

**THE
KINGDOM
DRIVEN
CEO**

**HOW TO STAY TRUE TO YOUR FAITH
DESPITE THE CHALLENGES OF
BUSINESS LEADERSHIP**

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Author Biography



Brandon C. Armant is a communications strategist, an accomplished journalist, and a successful entrepreneur. His achievements in those fields have allowed him to travel across the country, addressing and consulting audiences ranging from 100 to 10,000 on various topics through workshops, panel discussions, and motivational speeches.

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INTRODUCTION

The Bible shares the story of how to be a good leader, from Moses to Joshua and Jesus. We learn about these leaders and their examples as guideposts for today's Christian entrepreneurs and business leaders.

When it comes to being a Christian entrepreneur or business leader, there are many benefits and challenges that come with the territory. From being able to serve God's purposes through the success of your business to having a higher level of responsibility for making ethical decisions, there's no shortage of issues to consider. In this book, we'll take an in-depth look at the benefits and challenges facing a Christian entrepreneur or business leader in today's cut-throat world.

CHAPTER 1



WHO IS A CHRISTIAN?

The word “Christian” carries with it many different connotations. The definition of a Christian can vary from person to person, but there are certain qualities that define a true Christian – from maintaining strong faith in God’s Word to making decisions based on biblical principles and values, to living a life that reflects the teachings of Jesus Christ. There are also physical and spiritual responsibilities that come with being a Christian, such as attending church services, engaging in prayer and bible study, and engaging in charitable works. The key is to be a devoted follower of Jesus and strive to become more like Him. Therefore, it is safe to say a Christian is someone who is devoted to following the teachings and examples of Jesus Christ.

The book of James gives us a great example of what it means to be a Christian: “But be doers of the word, and not hearers only, deceiving yourselves.” This statement indicates that it’s not enough to just hear the word of God; a true Christian must also

apply it in their everyday lives. I like to also cite the words of Jesus from Matthew 5:16, “Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven.” This is the ultimate goal of a Christian – to be a shining light in our dark world, reflecting God’s love and grace through our actions.

The Challenge Of Being A Christian In The Business World

Now that we know what it means to be a Christian, we can delve deeper into the challenge of being a Christian entrepreneur or business leader in today's world. From handling money ethically to dealing with temptation and difficult decisions, the challenges are varied and complex. We must remember that although we serve a Master who never changes, the world around us is constantly changing. As a result, Christian entrepreneurs and business leaders must be prepared to make wise decisions based on biblical principles and stay in tune with the ever-changing business world.

One of the most difficult challenges of being a Christian entrepreneur or business leader is how to handle money ethically. The Bible makes it clear that money should not be an object of worship; instead, it should be used for the betterment of people and God's kingdom. This can be especially challenging in today's world where profit margins are often thin and competition is fierce. As a Christian, it's easy to be swayed by the allure of money, but we must remember that our purpose is to serve God first and foremost.

The Bible in the book of Colossians also encourages Christian entrepreneurs and business leaders to “Set your minds on things above, not on earthly things.” This admonition applies to all areas of our lives, including the way we conduct our businesses. We must not be driven by greed or a desire for power; instead, our goal should be to make decisions that are based on biblical principles and glorify God in the process. Here is a practical scenario of what I'm trying to say:

Let's say a Christian entrepreneur is presented with an opportunity to make a quick buck by cutting corners on a project. The temptation to pursue this path may be strong, but the true Christian entrepreneur will resist this urge and instead strive to do the right thing – even if it means sacrificing short-term profits for the greater good. When we make decisions that align with God's will, we receive His blessing and favor. The book of Proverbs chapter 3 verse 6 says it best: “In all your ways acknowledge Him, and He will make straight your paths.” This is the power of being a kingdom-driven CEO!

CHAPTER 2



KEEPING UP WITH COMPETITORS WHO USE LESS THAN ETHICAL METHODS

Now, let's talk about the challenge of staying competitive in a cut-throat world when your competitors are using less than ethical methods. It can be disheartening to watch as competitors make decisions that appear to be getting them ahead faster, but it's important to remember that these decisions come at a cost. Even if they appear to be making more money in the short term, these unethical decisions often have long-term negative consequences. Christian entrepreneurs or business leaders must remain focused on doing the right thing and trusting that God will make all things right in His own time.

