



TITLE: THE ROI OF FOCUS

SUBTITLE: Why Your Executive Gaze is Your Greatest Asset

SCRIPTURE: Numbers 21:4-9

In the high-stakes world of executive leadership, your most valuable currency isn't your capital—it's your **attention**. In Numbers 21, the Israelites found themselves in a "pivot" that wasn't going well. Discouraged by the long journey, they began to complain. In response, venomous snakes entered the camp. People were dying, and panic set in. Moses prayed, and God provided a peculiar solution: bronze snake on a pole. The instruction was simple: *Look at the bronze snake and live*. As a Kingdom Executive, you are often surrounded by "venomous" problems: shifting markets, team turnover, or tightening margins. When these bites happen, the natural instinct is to look down at the wound. We obsess over the problem, analyze the pain, and talk about the "snake." But God's remedy required a radical shift in **gaze**.

The Executive Pivot: From Problem to Provision

The "ROI" of your focus is life or death for your organization. If you spend 90% of your board meetings staring at the "snakes" (the problems), the venom of discouragement spreads through your culture. However, when you lift your gaze to the "pole"—the vision and the God-given solution—you survive and thrive.

Looking at the bronze snake didn't make the live snakes disappear instantly; it simply stripped them of their power to kill. When you fix your gaze on Kingdom principles and strategic vision, the problems in your

industry don't necessarily vanish, but they lose their power to paralyze your leadership.



The Bottom Line: You move toward what you focus on. Stop staring at the venom, and start Gazing at the Goal.

Practical Outcomes

- **The 80/20 Gaze Audit:** Review your calendar. Are you spending 80% of your time "staring at snakes" (firefighting)? Reclaim your ROI by dedicating the first 90 minutes of your day to "the pole"—high-level vision and prayerful strategy.
- **Redirect the Narrative:** In your next staff meeting, acknowledge the "bites" (the challenges), but spend the majority of the time pointing the team toward the solution. Your gaze dictates the team's morale.
- **Visual Anchors:** Place a physical reminder on your desk that represents your "Bronze Snake"—a symbol of God's provision. When a crisis hits, let it be a cue to look up before you look out.

Faith Declarations for Business

Vision and Focus: I declare that my eyes are fixed on the Standard of Christ. I am not paralyzed by the 'bites' of the marketplace, for my gaze is locked on the Source of my success.

Emotional Intelligence: I decree that I am immune to the venom of discouragement. Though challenges may surround my organization, they do not have the power to infect my perspective or my peace.

Strategic Clarity: I declare that my 'Executive Gaze' brings life to my team. As I look up to God's strategy, I receive the clarity to lead my company through every wilderness and into the Promised Land.

Market Authority: I decree that every problem I face is merely a platform for God's provision. I lead from a place of focused faith, knowing that what I focus on, I will overcome."

Legacy and ROI: I declare a high return on my attention today. I invest my focus in Kingdom solutions, and I reap a harvest of innovation, stability, and supernatural momentum."



TITLE: Is Your Culture Venomous?

SUBTITLE: How Grumbling Dismantles Kingdom Enterprises

SCRIPTURE: Numbers 21:4-9

In the corporate world, we often fear external "snakes"—market crashes, aggressive competitors, or regulatory shifts. But Numbers 21 reveals a more lethal threat that starts inside the camp: **the venom of grumbling**. The Israelites were on a journey of expansion, but "the soul of the people became very discouraged." This internal fatigue turned into external complaining. They spoke against their leadership and their Provision. The result? God allowed venomous snakes to enter the camp. The snakes didn't cause the grumbling; the grumbling created an environment where the snakes could thrive.

The Executive Insight: Toxicity is a Choice

As a Kingdom Executive, you must recognize that grumbling is not just "venting"—it is a spiritual and cultural toxin. When you or your team focus on what you *don't* have (the "miserable food" of Numbers 21:5), you dismantle the Kingdom momentum you've worked years to build. Grumbling shifts the culture from **solution-oriented faith** to **problem-oriented fear**. A "venomous" culture is one where the "bites" of gossip, entitlement, and negativity go unchecked. If the leadership grumbles, the middle management bites, and the entry-level staff dies.



The Bottom Line: You cannot build a Kingdom enterprise on a foundation of complaints. If you want to stop the "biting" in your company, you must first stop the grumbling in your heart.

Practical Outcomes for a Life-Giving Culture

1. **The "No-Grumble" Zone:** Establish a policy where complaints must be paired with two potential solutions. This shifts the gaze from the "bite" to the "fix."
2. **Audit the "Water Cooler":** Identify the "snakes" in your organization—those areas or individuals consistently spreading discouragement. Address the root cause immediately to avoid corporate venom.
3. **Celebrate the Manna:** In business, we often overlook steady, daily wins while hunting for the "next big thing." This week, publicly celebrate the "routine" successes to build a culture of gratitude.

Faith Declarations for Business

Cultural Purity: I declare that my organization is a 'Grumble-Free Zone. My words, and the words of my team, are seasoned with grace and focused on solutions."

Leadership Influence: I decree that as a leader I set the thermostat for my company's culture. I choose gratitude. My leadership gaze stays fixed on the 'Standard' of God's promise

Overcoming Discouragement: I receive supernatural strength to persevere without complaining. I exchange the spirit of heaviness for the garment of praise in my boardroom.

Protecting the Team: I decree that my team is protected from the 'bites' of gossip and internal strife. I release a spirit of unity and mutual honor that makes it impossible for toxic cultures to take root. We are a community of encouragement, not a camp of critics.

On Financial and Spiritual Provision: I am thankful for every milestone, and my gratitude opens the door for greater increase. Because I honor God's provision, His peace and prosperity are a 'Covenant' over my enterprise.