

RUN THE RACE TO FINISH WELL
By C.C. Simpson

The marketplace worships competition, bigger numbers, faster growth, and relentless pursuit of the next win. The pressure never lets up: grow revenue and capacity, expand, outperform. But the truth is, you can run hard and still cross the wrong finish line.

How can we know which is the right finish line? Jesus Christ's words cut through the noise: "Seek first the kingdom of God and his righteousness, and all these things will be added to you" (Matthew 6:33). That is not a call to abandon excellence or shrug off results; it is a call to reorder them. Excellence still matters, but the aim changes. The scoreboard is no longer expansion or applause; it is obedience. The pace is no longer set by adrenaline or ambition; it's governed by eternity.

Hebrews 12 says, "Let us run with endurance the race that is set before us, looking to Jesus, the founder and perfecter of our faith." That phrase – "the race set before us" – matters. It means the path God has designed for you, not someone else's. Not the path that culture celebrates or your ego prefers, but the one bound to God's purposes through your life. Yet we drift. Comparison pulls us into someone else's lane, chasing their influence instead of following our calling. Comfort tempts us to reshape the race for safety and ease. Distraction eats at our focus, filling our minds with noise until eternity fades from view. Still, the call remains: Keep running the race God has actually given you.

What does that look like for leaders in the marketplace? Three things mark those who run well.

Run the right race. Comparison is poison. Faithfulness isn't imitation but obedience. You have been wired for a specific assignment; people, places, and purposes that God fitted for His glory through your life. Stop glancing sideways; run forward with endurance and conviction. The lane God gave you is exactly wide enough for carrying out His will.

Seek the Kingdom first. Comfort and control will always compete for your loyalty. Kingdom-first leadership refuses to make personal ease the goal. Success must be defined by what aligns with God's character, promises, and commands, not by what insulates you from risk. The race of faith will always stretch you beyond what feels manageable, because grace meets you where comfort will not.

Finish well. The trumpet will sound. Christ will return. On that day, the metrics that ruled your calendar will not matter. What will matter is endurance; did you stay the course, with your eyes fixed on Jesus? Falling does not disqualify you; refusing to get up does. The Christian life is not about flawless execution but about relentless faithfulness. When you stumble, repent quickly, stand up, and keep running. Keep loving even when it costs you. Keep forgiving even when it hurts. Keep serving even when no one sees. Perseverance is the true proof of devotion.

香港工商基督徒協會 (CBMC Hong Kong Ltd)

地址：香港上環禧利街2號東寧大廈11樓1102室 Tel: (852) 2805-1923

Email: enquiry@cbmc.org.hk Web: www.cbmc.org.hk

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The marketplace will always measure your worth by pace and performance, by who is ahead and who is behind. Christ, however, measures it by endurance, by the quiet strength of a heart that refuses to quit when the crowd moves on. He isn't impressed by speed but by surrender, not by spotlight but by steadfastness. In the end, the voice of the market will fade, and the voice of Jesus will remain:

Run your race. Eyes up. Kingdom first. Finish well.

© 2026. C.C. Simpson is dedicated to fostering a bold and triumphant Christian faith within the global marketplace. Before becoming President of CBMC International, Chris dedicated 28 years to a distinguished career in the public sector – as a Commanding Officer in the U.S. Marine Corps, and serving in the U. S. Secret Service, responsible for protecting seven American presidents and leading elite teams in complex, high-stakes international missions. With his wife Ana, Chris resides in Boca Raton, Florida.

Reflection/Discussion Questions

1. Where do you feel the pressure to keep up – chasing numbers, status, or approval – and how might that be pulling you out of the race God actually set before you?
2. How would your daily priorities shift if “seeking first the Kingdom of God” became the true filter for how you led your team, managed time, or measured success?
3. What comforts or conveniences at work tempt you to play it safe instead of trusting God's call to lead courageously, speak truth, or serve others sacrificially?
4. If someone observed your leadership this past week – your decisions, your tone, your pace – would they see a person running to win applause, or a disciple running to finish well?

Challenge for This Week

Trying to cope with the everyday pressures and demands of the marketplace can feel overwhelming – especially if you are trying to handle them on your own. Ecclesiastes 4:9 says, “Two are better than one, because they have a good return for their work.” Do you have someone in whom you can confide, to help in sharing burdens that seem too heavy?

If you have someone – or a small group – that is helping you in this way, fully utilize their support, encouragement and counsel. If not, pray that God will guide you to a friend in whom you can confide, mentor, trusted advisor, or a small accountability group that can help you in serving the Lord and representing Him faithfully and effectively.

NOTE:

If you have a Bible and would like to read more, consider the following passages: Romans 5:3-5; Galatians 6:9-10; 1 Timothy 4:15-16; James 1:2-4,12; 1 Peter 1:5-8

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