The book of James chapter 4, verse 10 states: "Humble yourselves before the Lord and He will lift you up." This verse is a great reminder that instead of competing with those who choose to do things their own way, we should be striving to glorify God through our actions and decisions. He will take care of the rest!

The Bible is full of verses that remind us to put God first, and to trust in Him even when the way forward isn't clear. In Matthew 6:33 it says, "But seek first his kingdom and his righteousness, and all these things will be given to you as well." And Proverbs 3:5-6 it says, "Trust in the Lord with all your heart and lean not on your own understanding; in all your ways acknowledge him, and he will make straight your paths." These verses remind us that no matter what challenges we may face as Christian entrepreneurs or business leaders, we can find strength and solace in trusting God to guide our paths. He is the source of our success, and by keeping Him at the center of all that we do, we can remain on a righteous path as we pursue our goals.

While it can be challenging to remain focused on God-centered principles in a competitive and often unethical business world, it is possible. As Christian entrepreneurs and business leaders, we must remember that our goal should always be to put the kingdom of God first and make decisions based on His will. When we do this, He will provide us with the guidance and strength to stay on the right path and achieve success. Let's look at some practical strategies for making this happen!

(i) Take time to pray and meditate on scripture – Prayer and meditation are powerful tools that can

help us stay focused on the right path. Make it a priority to take time each day to pray and read your Bible. This will not only give you strength, but also provide you with wisdom as you make decisions throughout the day.

(ii) Surround yourself with like-minded people – It's important to find a community of like-minded people who will help you stay on the right path. Whether it's a church group, an online forum, or even just friends and family, having these types of relationships can be invaluable when it comes to pursuing God's will while running a business.

(iii) Live by the Golden Rule – Finally, it's important to remember that we should always strive to treat others as we would like to be treated ourselves. This is known as the Golden Rule, and living by it will help ensure that you are making decisions out of love and not fear or greed.

(iv) Be sure to evaluate your actions and decisions – Last but not least, it's important that we take the time to regularly evaluate our actions and decisions. Are they aligning with our Christian values? If not, then it's time to make adjustments!

(iv) Create a plan – You can't just "wing it" when it comes to staying on the Godly path as an

entrepreneur or business leader. It's important to create a plan for success that incorporates prayer, meditation, and other spiritual practices. The book of Proverbs 16:3 reminds us to "Commit to the Lord whatever you do, and he will establish your plans." Another good plan is to join a Christian entrepreneur group or mastermind, as this will provide you with the additional support and accountability needed to stay strong in your faith.

HOW CAN CHRISTIANS SUCCEED, AND STILL REMAIN TRUE TO THEIR FAITH?

You may find it difficult to compete in a world full of dishonesty and greed, but with the right attitude and an unwavering commitment to doing things God's way, you can be successful without compromising your faith. Remember that no matter what challenges you face as a Christian entrepreneur or business leader, God will provide you with the strength and guidance needed to stay on the right path. Let's take the story of Joseph as an example. Joseph was a man of faith who endured many challenges and persevered, ultimately achieving success and being rewarded for his loyalty to God with the position of Prime Minister in Egypt. It was easy for him to compromise his faith, but he chose to stay the course and remain faithful to God.

I like to talk about the story of another business leader who served God: Nehemiah. He was a cupbearer to the King of Persia, but he put his faith in God and answered His call to rebuild the wall around Jerusalem. Nehemiah knew that with God on his side, anything was possible and he put all his trust in Him as he worked to achieve his goal. He could have compromised his faith by cutting

corners, but instead he trusted God and persevered. In Nehemiah chapter 4 verse 6, it says “So we rebuilt the wall...and our God granted us success.”

The lesson here is that you can achieve success while still remaining true to your faith. As Christian entrepreneurs and business leaders, we should strive to lead with integrity and maintain a kingdom-driven mindset. With prayer, perseverance, and a commitment to doing things God's way, you can achieve success without compromising your faith. So take courage, trust in the Lord, and persevere!

