Do I have a personal witness about this decision or action?

Do I need a co-witness on this?

If so, who should I ask for a co-witness?

Does he/she have a witness about this?

My witness decision is:

**Decision #5** \_\_\_\_\_

Do I have a personal witness about this decision or action?

Do I need a co-witness on this?

If so, who should I ask for a co-witness?

Does he/she have a witness about this?

My witness decision is:

## 5.4. QUENCH NOT THE SPIRIT

*Quench (v): put out; extinguish; to bring something to an end*

The fourth key to unleashing the power of Holy Spirit in your business is to quench not the spirit.

I was a teenager during the Vietnam War. Every day for years during the nightly television news programs, we heard that day's casualty count, the number of confirmed heroes who died for our country.

One of the most dramatic elements of the war was learning of the many men being held as prisoners of war in what was satirically called the "Hanoi Hilton," a large compound where soldiers were mercilessly tortured for years.

For almost a decade, my good friend, Dr. Steve Linnville, has served on a phenomenal team of medical and psychological specialists who study the mental and physical effects of captivity on POWs from Vietnam, Desert Storm, and Operation Iraqi Freedom. Hundreds of these heroes, both men and women, frequently visit the Robert E. Mitchell Center on the Pensacola Naval Aviation Station for extensive physical evaluations and assessments.

A key question being asked in their longitudinal research is, "What are the key differences between soldiers who survived years of horrendous torture and soldiers who did not?"

Perhaps the most amazing finding of their research to date is this: *Optimism* is the most important characteristic in predicting resiliency and the absence of any psychological disorder.

The greatest contributor to this resiliency is *faith*. For many, their faith was in God. For others, their faith was for a better future.

Why mention research findings on repatriated POWs in a book on how to unleash the Holy Spirit in business?

First, Holy Spirit led me to include this.

Second, those who survived after facing minute upon minute, hour upon hour, day upon day, and year upon year extreme physical and mental torture did so because they did not quench the spirit living inside them.

Yes, many of the Vietnam POWs are believers, and even the few stories I've heard about their inhumane treatment make my so-called personal and professional challenges pale in insignificance.

Rejoice always, pray without ceasing, in everything give thanks; for this is the will of God in Christ Jesus for you. Do not quench the Spirit. (1 Thes. 5:16–19)

Let's admit the truth: It's easy to quench the Spirit.

Sundays are the days we traditionally gather in our houses of worship, singing songs, thanking God for His Spirit, and sometimes hearing messages and Bible verses about the ways and wonders of the Holy Spirit.

We pray and say *amen* as we sense something churning on the inside, something good and something that causes us to reflect deeply on our personal spiritual walk with God.

After the service, we smile and shake hands with our friends, talk about the great message and music, joke about how we were “convicted,” and make our way out the door and head home or to a restaurant. No sooner than we've left the church parking lot have we also left the teachings, the messages, the scriptures, and the promptings inside the church building.

Is it any wonder that so many of us rarely see the power of the Holy Spirit moving through our work?

It is so easy to leave the teachings, impressions, and exhortations from our spiritual leaders in the pews and hallways of a designated Sunday building.

We can so easily quench the Spirit of God.

There are three ways in which we commonly quench the Spirit: ignoring Him, smothering Him, and grieving Him.

## 1. Ignore Him

*Having eyes, do you not see? And having ears, do you not hear? And do you not remember?*

—Mark 8:18



*Ignore* means to refuse to show that you hear or see and to do nothing about or in response to something or someone. Perhaps the easiest way to quench Holy Spirit is to ignore Him.

During my contract time with a former business client, the owner instructed a salesman to prepare a company-wide rollout plan on how to implement the leadership principles in my book, *The Impacter*. Even though I was on retainer and fully available to him, I was only brought into the project at the end, after the plan had already been developed by the salesperson.

The author of “the book” (me) was sitting in the room.

The author of “the book” was available, ready to help but ignored.

Remember, the author of *The Book* (the Bible) lives inside you. He is willing and available anytime to guide and direct you in how to integrate His perfect wisdom into your company.

Purpose in your heart to never again ignore Holy Spirit (John 14:26).

## 2. Smother Him

*Smother* means to cover something in order to keep it from growing or spreading ... to try to keep something from happening.

Sometimes, the answer seems obvious. It's obvious we need to...

- Invest in that equipment
- Attend that trade show
- Jump into that new advertising program
- Fire that employee
- Take charge of that problem

It is easy to be led by what appears to be obvious.

In Luke 10:40, Martha was frantically cooking a meal and rudely interrupted Jesus' teaching in front of a house full of guests.

She attempted to smother the Spirit by interrupting Jesus, insulting her sister, and telling Jesus what He should do. What appeared obvious to Martha (people need to be fed now) was not the most important thing at that moment (listening to Jesus).

Everyone there, including Martha, learned it is far more important to focus on the teachings of Jesus and not smother His Spirit wanting to move through them.

How can we smother Holy Spirit in business? When...

- All the *facts* say one thing, but Holy Spirit says another.
- All the *experts* say one thing, but Holy Spirit says another.
- All your *staff* says one thing, but Holy Spirit says another.
- You refuse to seek a co-witness.
- You hear, "Give him your shirt," but you quickly put that out of your mind.

Be aware that the enemy loves nothing more than to push you into smothering Holy Spirit in your business.

### 3. Grieve Him

*And do not grieve the Holy Spirit of God, by whom you were sealed for the day of redemption.*

—Ephesians 4:30

Have you ever done something you knew was wrong, but you kept doing it anyway?

Eating more than you should most of the time? Ignoring your spouse or family in your free time by doing only what you want to

do? Telling your kids you are too tired to play with them right now but to ask you again tomorrow?

Or, in your business, have you ever convinced yourself to...

- Keep an employee that should have left years ago?
- Delay paying your suppliers on time to improve your short-term cash flow?
- Turn your head as an important employee cheats on his wife or blatantly breaks company policy?
- Allow a long-term customer to treat your employees with rudeness or disrespect?

