



Heart Warming Ministries

Character

When it comes to lasting influence, nothing is more important than character. There is no substitute for character. You can buy brains through education, but you cannot buy character. It's the inner fiber of a person. What do we need to know and apply in our lives about "character"?

1. CHARACTER SETS YOU APART.

There was a time when the people who lacked integrity stood out from the crowd. Unfortunately, now the opposite is true. I have been so saddened by the political campaigning in recent years. Character flaws outweigh the issues in most campaigns and thus become the issue. Friends, when you consistently exhibit character over a period of time, people take notice. Billy Graham is a good example of this. Did you know that every President since Harry Truman has sought his leadership and wise counsel--a result of his lifetime of unwavering integrity.

It's true that charisma can make a person stand out for a moment, but character sets a person apart for a lifetime.

2. CHARACTER CREATES TRUST.

Charisma can draw people to you, but it gives them no reason to trust you. With character, you build trust with others each time you choose integrity over image, truth over convenience, or honor over personal gain.

D.L Moody said, "Character is what you are in the dark." True character is what we are when no one is looking. It is that consistency of character makes trust possible. And trust is the foundation of leadership. Frank Sonnenberg states, "Strong moral character builds trust, strengthens respect, promotes loyalty, and translates to rock-solid reputations."

3. CHARACTER COMMUNICATES TENACITY.

NBA great, Jerry West commented, "You can't get too much done in life if you only work on the days when you feel good." Leaders with inner strength can be counted on day after day because their ability to lead remains constant. If your people know what they can expect from you they will continue to look to you for leadership. D.L. Moody said, "If I take care of my character my reputation will take care of me."



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4. CHARACTER PROMOTES POTENTIAL.

John Morely said, "No man can climb out beyond the limitations of his own character." When a leader's character is strong, people trust him. That not only gives followers hope for the future, but it also promotes a strong belief in themselves and their organization. I have served the church in leadership positions for 36 years. I have demonstrated servant leadership in secular employment for 20 years. What have I learned? If you're currently leading people, you probably have some measure of both charisma and character. The question is, which one are you relying on to lead? I challenge you today to take some time to evaluate your character. Ask yourself the hard questions, then if necessary commit to making changes to ensure you are building a stronger foundation of trust among your people.

Character is what defines you. It makes you or breaks you. It is what people see in you. The wisest man who ever lived said in Proverbs 28:6, "Better *is* the poor who walks in his integrity than one perverse *in his* ways, though he *be* rich."