CHAPTER 3



BENEFITS OF BEING A KINGDOM-DRIVEN CEO

The word of God speaks directly to the importance of maintaining a kingdom-driven mindset as an entrepreneur or business leader. In Proverbs 11:25, it says “A generous man will prosper; he who refreshes others will himself be refreshed.” This passage is a clear reminder that our actions and decisions should always reflect God’s desires for our lives.

WHO, THEN, IS A KINGDOM-DRIVEN CEO?

A kingdom-driven CEO is someone who seeks to use their talents, resources and platform to honor God by leading with integrity, compassion and faith. They strive to set an example of what it means to be a leader that puts God first in all areas of their life. A good example of a kingdom-driven CEO in the Bible is Esther. She used her influence and power as Queen of Persia to save the Jewish people from certain destruction, even though it could have resulted in her own death.

Being a kingdom-driven CEO comes with many benefits. Let's look at a few of them:

- Being a kingdom-driven CEO encourages you to lead with love and compassion. By putting God first in all things, we can better understand the importance of treating others with respect, kindness, and humility.
- It also provides an additional source of motivation for achieving success. Knowing that you are striving to do things God's way will keep you focused on the ultimate goal and give you the strength to continue when times get tough.

- It can provide a sense of peace and fulfillment that is difficult to achieve through secular means. Knowing that you are living your life in pursuit of God's will can provide an incredible sense of satisfaction.
- Increased wisdom – Having an unwavering faith in God will provide you with increased wisdom and insight into situations that may otherwise appear to be unsolvable.

The benefits of being a kingdom-driven CEO are clear. By keeping God at the center of our lives, we can achieve success while remaining true to our faith and principles. In doing so, we will experience many rewards from both this life and the one to come.

WHY ARE GODLY PRINCIPLES IMPORTANT IN BUSINESS?

Why are Godly principles important in business?

The answer is simple: because they work. An organization that builds its foundations on biblical principles will have a strong sense of purpose and direction, and employees who share this common vision tend to be more productive. Additionally, demonstrating Christian values such as honesty, integrity, and respect can help an organization build relationships with customers, investors, and the community. These relationships will help a business succeed in the long run. For instance, companies that treat their employees fairly and ethically often have higher worker retention rates and increased customer loyalty.

Godly principles are an important part of any successful business, as they can provide a strong foundation upon which to build and grow. They also create an environment in which people feel valued and respected, which helps to foster trust, loyalty, and productivity.

UNDERSTANDING THE IMPORTANCE OF MORALITY AND INTEGRITY

It is important to understand that morality and integrity are essential aspects of being a successful kingdom-driven CEO. In other words, leading with a Godly mindset is not something that can be done half-heartedly. It requires us to make conscious decisions about how we lead our lives and businesses in alignment with biblical principles.

The challenge is that the world we live in often rewards those who are willing to cut corners and play dirty. It can be difficult to stay true to our values when faced with such temptation, but it's important to remember that God has called us to a higher standard.

Kingdom-driven CEOs must seek out opportunities for growth and development, while still maintaining a strong moral compass. This means that we must be willing to evaluate our decisions and undertake activities that are in line with God's will for us. It also means being open to criticism and making adjustments when necessary. The word of God instructs us that "whatever you do, do it heartily as unto the Lord and not men." (Colossians 3:23)

The challenge of being a kingdom-driven CEO is great, but so are the rewards. Have you ever felt like you're not making a true difference in this world? That you are just another statistic in the corporate rat race? As a kingdom-driven CEO, you have an incredible opportunity to impact both your business and your community for the glory of God. It can be difficult, but if approached with prayerful consideration and commitment, it is a challenge that can bring great rewards.

HOW TO STAY TRUE TO YOUR CHRISTIAN VALUES IN A SECULAR WORLD

No doubt, the world of business can be a tempting place. It's easy to get caught up in the game of competition and succumb to the worldly values that often dominate the workplace. How then, can Christians stay true to their faith while still succeeding as entrepreneurs and business leaders?

