

## **Being the Fragrance of Christ in Your Business**

by Randy Vesco

What can your employees, customers and vendors tell by your face or demeanor when you come into a business meeting or other encounter with them? Do you enter with a "graced-face" or with a "game face?" After leaving that meeting, what fragrance is on their hands?

Let me illustrate. There's a chiropractor I see a little "too" often. When the door of that little examining room has opened for the past ten years, Dr. John has approached me in a very consistent manner.

- He always has a big smile and a warm handshake, which tells me that he's genuinely interested in me.
- He always genuinely asks how I'm doing and engages me in some conversation about my life.
- He always tells me to have a blessed day.

Recently, I had a "graced" moment and began to connect how the fragrance of his cologne stayed with me throughout the day. If it wasn't for the handshake the fragrance wouldn't be with me. He makes it more than just a business meeting. He engages me with a smile and warm handshake. He invests himself by asking me how I'm doing, picking up on some comment I made during the previous visit and asking me about it this time.

As I reflected on this, I was reminded of 2 Cor. 2:15 which says, "But thanks be to God, who always leads us in triumph in Christ, and manifests through us the sweet aroma of the knowledge of Him in every place. For we are a fragrance of Christ to God among those who are being saved and among those who are perishing; to the one an aroma from death to death, to the other an aroma from life to life."

I recently saw the movie, *Invictus*, about Nelson Mandela and how he tried to bring South Africa together, curing the infection of "apartheid" after his

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27 years in prison for being an antiapartheid activist and then subsequent election as President of South Africa. He was so engaging with people in the midst of some of his most difficult challenges. He heavily invested himself in others for their benefit and it showed because people knew it was more than just words. He had a vision and challenged people to be their best.

What's the business application of all of this as a CEO? What fragrance is on the hands of your employees after a business meeting or other encounter with you or on the hands of your customers or vendors hands when they leave a meeting with you? What grace, what reflection of Christ did you leave with them that lingers on for a minute, a day or for all eternity?

Do you engage them, invest yourself in them and love them like Christ would or is it business as usual being transaction-oriented, just caring about the task at hand or are you relationship-oriented, caring about each individual as a person?

How can we move from our "game-face" to a "graced-face?" Genuine "grace in the face" comes from "genuine grace in the heart." First, we must ask for the grace to do so. 2 Cor. 9:8 tells us, "And God is able to make all grace abound to you, so that in all things at all times, having all that you need, you will abound in every good work."

The overflow from our heart will show on our face as people see our hearts.

May God continue to bless you as you seek to do it His will this day!

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