



## INFLUENCE BUILDER: WOMEN'S VALUE

Women are bombarded with many messages that suggest how they need to look and what extremes they need to take to make themselves appear ever-youthful. The feminist movement has sent strong messages that often went to extremes about the roles of men and women, urging women to take their rightful place. It was a message that often pitted men and women against each other and motivated many women to act and sometimes even look more like men so they would be taken seriously. While this conversation is not as strong today, there are remnants of it that linger and still influence women across generations.

The fact is that **God created men and women in His image** and every one of us with a purpose. He is no respecter of persons. That means that neither race, gender nor position in the corporate hierarchy have any influence over how important each of us is to God or how much He loves us.

*“So in Christ Jesus you are all children of God through faith, for all of you who were baptized into Christ have clothed yourselves with Christ. There is neither Jew nor Gentile, neither slave nor free, nor is there male and female, for you are all one in Christ Jesus. If you belong to Christ, then you are Abraham’s seed, and heirs according to the promise.”*  
– Galatians 3:26-28

At the same time, men and women are each gifted in different ways, both of which are crucial to the overall success of businesses today. Women tend to make greater use of their intuition when making decisions, and tend to be very strong at exhibiting empathy. God has blessed women with strengths that are important to innovation, relationship-building and creating long-term success.

Here are some questions to consider and journal about:

1. What do you base your **value** on?
2. How has this impacted your **self-esteem** and **self-worth** in your work?
3. How would tapping into **God’s view of you** give you greater confidence in your work?
4. What actions can you take to discover the **value God puts on you** so your work is inspired by that?
5. What would be **possible** in your work if you knew in your heart that your value is determined by a God who loves you unconditionally?

If you’re still struggling with where your true value lies, we recommend **Ann Voskamp’s blog, “A Holy Experience,”** and the guest post written by Jennifer Dukes-Lee\*, “The Secret to Stop Feeling Like a Failure.”

\*[aholyexperience.com/2014/10/for-anyone-who-feels-like-a-failure/](http://aholyexperience.com/2014/10/for-anyone-who-feels-like-a-failure/)