*Grieve* means to cause someone to feel sad or unhappy ... to cause him or her to suffer. Yes, you can grieve Holy Spirit through your business. You also can grieve Him through insults.

Of how much worse punishment, do you suppose, will he be thought worthy who has trampled the Son of God underfoot, counted the blood of the covenant by which he was sanctified a common thing, and insulted the Spirit of grace. (Heb. 10:29)

One of the easiest ways I've learned to be more sensitive to how the Spirit is grieved is to be more aware of the times when I simply shake my head in disbelief because of another's actions.

When I am on top of my unleashing-the-power-of-the-Holy Spirit game, I ask myself, "Now, why did I just shake my head at that?"

In most cases, it is a reasonable reaction in response to someone cutting me off in traffic, standing oblivious to blocking the entire aisle with their cart, etc.

At work, you could find yourself shaking your head at things like...

- What some people say in meetings
- Leaders who are constantly late for their own meetings
- A person's or team's unwillingness to complete an assigned task
- Sloppy work
- Empty coffee pots left in the break room by the last person filling their cup

I intentionally ask myself whether these actions are grieving my flesh or grieving the Spirit inside me.

In many cases, it is just my flesh. For example, take the empty coffee pot. I remind myself that my Savior came to serve and not to be served. Therefore, it is a blessing to others to clean out the grounds, pour clean water into the bin, and brew up a piping-hot, fresh pot of coffee for everyone.

This is a simple but all-too-common example of how to transform a grievance of the flesh into a blessing for others.

If it grieves my flesh, I fix it if I can and then forget about it.

If it grieves my spirit, I reflect on it some more to get to the core reason why I feel the way I do. I ask Holy Spirit,

- "Why are You grieved over this?"
- "What do You desire me to do about it?"
- "How can I prevent this from happening in the future?"
- "What do You need me to learn about this?"
- "What do You desire me to tell others about this?"
- "Is this something of which I need to repent?"

The last thing you need in your business is a grieving Holy Spirit inside you or others.

A grieving Holy Spirit is a direct indication that you or someone else around you is off-base and in need of correction.

## *Quench Not the Spirit* Action Plan

Reflect on your current business problems, priorities, and pressures. Regarding Holy Spirit, where have you recently...

**Ignored Him –**

**Smothered Him –**

**Grieved Him –**

Take 10 minutes to pray over these situations and ask Holy Spirit to speak to you about them. Write below what the Spirit is instructing you to do. Give this action plan to an accountability partner (e.g., spouse, colleague, spiritual mentor, coach, etc.). Ask your accountability partner to seek a co-witness with you on these actions, to pray with you, and to hold you accountable for their implementation.

**Action 1:**

**Action 2:**

**Action 3:**

**Action 4:**

## 5.5. DON'T BE MOVED

*Move (v): to start away from some point or place; to change position or posture*

The fifth key to unleashing the power of Holy Spirit in your business is to not be moved.

This one can be hard to do. Why?

- You've practiced.
- You've checked your Spirit before making the final decision.
- You've got a strong witness, either by yourself or with others.
- You have purposed in your heart not to quench the Spirit.

This is the time when Satan will be in full attack mode. Satan will do everything in his power to fill you with doubts, uncertainty, and anxiety. He will pull out his full artillery and will viciously attack you when...

- All the numbers don't seem to add up.
- Majority opinion is against you.
- Competitors are fleeing while you are entering.
- Success looks bleak at best.
- Common sense says it's a dumb move.
- Everyone is saying, "Don't do it!"

But you have the ultimate unfair advantage living inside you. By now, Holy Spirit has already confirmed inside you that this decision is the Lord's will for your business. You know that you know that you know this decision is of the Lord.

The fastest, easiest, and most effective way to see the power of the Holy Spirit in your business (and in your life) is to follow the instructions Mary gave to the servants just before Jesus turned the water into wine:

His mother said to the servants, “Whatever He says to you, do it.” (John 2:5)

Just do it—whatever He says!

Here are three powerful ways to help you not be moved: stay on focus, speak back, and stand firm.

## 1. Stay on Focus

*Brethren, I do not count myself to have apprehended; but one thing I do, forgetting those things which are behind and reaching forward to those things which are ahead, I press toward the goal for the prize of the upward call of God in Christ Jesus.*

—Philippians 3:13–14

Many businesspeople have what I call “Squirrel Disease.” If you are a typical entrepreneur, your brain always is active, thinking and dreaming, paying little attention to details required for success. For you, it’s about the new idea, the new opportunity, the fresh approach, the huge potential, and the latest and greatest of whatever is now in front of you.

Being around you is like an open-topped kettle of popcorn, a non-stop flow of action, ideas, and concepts spilling all over the workplace making big messes wherever you go.

As a Spirit-led business advisor, I often help leaders clarify their goals to maximize their strengths while making their weaknesses irrelevant (like Squirrel Disease).

By their very nature, these wonderful, energetic, and intelligent men and woman desperately desire to succeed in business for the

glory of the Lord. Yet they are not naturally wired to stay on focus, so it is both a professional and a spiritual challenge to keep them accountable and on target.

I know it's a challenge for them. They know it's a challenge for them. And the enemy also knows it's a challenge for them.

This is why it is so critical at this time to not be moved, for you know that this decision to act...

- Is of the Lord through the confirmation of the Holy Spirit.
- Is what Holy Spirit wants you to do.
- Is how Holy Spirit desires you to proceed.

Although the challenge is great, you can stay on focus.

Thus Noah did; according to all that God commanded him, so he did. (Gen. 6:22)

We know that Noah was 500 years old when first mentioned in the Bible (Gen. 5:32) and 600 years old when he entered the ark (Gen. 7:6). So construction of this floating city could have taken his family somewhere around 100 years or more.

Imagine...

- 100-plus years of daily insults and ridicule from society as you labored in the Lord's work.
- Nights, weeks, months, and perhaps years of frustration, weariness, and spiritual attacks on your body, mind, and soul.
- Dozens of unbelieving people relentlessly trying to distract you from your assignment and task.
- Focusing on one and only one goal for 100-plus years.



