



Confidence and Encouragement for Women of Faith in Business

Articles & Worksheet



Greetings,

Thank you for joining NACWIB news!

I'm so excited that you will now be receiving regular informative emails that provide life and business support as well as information on free or paid opportunities, resources, workshops, events, and more. Please be sure to look for the emails that will say "NACWIB News" and move them to your inbox.

All Are Welcome

Everyone is welcome to be a part of NACWIB, a life and business support community. NACWIB supports Biblical concepts of social justice and uses scripture and stories of women in the Bible in its programs. However, we do not engage in discussions or activities on denominations, politics, or topics that cause conflict or disharmony.

I'd like to share just a little of my background, so you know what to expect from NACWIB. Of course, you'll find out a lot more as you read the informative emails you'll be receiving on a regular basis.



Who Am I?

I'm Dr. Consuelo, Founder and President of the National Association of Christian Women in Business (NACWIB).



Do you know the type of person that has a lot of professional experiences and diverse interests; the one that didn't take the straight-line path to a career?

Well, that's me.

Here's a bit about how I got to where I am today and how you can benefit from this through NACWIB.

My Winding Road

I started my first business as a musician when I was 13 and taught music and sewing lessons to pay my way through undergraduate college where I started as a piano and organ performance major. But I graduated with a degree in marketing with a minor in music.

While my friends graduated from college and headed to their focused career, I joined the Peace Corps and went to Africa to help women develop food cooperatives. Later international work and travels took me to several other African nations, Haiti, Europe, and most US states.

After Peace Corps, I wasn't sure what to do, but later earned two master's degrees and a Ph.D. in Human and Organization Systems, focusing my doctoral research on women's leadership styles. Over time, I became a university professor of business, a faculty chair, and led major nonprofits. Currently, I provide workshops and consulting for nonprofit and business organizations.

It was through my women's leadership studies that I learned how seldom women find mentors to support their personal and professional pursuits. That's when mentoring others to reach their goals became one of my primary goals.

Creating NACWIB

Several years ago, major life challenges and changes inspired me to bring my work online. I wanted to create an organization where my background could assist a diverse group of people to reach their life goals. Having also been involved in ministries for many years, I created the National Association of Christian Women in Business (NACWIB) to provide mentoring, coaching, and inspiration for women of faith from around the world.

I've been blessed to assist others pursue business success in many ways. Here are comments from some of my clients:

"Consuelo is a delight to work with. She literally loves marketing, and the evidence is in what she brings to the table". C. Simi, Create Your Encore



“My work with Consuelo has had a great impact on my life and career. I entered into this coaching relationship feeling like I had something inside of me that was blocked, and I wasn’t sure what it was or how to let it out. Through the process, I have gained confidence and insight into my own creativity and ways that I can express it.”
E. Noonan-Keeger, Creative

“Although I’ve been writing for a while, I needed some guidance in terms of my copywriting business. Consuelo gave me detailed information on how to market my copywriting business, strategies to use to get and keep satisfied clients, and how to offer value so they will keep using my services.” J. Whittle, Author, Copywriter

First Steps Together!

People with many interests, like me – and perhaps you - continue to learn, take courses, and workshops, and go on adventures. We love nature, and people, and words, and new ways to cook food, and to explore the known and unknown.

I believe that if you’re a person of multi-interests, or if you have a straight-line focus on your every step, the programs, and services of the National Association of Christian Women in Business (NACWIB) will provide something of interest for you.

Following are a few articles and a worksheet to support your confidence, encourage your thinking, and help you think differently. I look forward to working with you to pursue your life calling in the manner given to you.

Also, please share topics you’d be interested in so NACWB can better serve your needs.

Again, thanks for being a part of the NACWB community.

Dr. Consuelo



Encouragement to Keep Your Confidence High

As a woman in business, do you have the confidence to run your business with gusto? If not, you are not alone. Many women lack business confidence, particularly in the early days of building a business. Here are 7 steps to encourage you to be the confident businesswoman you were born to be.

