

Speak Truth Louder

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Att: Jan Strydom and Corlia Buys

Introduction

In a world where anything goes, speaking truth is a rare commodity. To be able to speak truth, we must first know the truth and recognise it amidst the noise of untruth. The BLS 100 and 200 courses from GoStrategic have trained me in biblical truths by going deep into God's Word and challenging my previous beliefs. This course has taught me the importance of being able to recognise and hold onto the truth. Knowing and standing on the truth is becoming increasingly critical as we face difficult times ahead, where truth will be challenged and disguised to the point of confusion.

This essay reflects on how these courses have equipped me to recognise and apply biblical truth and how speaking truth louder has shaped my life, my work and my calling. In a culture of compromise, truth is often considered relative, but God's Word reminds us that His truth is eternal, unchanging and life-giving. To embrace this reality is both a challenge and a calling.

Knowing Truth

In order to speak truth, we must know what truth is. Truth is not a mere concept but is closely tied to God's character and His relationship with humanity, which is expressed through His word and in person through Jesus Christ. This is essential if our goal is to speak truth louder than the world's lies. To know truth, we must know the One who created everything - God our Father. The closer we are to God, the closer we will be to His truth: *"Then you will know the truth, and the truth will set you free."*¹ We grow in this truth by studying His Word and spending time in His presence. As Jesus prayed, *"Sanctify them by the truth; your word is truth."*²

When we know and understand God's biblical truths, we gain the confidence to apply them in our lives. As we apply these truths, we begin to see good fruit, which becomes our testimony. Others notice this fruit and it opens doors for us to share truth with confidence. This pursuit of truth requires humility, because God often reveals areas in us that need renewal. As Paul reminds us in Romans 12:2, transformation begins with the renewing of the mind, allowing us to discern God's perfect will. To know truth is therefore not a one-time discovery but a lifelong journey of discipleship.

Applying Truth

Truth must be lived out. When we apply biblical truth in every area of life, we see God working with us and through us and His plans come to fruition: “*For I know the plans I have for you, declares the Lord*” (Jeremiah 29:11).³ Yet application is the most challenging part, because we often face resistance when seeking to apply biblical truth, especially in the workplace. It is tempting to give up rather than stay the course. But God calls us to remain steadfast in applying His truth daily.

Over the last two years, Dennis Peacocke and the GoStrategic team have given me practical tools to help me stay the course. Through resources like *Doing Business God’s Way*, *Worldview for the Marketplace* and the teaching on the *Five Jurisdictions*,⁴ I have learned how to apply biblical principles such as growing people before profit and truths like transparency, integrity and accountability.

Applying truth is a daily discipline. The more we practice, the more it becomes second nature. As Dennis Peacocke often says, “*Practice makes permanent.*”⁴ It is one thing to know what is right, it is another to consistently live it out under the pressures of business, family and community. Applying biblical truth brings lasting fruit. Those around us begin to see the testimony of our lives and God uses us as voices that speak truth louder.

Speaking Truth

Truth must be lived out and spoken out. We live in a world that disguises the truth. Everything feels fast and fake. We are called to speak truth louder so that the generations to come will have a firm foundation to stand on. It is vital that we do not allow truth to be lost.

Biblical truths are the compass that point to true north, showing us the way to go. We must ensure that our children have this compass in their lives. To accomplish this, we must speak out the truth. James 3:4–5 reminds us that just as a rudder steers a ship, our words carry direction and power.⁵

Speaking truth is not always popular and it can cost us opportunities. For example, Nico van der Merwe shares in his book *What Does God Know About Business* that he once turned down a major international contract because the organisation did not operate by biblical principles. To enter into partnership would have meant being unequally yoked (2 *Corinthians* 6:14).⁶ This is why speaking truth is not the road most travelled, but the rewards are great. Our calling is to bear witness, to testify to the truth regardless of opposition. We must press on, even when it costs us, because obedience produces fruit.

Drowning Out What the World Says

During my training in the BLS 100 course, God revealed something significant regarding speaking truth louder. I work in media and communications, often facing controversial topics. The world watches how we respond. Too often Christians avoid difficult issues for fear of backlash.

One instance involved a call to boycott a major retail group supporting LGBTQ campaigns. Instead of responding judgmentally, I sought God's wisdom: *"Trust in the Lord with all your heart and lean not on your own understanding; in all your ways submit to him, and he will make your paths straight."*⁷ God impressed on me to "Speak Truth Louder"- to proclaim His design for marriage and family.

We amplified programming that affirmed God's design for marriage and family and gave it to God in prayer. Soon we saw God do miraculous things in our community. Through this, God taught me an important lesson: seek Him first and He will show you how to respond in every situation. The goal was not to win an argument but to faithfully bear witness. Speaking truth louder is less about volume and more about clarity, consistency and love in how we communicate God's design.

Conclusion

As I continue to journey with God, I am profoundly impacted by His love and grace. He constantly challenges me to grow closer to Him. Though I often fail and repeat lessons until I learn them, His patience never fails. My heart has softened and my understanding of Scripture has sharpened through the BLS 100 and 200 curriculum. I am committed to continuing to "Speak Truth Louder" and to teaching others to do the same. This is how we build a generational legacy that passes through the fire into eternity.

I am deeply grateful to Dennis Peacocke and the GoStrategic team for their dedication to training us in God's ways. May the fruit of their labour extend for generations. As A.J. Russell writes: *"I am with you. Do not fear. Never doubt My love and power. Your heights of success will be won by the daily persistent doing of what I have said... Never falter, go forward so boldly, so unafraid. I am beside you to help and strengthen you... Say 'All is well' to everything. All is well."*⁸

Ultimately, speaking truth louder is not about us but about advancing the Kingdom of God in everything He entrusts to us.

Footnotes

1. John 8:32 (NIV).
 2. John 17:17 (NIV).
 3. Jeremiah 29:11 (NIV).
 4. Dennis Peacocke, *Doing Business God's Way* (Santa Rosa, CA: Strategic Christian Services, 1994); Dennis Peacocke, *Worldview for the Marketplace* (Santa Rosa, CA: Strategic Christian Services, 2003).
 5. James 3:4–5 (NIV).
 6. Nico van der Merwe, *What Does God Know About Business?* (Cape Town: Struik Christian Books, 2009), 87.
 7. Proverbs 3:5–6 (NIV).
 8. A.J. Russell, ed., *God Calling* (New York: Dodd, Mead & Company, 1945), 112.
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