Just like Noah, once you decide, you must stay on focus. Yes, it can be done, and you can do it.

## 2. Speak Back

*For the word of God is living and powerful, and sharper than any two-edged sword, piercing even to the division of soul and spirit, and of joints and marrow, and is a discerner of the thoughts and intents of the heart.*

—Hebrews 4:12

The Spirit drives you to succeed. The enemy desires that you fail.

One of the best ways to extinguish the fiery darts of the enemy is to speak back to him! Kyle Winkler writes in *Silence Satan*,

I believe that when the Word of God is spoken through the mouths of those in Christ, it contains the same power as if God has spoken it Himself. The words must maintain the authority of God, otherwise they couldn't accomplish anything. These are His words, not ours, after all.<sup>1</sup>

Winkler suggests there are three overriding benefits to speaking the Word of God directly to the enemy. First, speaking Scripture renews the mind. The spoken word is powerful, and “that same power that gave life to the universe will give new life to you.”<sup>2</sup>

Second, it makes the enemy flee. Winkler writes, “The father of lies has no power when the truth of the Father is present.”<sup>3</sup>

Third, speaking Scripture keeps Satan silenced. It shouts to him, “Stay back devil! I’m armed with the truth of God.”<sup>4</sup>

*(I encourage you to download Kyle’s fantastic, free app, Shut Up Devil!, which is available in the Apple and Android App stores.)*

### 3. Stand Firm

*And see, now I go bound in the spirit to Jerusalem, not knowing the things that will happen to me there, except that the Holy Spirit testifies in every city, saying that chains and tribulations await me. But none of these things move me; nor do I count my life dear to myself, so that I may finish my race with joy, and the ministry which I received from the Lord Jesus, to testify to the gospel of the grace of God.*

— Acts 20:22–25

The future looked bleak. Paul was heading back to Jerusalem for what would become his arrest, his final trip to Rome, and ultimately his death. Many of Paul's colleagues warned him not to go to Jerusalem. The prophet Agabus held Paul's belt and prophesied,

So shall the Jews in Jerusalem bind the man who owns this belt, and deliver him into the hands of the Gentiles. (Acts 21:11)

Yet Paul was undeterred. It was clear to him what he must do, what the Lord called him to do. And nothing anyone said or did would deter him from the journey.

He stood firm, even unto death.

Your public stand for Jesus in business could bring persecution even unto death. Yet even if it did, the Lord called you to do it. It is yours to do without question.

Now is the time to stand firm, rest in His peace (Phil. 4:6–7) and know that your angel armies protect you (Heb. 1:14), the Word is in your heart and in your mouth (1 Cor. 2:4–5), and the victory is ultimately the Lord's (1 John 5:4).

If the decision is...

- Small—stand firm!

- Big—stand firm!
- Risky in the eyes of the world—stand firm!
- Totally on your personal witness—stand firm!

Just like Paul.

## One More Thing

As I previously mentioned in Section 4.5, “Armor Up,” the earlier you put on the full armor of God, the more prepared you will be for the ultimate enemy attacks.

I exhort you to always remember this one more thing: to stand firm as you put on the full armor of God (Eph. 6:10–20). Paul mentioned “stand” three times in these verses so that we would be ready to block and destroy the wiles the enemy tosses at us.

As you stand firm covered in the full armor, you will not be moved!

## *Don’t Be Moved* Action Plan

Take time now to complete this action plan. Keep it handy.

**1. Stay on Focus** – List 3–5 things that easily distract you from achieving your most important business goals.

Distraction #1:

Distraction #2:

Distraction #3:

Distraction #4:

Distraction #5:

**2. Speak Back** – Now write down 3–5 Bible verses you need to memorize and speak back to help you stay on focus. For example, one of my Speak Back verses is 1 Corinthians 2:16b which reads, “But I have the mind of Christ.”

Verse #1:

Verse #2:

Verse #3:

Verse #4:

Verse #5:

**3. Stand Firm** – In your own words, create 3–5 personalized “Stand Firm” statements you can claim and speak out as needed. For example, one of my *Stand Firm* statements is simply like Paul shouted: “I will not be moved!” Another is “I can do all things through Christ who strengthens me!”

Statement #1:

Statement #2:

Statement #3:

Statement #4:

Statement #5:

#### 4. One More Thing

*Therefore take up the whole armor of God, that you may be able to withstand in the evil day, and having done all, to stand. Stand therefore, having girded your waist with truth, having put on the breastplate of righteousness, and having shod your feet with the preparation of the gospel of peace; above all, taking the shield of faith with which you will be able to quench all the fiery darts of the wicked one. And take the helmet of salvation, and the sword of the Spirit, which is the word of God.*

—Ephesians 6:13–17

Write below the six pieces of the armor of God. Purpose in your heart that as you go to work, you will speak these out loud so that you are fully armored and ready for the business battles ahead. As you do, you warn the enemy that he has no place or power over your business.

## The Full Armor

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

## 5.6 PRAY BOLD PRAYERS

*Bold (adj): not afraid of danger or difficult situations; very confident in a way that may seem rude or foolish; showing or requiring a fearless daring spirit*

The sixth key to unleashing the power of Holy Spirit in your business is to pray bold prayers.

Joshua had been winning battle after battle, defeating every army God told him to fight. One time, God told him to march all night and prepare to battle against five kings joining forces. But by the end of the day, the battle was not over. So Joshua, desperately desiring to finish the battle in complete victory, prayed.

At that time Joshua spoke to the Lord in the day when the Lord gave the Amorites over to the sons of Israel, and he said in the sight of Israel, "Sun, stand still at Gibeon, and moon, in the Valley of Aijalon." And the

sun stood still, and the moon stopped, until the nation took vengeance on their enemies. Is this not written in the Book of Jashar? The sun stopped in the midst of heaven and did not hurry to set for about a whole day. (Josh. 10:12–13 ESV)

Joshua's army defeated their enemies through God's answer to a powerful prayer of boldness.