1. Remember, It's Not Just About You.

It's easy to forget that being confident in what you do is not about you at all. Being a woman of faith in business provides a unique way to show your confidence to the world. That's by being successful in reaching outstanding goals that obviously are not possible through your own doing. Working confidently in your business shows you have confidence because you don't depend solely on your own abilities to succeed. You know your success is supported by your faith and trust in God's help. You are open to giving glory and thanks for the confidence God has in you to succeed in your business calling.

2. Go for the Gold.

In business, it's important to maintain the confidence to not draw back from being competitive until you reach your goals. Women sometimes have an issue with being powerful and competitive in the marketplace. But business is a competitive activity. You must be good at what you do. To succeed, it takes the ability to know how to offer unique products and services, provide strong benefits to others, and be the best business professional possible so you successfully serve the needs of your target market. Be competitive. Be powerful. To be confident in business, continue to appropriately market offers until you reach high levels of business success. Go for the gold!

3. Be a Decider.

Learn to make strong, confident, business decisions that others can depend on. For people to have trust in you, have confidence to make decisions that move your business to the next level, even when it means taking some risks. Every move you make might not be totally clear at first. But, as you continue to make business decisions, your decision-making capacity increases. You will begin to try new things that enhance your operations and find that you become more successful in what you do. Be a strong, confident decider to succeed in your business calling.

4. Create a Business Plan.

Confidence comes from accurate planning. Creating a business plan, either for a business startup or to move your business to the next level is a smart business move and a powerful confidence building step, for all businesspeople. Without a plan, it's easy to get overwhelmed with busyness that doesn't result in reaching intended goals. Take the time to create a business plan, then use that plan as a roadmap to guide your daily business activities.



5. Keep Purpose in Mind.

Another confidence builder for the Christian woman is to remember that a part of your life purpose is expressed through your business. It doesn't matter if you have a small business that brings in a part-time income, or a full fledged operation making large amounts of money. You might work from a corner of a room in your home, be large enough to have employees, be the founder of a non-profit agency, or freelance on your own time. When you know a part of your life purpose is to succeed in the world of commerce and you do it your way, you will have the confidence needed to succeed.

6. Keep Going.

Confident women don't quit when the going gets tough. In fact, the tougher the going, the more energizing it can be for the confident woman of faith. Being in business can bring a lot of uncertainties, especially in the early years. Keep in mind that you will never be given more than you can bear. Changes in the economy can bring unexpected challenges. But challenges can be faced with excitement and great anticipation of what you will learn as you push towards your expected outcomes despite the hardships. The important thing is to have the confidence to keep going towards the mark of your high calling in business.

7. Understand Your Influence.

Being a confident woman in business means always keeping in mind the influence you have in the world. By achieving your business goals, you serve as a leader and role model to others who would choose to enter the world of economic development. There's also that extra responsibility to always maintain a position of integrity. People watch your actions to see how you conduct yourself in the good times and bad. They observe if you are consistently working at the highest ethical levels possible. Remember that you are a role model to others because you are a woman of faith with the confidence to lean on the Lord in all circumstances.

Keep these considerations in mind as you go through your business day. Let being confident in business be your daily tribute to God. Learn more about how to build your confidence by connecting with other women in business through workshops and other NACWIB activities. Then, you will be a role model to others who need support and confidence in their business pursuits.



Rahab: Moving through Obstacles with Faith

Rahab was a bible woman mentioned in several areas of the bible, but her main story is found in Joshua 2:1-22 and Joshua 6. She was a Canaanite who lived in the city of Jericho and operated an inn where visitors would stay. She also worked with flax, a type of fiber used to make ropes and cloth. This bible woman would have been a successful business woman during those days.

Rahab was a quick-thinking person who kept her ears open and communicated with her customers. This is how she learned vital information from two Israelite spies that stayed in her establishment that the Israelite army would soon invade and take over the land. Using her quick wit in the situations, she prevented the two spies from being captured. As a result, she saved her life and that of her family members when her homeland was invaded and captured by the Israelites.

Rahab has much to share with the modern woman in business. Here are seven tips from the bible woman, Rahab, for today's woman of faith in business.

