

Edition 6

Divinely[®] EMPOWERED

CALLED TO
LEAD WITH
AUTHENTICITY
EDITION

**Women
Redefining
Femininity in
Leadership**

*with Karlyn D.
Henderson*

The Tea Brand Transforming
Health Naturally

*Wellness Without
Compromise*

*The Power of
Identity &
Authenticity in
Business*

**Featuring
Gabrielle Veray
Founder of Design
With a Purpose**

***Identity.
Integrity.
Impact.***



CELEBRATING PURPOSE-DRIVEN BRANDS MAKING A GLOBAL IMPACT

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EDITOR'S NOTE

Leadership today requires more than strategy — it requires authenticity. In a world that often rewards performance over purpose, this edition was created as a reminder that true leadership begins within. When identity is secure and faith is foundational, confidence follows naturally.

The Called to Lead with Authenticity edition brings together voices and stories that explore what it means to lead with integrity, grace, and courage. From embracing identity in business to redefining femininity in leadership and prioritizing wellness without compromise, each feature reflects a shared truth: leadership is most powerful when it is aligned.

At Divinely Empowered Media, we believe that faith and ambition can coexist beautifully. This edition invites you to reflect, refine, and rise — not by becoming someone new, but by stepping fully into who you were created to be. May these pages encourage you to lead boldly, live intentionally, and move forward with purpose.

Anastasia

Editor-in-Chief & Founder, Divinely Empowered Media

The Power of Identity and Authenticity in Business

WRITTEN BY: GABRIELLE VERAY

Founder & Business Coach at Design With A Purpose



For years, we've been told that the key to a successful business is to **copy what others are doing**. *"Follow the trends,"* they say. *"Mimic the strategies of those already profitable."* But what if I told you that as a kingdom entrepreneur, you don't need to adopt anyone else's methods?

God has already given you a winning strategy and that strategy starts with knowing your identity.

For years, I tried to mimic others in business. On paper, I was "successful." I made money, hit sales goals, but I was constantly adjusting my approach based on what others said I should do. It left me frustrated, unsatisfied, and lacking clear direction.

In 2024, God began teaching me about identity in Christ who I am as His child and how my identity is rooted in Him. Then in 2025, He began showing me how this identity connects directly to business.

I realized that when God gives us a vision, He is essentially saying: this business is part of how I designed you.

Jeremiah 1:5 says, “***Before I formed you in the womb, I knew you, and I ordained you as a prophet.***” This verse reminds us that God knows us intimately before we even exist and has a purpose and calling for us.

The same principle applies to business. When God calls you to entrepreneurship, He is affirming that your business is part of the unique way He designed you to serve His kingdom.



***“Before I formed
you in the womb, I
knew you, and I
ordained you as a
prophet.”***

— Jeremiah 1:5



Identity and Business Are Inseparable

To understand business in a kingdom context, we must first understand identity. Our foundational identity is found in Christ we are His children. But God also designs each of us uniquely.

Your personal gifts, experiences, and callings are part of how He created you, and those same elements shape the business He calls you to build.

A business without a brand isn't really a business, it's just a concept. And what is a brand?

It's how people perceive you, and how your unique design is expressed in the marketplace.

Whether through personal branding in leadership or entrepreneurial branding in business, you are the brand. Your business reflects who God has made you to be.

When you operate in your God-given identity, authenticity naturally follows. Authenticity attracts your ideal clients because it is real, it's you, fully expressed.

God has predestined who you are to serve and the solutions your business will provide. When you align with His design, you align with the people He has already assigned to you, and your business begins to thrive.

The Power of Authenticity

Operating in your identity brings confidence. It transforms the way you show up on calls, in marketing, and in your creativity. It removes the need to compete or mimic others. I remember the frustration of trying to follow business advice that didn't resonate with me. It always felt forced, never authentic.

In today's world, where AI and trends can feel overwhelming, authenticity is more important than ever. Clients can sense realness, and it's your uniqueness—how you speak, dress, think, and serve—that draws the right people to your business. This uniqueness is your advantage. God designed you to stand out, and that differentiation is what will make your business profitable and sustainable.

Your Identity Is Your Foundation

Every business decision, every creative strategy, and every client interaction should be rooted in the identity God has given you. When you align your business with your divine identity, God provides the resources, clients, and opportunities you need. Matthew 6:33 reminds us to “Seek first the kingdom of God and His righteousness, and all these things shall be added.”

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@designwithapurpose | TikTok: Gabrielle Veray

“Let your identity in Christ be the foundation of your business, and watch how He brings alignment, opportunities, and clients to you.”

At Design With A Purpose, we help purpose-driven Christian entrepreneurs create profitable businesses rooted in their original design. We are redefining the way business is done through identity, design, and authenticity.

Show up as yourself. Operate in the way God designed you. Let your identity in Christ be the foundation of your business, and watch how He brings alignment, opportunities, and clients to you.

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more.**



Discovering God's Design: Women Embracing Femininity in Leadership

WRITTEN BY: KARLYN D. HENDERSON, M.A.

CEO & Founder of Poimena Consulting, LLC and Chayil Academy



High-achieving women in leadership have discovered that the very strategies they adopt to succeed—mirroring masculine models of power like assertiveness, self-reliance, and dominance—are paradoxically leading them to burnout, exhaustion, and disenchantment, which are eroding their authenticity, joy, and sense of divine alignment.

In a world that often equates leadership with aggression and unyielding strength, women leaders are beginning to realize that a masculine approach to leadership comes with a significant cost to their well-being and true selves. Instead of thriving in their roles, women leaders grapple with the weight of expectations that demand conformity to a narrow definition of success, prompting a deep internal conflict as they seek to reclaim their unique voices and experiences in a landscape that can feel overwhelmingly rigid. Does the following describe you?

Are you a faith-driven woman leader ready to elevate your leadership impact in today's complex and rapidly changing business world? you find yourself seeking clarity and confidence to navigate the intricate internal challenges and external complexities of

steering your business or organization toward sustainable success while honoring your core values. you are not sure of your true desire for your business, organization, or your life right now in this moment in time. If these statements leave you with uncertainty or a lack of clear, actionable steps, know that you're not alone. Many women in leadership are struggling under the weight of masculine essence.

But there is hope. My story: I worked in corporate America at a global Fortune 100 company for many years and strived to climb the ladder. To climb to the top, I led with masculine essence. I was overly aggressive, worked hard and late, communicated loudly with little confidence (and sometimes passively sat in my chair during meetings), and had no clue how to command a room. I imagine you may be able to relate.



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