Over the years, it's been far easier for me to pray bold prayers for my wife, son, family, friends, pastor, and church. But it was uncomfortable to do so for my business.

I've always prayed for my business. It's easy to pray for more contracts, better-paying customers, the turnaround of a wayward employee, or even for the Lord to help dismiss a ridiculous lawsuit brought against me and the company. And who hasn't prayed to get out of a huge mess we created (probably from not being Spirit-led from the beginning)?

I am not diminishing the importance of simple, basic prayers for our businesses. The Lord hears the prayers of all His children.

What I exhort you to do is to shift your prayers into a much higher gear, one that begins to unleash the supernatural favor of God on your business!

"Now, Lord, look on their threats, and grant to Your servants that with all boldness they may speak Your word, by stretching out Your hand to heal, and that signs and wonders may be done through the name of Your holy Servant Jesus." And when they had prayed, the place where they were assembled together was shaken; and they were all filled with the Holy Spirit, and they spoke the word of God with boldness. (Acts 4:29–31)

This is the first recorded prayer of the new church apostles, just days after Pentecost and minutes after having been threatened by the religious leaders to cease and desist!

Facing severe trials, beatings, and even death, the first apostles easily could have offered safe, unassuming, just-help-us-get-through-this-situation prayers and then quietly gone about their business. *We sure do not want to offend, upset, or cause a disturbance.*

They could have taken a safer, easier route, but they chose to go another way. They chose to shift their prayers into a higher, more Spirit-filled gear.

They chose to boldly go before the throne and ask for more!

More power. More signs and wonders. More BOLDNESS!

Their house was shaken. Their confidence was stirred. Their faith increased.

And even today, we continue to see the results of this bold prayer: the supernatural growth and eternal impact of the Church around the world!

Recently, I started my shift beyond safe, normal, and expected prayers into a higher level of deep, dynamic, and bold prayers for my business. There is a huge difference.

So, what might this shift sound like? Here are three examples.

**Safe:** “God, help me make payroll this month.”

**Bold:** “God, release your ministering angels to bring me the \$100,000 You know I need to meet payroll and to sow back into this business for new growth in Jesus’ name!”

**Safe:** “God, show us how to jump our sales by 20% this year.”

**Bold:** “God, bless me indeed with a two-fold (or five-fold or ten-fold) increase in our business in Jesus’ name!”



**Safe:** “God, help my employee, Tony, repair his marriage.”

**Bold:** “God, I thank You for supernaturally invading the hearts of Tony and his wife to powerfully and permanently heal their marriage in Jesus’ name!”

Now, go back and just read the bold prayers and then ask yourself:

- Which prayers would you rather pray for your business?
- Which prayers would you rather your employees pray for your business?
- Which prayers do you think God might be more inclined to honor?

Here are three things you need to do to pray bolder prayers: *ask*, *believe*, and *expect*.

## 1: Ask

*And Jabez called on the God of Israel saying, “Oh, that You would bless me indeed, and enlarge my territory, that Your hand would be with me, and that You would keep me from evil, that I may not cause pain!” So God granted him what he requested.*

—1 Chronicles 4:10

Blessing. Territory. Power. Protection.

These are the four areas the righteous man, Jabez, asked of God. For too many people, this prayer appears selfish. For 2%ers (Spirit-led businesspeople), this should become a model for our bolder business prayers.

In his best-selling book, *The Prayer of Jabez*, Bruce Wilkinson writes,

If you're doing your business God's way, it's not only right to ask for more, but He is waiting for you to ask. Your business is the territory God has entrusted to you. He wants you to accept it as a significant opportunity to touch individual lives, the business community, and the larger world for His glory. Asking Him to enlarge that opportunity brings Him only delight.<sup>5</sup>

Imagine—God is waiting for you to ask Him for more!

Have you ever waited for your child to ask you to take them to the park, to teach them how to kick a soccer ball, ride a bicycle, drive a motorcycle or car, or even how to propose marriage to that beautiful girlfriend??

Often, our internal response is, "Finally!" It was your desire all along to give them what they asked, yet you knew the best thing to do was to wait until they asked.

That's exactly what God does. As Dr. Wilkinson says, "Your business is the territory God has entrusted to you." So it is only right that He is ready and willing to bless your efforts in a big way.

God is waiting for you to ask and ask big. Be bold!

## 2: Expect

*So God granted him what he requested.*

—1 Chronicles 4:10b

Did you catch that? How God replied to Jabez's request? I skipped over this verse for many, many years. Now I often remind myself that this is how God responds to righteous, bold prayers of growth over me and the business.

As 2%ers, we tend to focus on the over-the-top boldness of Jabez—directly asking God for more business, bigger territory, a stronger hedge, and deliverance from the enemy’s potential attacks—but miss the significance of God’s response.

God granted Jabez what he requested! In my own words, God replied, “Sure ... here is your increase. I’m glad you finally asked Me!”

Jesus and James taught us the same thing:

Ask, and it will be given to you; seek, and you will find; knock, and it will be opened to you. For everyone who asks receives, and he who seeks finds, and to him who knocks it will be opened. (Matt. 7:7–8)

Yet you do not have because you do not ask. (James 4:2b)

I’ll teach more on this in future books and video teachings. For now, simply understand that Jabez is described as an honorable, righteous man. That is what qualified him for the supernatural increase and favor of God.

As a 2%er, you have inherited the righteousness of Christ (1 Cor. 1:30). In God’s eyes, you are just as righteous as Jabez. Therefore, you can expect supernatural outcomes for your business in response to your bold prayers.

It is not enough to just ask. You must also expect!

### 3: Believe

*Delight yourself also in the Lord, and He shall give you the desires of your heart. Commit your way to the Lord, trust also in Him, and He shall bring it to pass.*

—Psalm 37:4–5

You must be bold enough to ask.

You must be bold enough to expect what you ask for.

Finally, you must also be bold enough to believe your prayers are worthy enough to be answered.

