

LESSON 31 Devotional

Viewing Clients from a Biblical Lens

Successful companies all define their customers. While small businesses do not have the resources for extensive market research or promotional campaigns, they still need to identify who their customers are.

Obviously, defining customers can follow many avenues. Investment advisors may define customers based on a minimum dollar amount in an investment account. Alternatively, tax preparers identify customers based on market segments such as contractors or teachers. And health clubs might define their customers based on ultimate goals, such as bodybuilders or triathletes. But these definitions do not need to be the only definition used to identify customers.

THE CHRISTIANS CHALLENGE

We Christians have a delicate balance because of the mandate found in [2 Corinthians 6:14](#).

"Do not be yoked together with unbelievers. For what do righteousness and wickedness have in common? Or what fellowship can light have with darkness?"

Here Paul takes up the question of being mismatched (literally “unequally yoked”) with non-Christians. The typical analogy is to be unequally yoked in marriage, but is equally valuable in considering working relationships. What Paul is cautioning us about is working arrangements with non-believers, invoking a reference to [Deuteronomy 22:10](#), which warns against plowing with an ox and a donkey yoked together. Obviously, for many reasons, the team of a donkey and an ox would not be productive.

Despite this mandate, the Bible is full of situations where Christians successfully and productively work with pagans. Joseph worked with the Egyptians to alleviate famine ([Genesis 41](#)), and Daniel served faithfully in Nebuchadnezzar's court ([Daniel 2](#)). Jeremiah wrote to the Jewish exiles in Babylon, charging them to “seek the peace and prosperity of the city to which I have carried you into exile. Pray to the Lord for it, because if it prospers, you too will prosper” ([Jeremiah 29:7](#)). And Paul told the Galatians, “as we have opportunity, let us do good to all people” ([Galatians 6:10](#)).

Most importantly, however, Christians are called to fill and subdue the earth, to transform the world and put everything under the Lordship of Christ until He comes again. So the issue is how to work with unbelievers yet “be not of this world” ([John 15:19](#), [Romans 12:2](#), [John 18:36](#), [1 John 2:15](#))

HOW TO WORK IN A NON-CHRISTIANS WORLD

Here are several ways you can stay grounded no matter what environment you find yourself in.

1. **Compassion.** If we are going to have compassion for the people around us at work, we must see them in their true condition, as troubled and as sheep without a shepherd. ([Matthew 9:35-38](#)).
2. **Investing.** Evangelism is not to be compared to salesmanship; rather, it should be likened to a farmer who spends his days sowing and cultivating for a future harvest ([John 4:35-38](#), [Galatians 6:9-10](#); [Titus 3:1-2](#)).
3. **Faithful.** Have genuine compassion for people and a servant's heart. Find a reason to put a smile on your face and complete the workday to the glory of God. [Colossians 3:23](#) says, “Whatever you do, work at it with all your heart, as working for the Lord, not for human masters.”
4. **Prayerful.** Be prayerful in all your workplace decisions and make sure of what God is telling you to do. [Matthew 6:25-26](#) says, “Therefore I tell you, do not worry about your life, what you will eat or drink; or about your body, what you will wear. Is not life more than food, and the body more than clothes? Look at the birds of the air; they do not sow or reap or store away in barns, and yet your heavenly Father feeds them. Are you not much more valuable than they?”
5. **Trustworthy.** Avoid gossip, slander, make sure your word is true, and own up to any mistakes. Remember, your Christian reputation is at stake.
6. **Joyful.** There are many things to complain about on any given day, but do as the Word says and get your work done without complaining. “Do everything without grumbling or arguing” ([Philippians 2:14](#)).

DISCUSSION QUESTIONS

1. Do you believe the Biblical concept of “unequally yoked” ever relates to customers? Why or why not?

2. Is it discriminating to focus first on serving Christian customers and clients? Would it severely limit your business to focus on Christian customers and clients?

3. How have you been able to work in a world of unbelievers yet remain unyoked? What works and what doesn't work

4. Which of the six attributes listed above do you need to invest time in this month to better model how to relate in a worldly business world?