1. You can succeed despite your past.

Rahab was called a harlot in the bible, perhaps for her lifestyle or for reasons that are not described. Still, she had the courage to successfully operate a successful business and to face a dangerous situation by having faith in God. Many women have experienced difficult situations in life, and everyone has a past. Some have been labeled with a negative reputation or called names that are not deserved. Often, it could mean pulling back from society to avoid being hurt or ridiculed. But God is bigger than a title or a regretful past. Every person has a purpose in their life. Don't let a shaky past keep you from pursuing your calling as a woman in business and having a successful future.

2. Learn to effectively communicate with others.

Rahab kept her eyes and ears open while operating her business. When customers came in, she watched them; when they spoke, she listened as much as needed. That is how she knew the actions to take that saved her life and the life of her family members. Women in business must know how to watch and listen while doing business. Pay attention to others so you understand their needs. Know how to communicate well with people of all backgrounds. Communicating with customers, and the general population, is an important way to gain necessary information for your business.

3. Gain negotiation skills.

Rahab knew how to negotiate with soldiers and with spies in a life and death situation. From operating a thriving business in her city, she gained skills in making deals with all types of people. Business might require engaging in tough talks with competitors or adversaries. You might need to negotiate for supplies or over prices. Learn skills for making right deals and negotiating so you will be ready to use them when necessary.



5. Be flexible and ready to change.

Rahab could have ignored the information she learned about the upcoming attack on her city, or she could have refused to believe that the Israelite army would succeed in overcoming such a fortified location. Instead, she quickly decided to change her comfortable life to respond to what was going to happen. A businesswoman of faith can learn to be flexible in uncertain circumstances. She should be willing to make changes in her life and business according to the leading of God even when it first seems difficult to do.

6. Remember your priorities when things change.

Rahab could have saved herself and never looked back. But she had her priorities in order; she remembered her family and saved their lives too. Very difficult circumstances can occur and create a lot of stress in a business. It is possible to forget your priorities during these times if you are not clear on your values. What would you do in the event of a highly stressful situation? A smart businesswoman thinks through various ways she can avoid being caught off-guard by unexpected events. It is a wise to create a plan for business emergencies, so you are not caught off guard.

7. Use resources you have.

Rahab used ropes she made from flax that were on her rooftop to help the Israelite spies escape the soldiers who were searching for them. What do you have around your location that might seem useless or without multiple uses? Take a new look at raw materials to see possible creative uses for them or consider creative marketing strategies to get your business moving. You might have access to more inventory, ideas, and potential than you first imagined when you use creative thinking to view business resources in new ways.

Rahab's story is of a powerful woman who experienced the grace of God in a dangerous situation because of her faith and wise actions. Even though she had a questionable reputation, she choose to have faith in God, and became one of the matriarchs of the Christian faith.

She married an Israelite warrior and became the mother of Boaz, the father of Obed, the father Jesse, the father of King David who is the direct ancestor of Jesus Christ. In bible history, this means Rahab, a Canaanite woman, was the great, great, great grandmother of King David and a direct ancestor of Jesus.

By using strong business skills in a time of great turmoil, Rahab offers lessons for the modern businesswoman on how to think quickly when a bad situation seems almost impossible to overcome.



A New Skill I Want to Learn

Life provides continual opportunities to learn new skills. What new skill do you currently want to learn? Perhaps the article on confidence or the example of the bible woman Rahab triggered some ideas of skills you'd like to learn going forward. Use this worksheet to think about a new skill you'd like to learn. When you identify and write down a new skill to learn, it becomes a goal you can make happen.

Skill I want to learn: _____

Why I want to learn this: _____

Ways I can learn this skill:

Resources I may need and how I can get them: _____

Obstacles I may face while learning this skill: _____

How I will overcome these obstacles: _____

How I will know when I'm proficient in this skill: _____



How I will use this skill after I have learned it: _____

I hope you feel more encouraged ...

-- and that you gained some helpful ideas about being confident as woman of faith in the marketplace.

But don't stop here!

Let me know what skill you want to learn – and anything else on your mind to help to guide the programs and services of NACWIB.

Drop me a line and remember to watch for NACWIB News emails with information, resources, and programs just for you!

Blessings,

Consuelo

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P.S. You can read more articles on the NACWIB blog at <https://nacwib.com/blog/>