It is time for all 2%ers—every one of us—to believe it is our time to transform our marketplace for Jesus.

It's time to increase our borders!

It's time to witness supernatural growth!

It's time to shift our prayers into a much higher level of boldness!

But Jesus looked at them and said to them, "With men this is impossible, but with God all things are possible." (Matt. 19:26)

It's time.

## One Precaution

*The only time my prayers are never answered is on the golf course.*

—Billy Graham

I so enjoy playing. So did evangelist Billy Graham. So for fun, let me help out my fellow golfers around the world with this bold golf prayer:

Lord, may all my drives land in the fairway, all my first putts drop into cup, and all my wayward shots supernaturally walk on the water just like Jesus!  
Amen!

## *Pray Bold Prayers* Action Plan

Write below three areas in which you sense Holy Spirit is urging you to pray more boldly over your business. Jot down what your safe prayer could be. Then, after spending time with Holy Spirit, write down what He desires you to pray.

**Focus #1:** \_\_\_\_\_

Safe:

Bold:

**Focus #2:** \_\_\_\_\_

Safe:

Bold:

**Focus #3:** \_\_\_\_\_

Safe:

Bold:

*This workspace is reserved ONLY for my fellow golfers!*

**Golf Focus:** \_\_\_\_\_

Safe:

Bold:

## Group Discussion

Share your “Practice” decisions. What did you learn? Where else can you practice this coming week?

Share your “Check Before You Act” decisions. What did you learn?

Discuss your “Seek a Witness” action plans. What were your challenges? How did the others respond? What surprised or pleased you about seeking a witness?

Share a recent business situation in which you may have quenched Holy Spirit. Did you recognize it at the time? How will you know it in the future?

Discuss one of your “Don’t Be Moved” action plans. Why can this be so hard for businesspeople?

What are 2–3 bold prayers you now pray for your business? What do you sense as you pray them? What hesitancy might you have as you pray them, and how can you overcome it?

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<sup>1</sup> Kyle Winkler, *Silence Satan: Shutting Down the Enemy's Attacks, Threats, Lies, and Accusations* (Lake Mary, FL: Passio, 2014), 161.

<sup>2</sup> Ibid., 162.

<sup>3</sup> Ibid., 163.

<sup>4</sup> Ibid., 165.

<sup>5</sup> Dr. Bruce H. Wilkinson, *The Prayer of Jabez: Breaking Through to the Blessed Life* (Sisters, OR: Multnomah Publishers, 2000), 31–32.





# 6

## KEEP IT GOING

*And let us not grow weary while doing good, for in due season we shall reap if we do not lose heart.*

—Galatians 6:9

**T**O BEGIN SOMETHING IS EASY. TO KEEP IT GOING ... THAT'S THE tough part.

This chapter offers five areas to help you keep your momentum as you begin to unleash your unfair advantage in business.

### 6.1. REMEMBER THE BENEFITS

*benefit (n): a good or helpful result or effect; an act of kindness; something that promotes well-being*

Several years ago, I was diagnosed with right shoulder “tendinosis with osteoarthritis acromioclavicular joint and small joint effusion.” The point: my right shoulder was in severe pain! The pain was so great I could not reach behind my back for my handkerchief in my back pants pocket. At night, as I tried to fall asleep, it felt like a spike was being driven into my right upper arm. At no time could I extend my right arm above my shoulder.

When the orthopedic surgeon at the world-famous Andrews Clinic in Gulf Breeze, Florida, instructed me to begin a rehab and exercise routine, it was very easy for me to be convinced of the benefits. I was a walking pain bomb, so anything was better than my continued suffering.

I breezed through two weeks of light physical therapy and then began an aggressive, at-home, strength-building routine supervised by a former college football coach and close friend, John Saxon. I saw quick and dramatic improvement, gained upper body strength, and significantly lowered the pain.

Once I got into a morning routine of five-day-a-week training, remembering the benefits was obvious. For the first time in my life, I could see “bumps” (muscles) building on my biceps and triceps. Having always been a thin-framed guy, I was now over 60 years old and gaining just a little bit of real muscle.

Remember the benefits of training? Easy. Just look at the records of my weekly sheets of goals and measurements and accelerated exercises. The notebook is filled with the benefits of my exercise. Beyond that, I now feel so much stronger, more energetic, more focused, and more confident. By remembering and sensing the obvious benefits of training, I keep on going and growing.

The same is true with unleashing your unfair competitive advantage.

## It's Easy to Forget

*Our fathers in Egypt did not understand Your wonders; they did not remember the multitude of Your mercies.*

—Psalm 106:7

It is far too easy to remember all the bad things that happen in your business than it is to remember the good things. Your day-to-day

business life can be filled with ruts, routines, rituals, and never-ending challenges along with frustrations that force you to focus only on today's problems.

We naturally tend to remember the failures and struggles more than the victories and triumphs. Ever wonder who brings these natural failures to our remembrance? Not Holy Spirit ... that's for sure!

Our number one business enemy is Satan, the prince of this world (Eph. 2:2) who desires above all to kill, steal, and destroy anything good (John 10:10) even in your business. He especially targets supernaturally empowered, Spirit-filled professionals like you. It is no wonder we so easily forget the blessed times when Holy Spirit has moved within and throughout our businesses.

I struggle with this as you do. I've learned it takes focused effort for me to stop, reflect, and remember the many divine, good, and holy ways in which the Lord has directed me in business through Holy Spirit.

Quick ... write down how one time you remember Holy Spirit impacting your business or career:

10 years ago?

5 years ago?

Last year?

This year?

Last week?

Yesterday?

This is harder to do than it should be. Why? We so often remember the struggles more than the victories. Even though Holy Spirit gives us a sound mind (2 Tim. 1:7), it is still far too easy to forget how often the Lord—through His Spirit—has guided, protected, and prospered us in our work.

Here is a simple yet powerful way to keep your new Spirit-led momentum going.

## Your Top Ten Benefits List

*But these things I have told you, that when the time comes, you may remember that I told you of them.*

—John 16:4

Take a 10-minute break Ask Holy Spirit to help you list 10 benefits of unleashing Him in your business.

