

From the Handbook for Business, the Bible

35: Perfect love casts out fear

Let's talk about fear in and how it impacts our lives & businesses. The truth is, fear stymies so many owners from building great businesses, trapping them in mediocrity & survival mode.

One of our Handbook principles is the need to communicate love (i.e., agape or unconditional); it's not easy, due to our sin nature. And it's an attribute that only flows through the followers of Jesus Christ because it emanates from the Father, flowing through the cross into believers.

Presumably there's a Handbook principle that links fear and love:

Indeed, it's found in today's verse, **1 John 4:18**, "*There is no fear in love; but perfect love casts out fear, because fear involves torment. But he who fears has not been made perfect in love*" NKJV

* To clarify: this is not the fear that means 'to reverence and honour God' holding Him in awe; rather, this is the afraid, dread, torment kind that paralyses people!

The backstory involves Adam and what happened immediately after he ate the fruit:

...He was gripped by fear, "*I was afraid...and I hid myself*" - **Genesis 3:10**

...Instantly, he went from experiencing God's perfect love, peace & joy to a blithering mess

...Once revealed, he couldn't face the truth, nor seek forgiveness; instead, blamed Eve

...He then lost the benefits of God's perfect love that had been flowing into his life, for years.

And here's the kicker: as progenitor, he passed that fear on to every human via our sin nature. It is what I call, the human 'default-position' because everyone lives in some degree of fear and torment; that is, until they are set free.

How does this phenomenon impact business owners today?

It amazes me why so many owners resist change & new ideas; why they don't pursue a great vision; take a calculated risk; get help or fix a 2nd rate business model instead of simply turning up each day to work, continuing with status quo, business-as-usual, content to just survive?

Specifically, owners fear all sorts of things from competitors; making decisions; running out of money; failure; losing key staff or vital IP; hiring the right people and leading a team; not understanding their critical numbers; how to eventually exit the business...and so on.

Put bluntly, these outcomes are the fruit of fear not dealt with; it shuts down strategic thoughts & plans; causes opportunities to be missed; truth to be ignored. It traps and torments people, so many respond as Adam did - hiding, blaming others and ignoring anything that causes pain.

What should people do if they sense fear rising up?

The key: they need to be set free! As fear is a spiritual issue, it is dealt with in the spirit realm then in the physical. The Bible contains the weapons to do this: today's verse is crucial, as are:

Luke 4:18, '*The Spirit of the Lord is upon Me [Jesus]...he has anointed me to proclaim freedom [i.e., deliverance] to the captives...*'

2 Tim. 1:7, '*For God has not given us the spirit of fear, but of power, of love and of a sound mind*'

Eccles. 12:13, '*Fear [revere] God and keep his commandments, for this is the whole duty of man*'

Good news: Once fear is cast out by God's perfect love, you can turn your attention to the physical realm and deal with those strategic & tactical issues holding you back; then, your life and business journey will never be the same again, praise God.