The first step is to make sure that your Christian values are not just something you talk about but something that is deeply rooted in your heart. When faced with a difficult decision, ask yourself if it is in line with God's will for you and your business. If the answer is no, then take the time to prayerfully consider alternative solutions. Here is a practical example of what I am trying to say:

Let's say you are facing a situation where your competitors are using dishonest tactics to gain an advantage in their market. You could easily be tempted to follow suit, but instead, make sure that you remain steadfast in your commitment to honest and ethical business practices. This may require

you to come up with creative solutions and strategies, but it will ultimately help you to stay true to your Christian values.

CHAPTER 4



THE CHALLENGES OF BEING A KINGDOM-DRIVEN CEO

- Struggling with feelings of inadequacy or defeatism in the face of competition's success:

It can be hard to stay motivated when we see our competitors succeed using underhanded tactics or shortcuts. This is why it's important for kingdom-driven CEOs to remember that success comes in many forms, not just financial gain. As long as you are faithfully serving God and staying true to your values, then you can rest assured knowing that you are on the right path.

-Facing criticism from those who don't understand your values:

This is another common challenge that kingdom-driven CEOs face. People may not understand why you choose to do things a certain way, or why you won't compromise for financial gain. It's important to

remember that you don't need to explain yourself or justify your decisions. You can simply state that this is what you believe and stick to it.

-Staying true to God's will in the face of worldly temptations:

This is perhaps the greatest challenge for kingdom-driven CEOs, but also one of the most important. Our faith is what drives us to do things the Godly way despite the temptations that come from doing otherwise. It requires us to be mindful of our decisions and constantly seek out God's will for our lives. This can be a challenge, but it is also incredibly rewarding when we see how far we can go when we stay true to our values.

- Keeping up with the latest business trends and staying ahead of the competition:

Being a kingdom-driven CEO means that you must be able to not only stay on top of the latest business trends, but also think creatively and use strategic planning in order to stay ahead of your competitors. This requires an understanding of both spiritual and practical principles in order to develop sustainable solutions that can help your business move forward.

In other words, it is important to not forget that as a kingdom-driven CEO, you must remain vigilant and stay ahead of the competition by staying up to date with the latest business trends. Doing so involves more than just reading books and articles; it means knowing when to take risks, being creative in your solutions, and remaining humble in the face of God's will. It is also important to remember that no matter how successful you become, we all still have a Boss – God Himself. Humility and servitude towards Him are the most important virtues for any leader of faith. The temptation to be your own boss and get lazy with keeping up with the latest trends is a danger we all face, but by staying true to our Christian values and remaining humble before God, we can ensure that our entrepreneurial anointing remains strong, and that our businesses will always be a success.

- Coping with the pressure to conform and be accepted by peers in the business world:

As a kingdom-driven CEO, it can be difficult to cope with the pressure to conform and be accepted by peers in the business world. This is why it's important to remember that you don't need to compromise your values in order to fit in or gain acceptance. Instead, focus on creating meaningful

relationships with people who share your same values and can help you to stay true to God's will. The book of Proverbs states that "a man of many companions may come to ruin, but there is a friend who sticks closer than a brother." (Proverbs 18:24).

CONCLUSION

In conclusion, being a kingdom-driven CEO is both challenging and rewarding. It requires us to stay committed to our faith and be mindful of the decisions that we make in order to remain true to God's will for our lives. When faced with difficult choices, prayerful consideration can help us to make wise decisions that are in line with His plan. Being a kingdom-driven CEO is not easy, but the rewards of living according to God's will are immeasurable. With this ebook, you can be confident that you have the information and resources necessary to stay true to your Christian values as an entrepreneur or business leader. Remember what God says in the book of Joshua: "Be strong and courageous. Do not be afraid or discouraged, for the Lord your God is with you wherever you go." (Joshua 1:9) May this ebook serve as a reminder of His faithfulness and help you to continue serving Him in all that you do.

Amen!

BRANDON C. ARMANT is a marketing consultant, a skilled journalist, and a motivational speaker. He aids people and brands in their success by helping them tell their story in ways that elevate their voice, and genuinely resonates with their audience.

For over a decade, Brandon has served as the President and CEO of BMM | A Communications Company that boasts an extensive portfolio of creative marketing campaigns, as well as broadcast and digital media productions through its subsidiary, BMM Network, a digital platform that elevates Black & Brown voices with content for Millennials and Generation Z.

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