Your list likely will be different than anyone else's. Holy Spirit will speak to you about your unique role in your unique company in your unique environment with your unique gifts and talents. It may include everything from Bible verses, words of encouragement, actions, measurable returns, and so much more.

*The Top Ten Benefits of unleashing the Holy Spirit in my business include...*

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Well done. Now you need to remember this list.

## A 30-Day Benefits Challenge

*I will remember the works of the Lord; Surely I will remember  
Your wonders of old.*

—Psalms 77:11

Keep this list handy for the next 30 days. Refer to it at least two times a day.

Make a reminder list in your phone. Write each item on a notecard. Post the card somewhere you will see it often.

By reading and meditating on this list, you remind and motivate yourself to unleash the power of Holy Spirit more quickly for maximum impact throughout your business. Why? Because He has already done it for you in the past.

## Power of Benefits

*And you shall remember the Lord your God, for it is He who gives you power to get wealth, that He may establish His covenant which He swore to your fathers, as it is this day.*

—Deuteronomy 8:18

The Lord gives you the power to flourish in your business. Your benefits list will serve as a constant reminder that His Spirit is working through you to defeat your enemies, move your mountains. It will remind you that God deserves all the glory.

## 6.2. KEEP A RECORD

*It seemed good to me also, having had perfect understanding of all things from the very first, to write to you an orderly account, most excellent Theophilus, that you may know the certainty of those things in which you were instructed.*

—Luke 1:3-4

In the previous section, “Remember the Benefits,” you looked back in time to remind yourself of how the Holy Spirit has impacted you in your business in the past.

“Keep a Record” is future focused. Here is how I began to keep a record of the benefits of unleashing Holy Spirit throughout my business.

## My Three-Journal System

My record system includes three 5”x8” lined leather paper journals: a business journal, a spiritual journal, and a sermon notes journal.

My brown business journal includes an open area for general business notetaking as well as sections for my clients, book and blog ideas, and business impact records.

My black journal is my personal spiritual growth journal in which I record daily insights from the Holy Spirit, Bible study notes, and sermon notes from my church.

My third journal, also black, is dedicated solely to notes from listening to sermon podcasts of great Bible teachers and pastors I admire and learn from. These notes provide me a fresh list of things Holy Spirit is teaching me through the ministries of others.

For me, this system works. While working, I keep my brown business journal handy. When I attend church services, I take my personal spiritual journal. When I listen to podcasts or watch sermons on TV or the internet, I make notes in the sermons journal.

Weekly, I review these journals, highlighting in yellow major revelations, prophetic words, insights, ideas, and anything Holy Spirit urges me to recall.

One of my favorite times is to pull out these journals and just read the yellow highlights. For me, that is the real power of my system. It is an orderly account of how Holy Spirit is guiding me in many areas of my life. It also helps me remember the benefits of continuing this journey.

Ultimately, all these journals and notes help edify and exhort me toward higher levels of Holy Spirit impact through my business.

The preaching notes so often fit into a business concept the Lord leads me to share.



The revelations I glean from my prayer time and devotionals launches my spirit into a higher level of connectedness and insight.

The business journal helps me align my spirit with His Spirit into where He desires me to journey.

This three-journal system may be too much for you, but it works for me.

## Here's a Great Idea

Why not ask the Holy Spirit what record-keeping system is best for you? (Key #1: Practice!) He already knows!

Whatever it is, just start. Over time, you will refine a system that works well for you, one that is sustainable and that encourages you to stay the course.

That's the point. Get started and don't stop!

As you do, you'll look back and see how many times Holy Spirit has impacted your business ventures, your people, your customers, and more.

Then, you'll keep going and going and going and...

## 6.3. NOT ALL THINGS SPIRITUAL ARE OF GOD

*For such are false apostles, deceitful workers, transforming themselves into apostles of Christ. And no wonder! For Satan himself transforms himself into an angel of light.*

—2 Corinthians 11:13–14

Holy Spirit led me to include this cautionary note: Not everything spiritual is of God.

Our enemy is the father of lies, and there is no truth in him (John 8:44–45). As you commit yourself to unleashing the power of Holy Spirit in business, Satan will do everything he can to stop, delay, discourage, and even destroy you.

Here are three ways to keep the enemy at bay.

## 1. Study the Truth

In America, financial professionals are taught how to determine a counterfeit bill NOT by studying counterfeits but by extensively studying REAL monetary bills. Why only study real bills? So when they see any deviation from what they know is the truth (real bill), they immediately can spot the fake (counterfeit), and the deceit is over.

Study the Word of God. The better you know His truth, the easier it will be to discern the enemy's lies and deceptions over your business.

## 2. Don't Focus Only on the Supernatural

It is easy for us to get excited about seeing the supernatural power of God at work in business or in our lives. Indeed, Holy Spirit often moves in supernatural ways. Yet I caution you to not focus only on a supernatural manifestation of Holy Spirit at work.

Can Holy Spirit manifest Himself in supernatural ways in your workplace? Signs and wonders? Healings? Supernatural financial favor? Of course, He can.

But most often, in my business experience, Holy Spirit works in more subtle spiritual ways at work. For example, you see a soft heart, less interpersonal tensions, better teamwork, more grace and love and kindness, happier employees, and even more smiles in the office.

It is easy when learning about the power of the Holy Spirit to get caught up in looking only for the *supernatural* (e.g., a physical healing, spiritual deliverance from enemy oppression, etc.).

As one pastor says, "Do not dismiss the spiritual looking for the supernatural." Keep your eyes, ears, and heart open for even the subtle moves of Holy Spirit, for they are far more likely to occur than we realize.

### 3. Does It Align?

*Be diligent to present yourself approved to God, a worker who does not need to be ashamed, rightly dividing the word of truth.*

—2 Timothy 2:15

Check every spiritual thing you sense occurring in your workplace against the Word of God and the witness of Holy Spirit.

If what you see and sense aligns with the Word and you have a witness, it is Holy Spirit at work.

If what you see and sense does not align with the Word and you have no witness, it is of the flesh or of the enemy.

As you build your spiritual sensitivity to the ways and workings of Holy Spirit in your workplace, you will learn to quickly distinguish His ways from the enemy's ways.

## 6.4. STAY COACHED UP

*A wise man will hear and increase learning, and a man of understanding will attain wise counsel.*

—Proverbs 1:5

Here is my unabashed encouragement for you to work with a Spirit-led business advisor, mentor, or covenant group.

Any one of these three would be good.

Working with all three would be phenomenal!

One sad thing I've learned over my many years of Spirit-led business advising is that very, very few business leaders are open to being coached. They are too proud, too "busy," or too afraid of being held accountable.

However, those who seek experienced, Spirit-led business advisors with a humble, teachable spirit grow themselves and their businesses far faster than those who are not open to working with advisors.

For decades, I, too, have been under many Spirit-led professionals, coaches, mentors, and accountability groups. In every case, they exhort, encourage, and push me into being a more bold, prophetic, and impactful ambassador for Christ at work.

I practice what I preach.

I pray you will, too.

## My 3-Step Coaching Accountability Formula

*And He said to them, "He who has ears to hear, let him hear."*

—Mark 4:9

I want to give you one of my most powerful and simple coaching formulas, something so simple that many professionals scoff at it.

Yet those who embrace this 3-step model have experienced transformational business results in as little as 90 days.

After we determine their specific goals desired for the next 90 days, I challenge these businesspeople to answer these three simple questions:

- What must you START doing to achieve the goals?
- What must you STOP doing to achieve the goals?
- What must you CONTINUE doing to achieve the goals?

Start.

Stop.

Continue.

Then my advising role shifts into an accountability partner to check progress, adjust, and help guide them to follow through on their goals unto completion.

Try it yourself.

Below, note between 2–3 things you need to *start*, *stop*, or *continue* doing to unleash your unfair competitive advantage at work.

**What must I START doing?**

- 1.
- 2.
- 3.

**What must I STOP doing?**

- 1.
- 2.
- 3.

**What must I CONTINUE doing?**

- 1.
- 2.
- 3.

Share your list with another 2%er. Ask that person to create his or her own list. Then work together as accountability partners who encourage, adjust, ask questions, celebrate successes, and more.

Better yet, seek a fee-based advisor you pay for his or her Spirit-led professional advising services. For when you invest your money into an advisor, you are far more likely to follow through on your commitments and their advice.

## 6.5. IT'S ALL ABOUT IMPACT

*“Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all things that I have commanded you; and lo, I am with you always, even to the end of the age.” Amen.*

—Matthew 28:19–20

In the end, it is all about discipling nations for Jesus. Our work on earth will be measured by how well we impact this fallen planet with the gospel.

And being assembled together with them, He commanded them not to depart from Jerusalem, but to wait for the Promise of the Father, “which,” He said, “you have heard from Me; for John truly baptized with water, but you shall be baptized with the Holy Spirit not many days from now.” (Acts 1:4–5)

You and I have this promise living inside us. It is a promise you can now better unleash in your workplace for the ultimate impact we all desire, which is to hear ...

Well done, good and faithful servant; you were faithful over a few things, I will make you ruler over many things. Enter into the joy of your lord. (Matt. 25:21)

I pray this book has helped you to take one step further into reaching your eternal impact by unleashing the power of Holy Spirit in your business.

## Group Discussion

Share your list of the “Top Ten Benefits” of unleashing the power of Holy Spirit in your business. What benefits from other group members’ lists are helpful to you?

What is your current plan to “Keep a Record”? How can this group keep you accountable for using it?

Share your “Start, Stop, Continue” lists. Share your list with an accountability partner and create a 30-day accountability schedule/system.

How could a business or spiritual coach improve your walk with Holy Spirit?

How are you going to keep all you’ve learned going in your new spiritual and professional walk?





# THE ANSWER TO 1001 QUESTIONS

*The answer to 1001 questions is ... BE LED!*

—Pastor Keith Moore



# KEY VERSES

**H**ERE ARE KEY VERSES YOU NEED TO READ AND MEMORIZE TO help you unleash your unfair competitive advantage in business. Keep these handy. Bury these words deep in your heart.

For as many as are led by the Spirit of God, these are sons of God.

—Romans 8:14

The Spirit Himself bears witness with our spirit that we are children of God.

—Romans 8:16

And I will pray the Father, and He will give you another Helper, that He may abide with you forever—the Spirit of truth, whom the world cannot receive, because it neither sees Him nor knows Him; but you know Him, for He dwells with you and will be in you.

—John 14:16–17

However, when He, the Spirit of truth, has come, He will guide you into all truth; for He will not speak on His own authority, but whatever He hears He will speak; and He will tell you things to come.

—John 16:13

But My servant Caleb, because he has a different spirit in him and has followed Me fully, I will bring into the land where he went, and his descendants shall inherit it.

—Numbers 14:24

Trust in the Lord with all your heart, and lean not on your own understanding; In all your ways acknowledge Him, and He shall direct your paths.

—Proverbs 3:5–6

Rejoice always, pray without ceasing, in everything give thanks; for this is the will of God in Christ Jesus for you. Do not quench the Spirit.

—1 Thessalonians 5:16–19

But none of these things move me; nor do I count my life dear to myself, so that I may finish my race with joy, and the ministry which I received from the Lord Jesus, to testify to the gospel of the grace of God.

—Acts 20:24

Do not love the world or the things in the world. If anyone loves the world, the love of the Father is not in him. For all that is in the world—the lust of the flesh, the lust of the eyes, and the pride of life—is not of the Father but is of the world.

—1 John 2:15–16

To him the doorkeeper opens, and the sheep hear his voice; and he calls his own sheep by name and leads them out. And when he brings out his own sheep, he

## KEY VERSES

goes before them; and the sheep follow him, for they know his voice.

—John 10:3–4

But as it is written: “Eye has not seen, nor ear heard, Nor have entered into the heart of man, The things which God has prepared for those who love Him.” But God has revealed them to us through His Spirit. For the Spirit searches all things, yes, the deep things of God. For what man knows the things of a man except the spirit of the man which is in him? Even so no one knows the things of God except the Spirit of God.

—1 Corinthians 2:9–11

Now we have received, not the spirit of the world, but the Spirit who is from God, that we might know the things that have been freely given to us by God.

—1 Corinthians 2:12

And do not be conformed to this world, but be transformed by the renewing of your mind, that you may prove what is that good and acceptable and perfect will of God.

—Romans 12:2

And whatever you do, do it heartily, as to the Lord and not to men, knowing that from the Lord you will receive the reward of the inheritance; for you serve the Lord Christ.

—Colossians 3:23–24

For it seemed good to the Holy Spirit, and to us, to lay upon you no greater burden than these necessary things.

— Acts 15:28

Ask, and it will be given to you; seek, and you will find; knock, and it will be opened to you.

—Matthew 7:7

And do not grieve the Holy Spirit of God, by whom you were sealed for the day of redemption.

—Ephesians 4:30

His mother said to the servants, “Whatever He says to you, do it.”

—John 2:5

And Jabez called on the God of Israel saying, “Oh, that You would bless me indeed, and enlarge my territory, that Your hand would be with me, and that You would keep me from evil, that I may not cause pain!” So God granted him what he requested.

—1 Chronicles 4:10

And let us not grow weary while doing good, for in due season we shall reap if we do not lose heart.

—Galatians 6:9

# AN INVITATION

**N**OW THAT YOU HAVE JOURNEYED THROUGH ***OUR UNFAIR Advantage***, one truth that should be exploding in your heart right now is the goodness of God—how much He cares about the details of your life and His desire to radically prosper everything you put your hand to. No matter what mountain of influence He designed you to climb, He wants to be with you as Protector, Guide, Teacher, Friend, and Father. Why? Because He loves you and has a wonderful plan for your life.

So, what is the invitation? I want to invite you into a personal relationship with God through His Son, Jesus Christ.

Even though this book was written for those already in a relationship with Jesus, maybe you find yourself reading this and you do not have a relationship with Jesus. You know about God, but you have never felt His love for you or known His plan for your life.

Everything God has to offer is available through a relationship with Jesus. We know this from the Bible in John 3:16: “For God so loved the world that He gave His only begotten Son, that whoever believes in Him should not perish but have everlasting life.”

God’s plan is for you to experience His abundant life. Jesus made that plain when He told His followers, “I have come that they may have life, and that they may have it more abundantly” (John 10:10).

You might be thinking, “But I’m not experiencing anything that looks like abundant life ... at least not on the inside.” That is because “all [of us] have sinned and fall short of the glory of God” (Rom. 3:23). We were made for relationship with God, to know His life and love, but our unforgiveness, bitterness, rebellion, or indifference is



what God calls sin, and it separates us from Him like it separates us from other people in our lives.

The Bible says our sin deserves the penalty of death, but the Good News is that Jesus paid that penalty for us—for you! “God demonstrates His own love toward us, in that while we were still sinners, Christ died for us” (Rom. 5:8). The Bible declares that Jesus died on a Roman cross, was buried in a tomb, and then was raised to life three days later. When He did that, He not only paid for our sin, but He defeated death. This is why He could say to His followers, “I am the way, the truth, and the life; no one comes to the Father except through Me” (John 14:6).

More than anything, just like a good father enjoys being close to his children, your heavenly Father longs for an intimate relationship with you. If you have never experienced the love of God, you can experience it right now! If you will believe in Jesus Christ, that He died and was raised to life to rescue you from your sin, you will be rescued. In fact, Jesus said you will be “born again,” which means you are born into a new family as a child of God. John 1:12 says, “As many as received Him [speaking about Jesus], to them He gave the right to become children of God, even to those who believe in His name.”

If you would like to receive the life of Jesus on the inside and be “born again” as a child of God, it is simple. God knows where you are at, and He is not as concerned with your words as He is with your heart. You can call out to Him with your own words, and He hears you.

If you need some help, here is a simple prayer to guide you:

Jesus, I need You. I believe You died on the cross for my sins. I open up my heart and receive You as my Savior and Lord. Thank You for forgiving my sins and giving me eternal life. I surrender the control over my life. Come and sit on the throne of my heart and do what You want to do with my life. Make me into the kind of person You want me to be.

## AN INVITATION

If you have believed in Jesus Christ and invited Him to be your Savior and Lord, then you have stepped into a new and exciting relationship with God! We want to rejoice with you. Please email us at [hello@DrJimHarris.com](mailto:hello@DrJimHarris.com) so we can rejoice with you in your new life!

— **Ben Watts**, pastor and apostolic teacher



# ABOUT DR. JIM HARRIS

**D**R. JIM SERVES AS A TEACHER, TV HOST, AND SPIRIT-LED ADVISOR to business, government, and ministry leaders around the world.

Before writing *Our Unfair Advantage*, Dr. Jim's advised many of the best-run companies in the world including Walmart, IBM, Best Buy, State Farm (US and Canada), Johnson & Johnson, Ford Motors, Outakumpu Oy (Finland), Nature's Way Foods (England), and dozens of others.

Today Dr. Jim hosts *The Unfair Advantage Show* where, through case studies, interviews, and profound teachings, you learn how to unleash the full power of Holy Spirit throughout your business. Watch or listen to the show on JCCEOS.TV, his media channels, or any major podcast platforms.

Dr. Jim's core passion is to teach business leaders how to integrate Kingdom revelations into their companies to receive a 30-, 60-, and even a 100-fold increase in their business, all directed to funding the end-time harvest of souls for Jesus.

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*dr. jim*  
DR. JIM HARRIS

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"Dr. Jim demystifies the role of the Holy Spirit in your professional life and gives practical principles to unleash His power to transform your business."

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ISBN 978-1-940024-47-9



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