FROM THE DESK OF

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The Judgment Premium

Could good judgment become the most valuable commodity of the coming decade?

I've recently commented on the growing value of critical thinking and good judgment. The more I look at what's happening around us, the more convinced I become that we're entering a season where these qualities will distinguish leaders from those who simply follow the crowd.

Recent IBM research reinforces that. In a survey of chief human resources officers, 57% identified critical thinking as one of the most important workforce capabilities, while 48% identified human judgment.

Think about that for a moment.

In a world increasingly driven by technology, automation, and artificial intelligence, organizations are recognizing the value of something technology alone can't provide—the ability to think clearly, discern what matters, and exercise sound judgment.

I don't think that's a coincidence.

We live in a time when everyone has access to information, an opinion, and a platform to express it—social media rewards immediate reactions. The loudest voices often get the most attention, and there's tremendous pressure to respond before we've had time to understand.

But having information isn't the same as having wisdom. And having an opinion certainly isn't the same as having good judgment.

That's where I believe an extraordinary opportunity is developing.

As good judgment becomes increasingly rare, those who consistently demonstrate it become increasingly valuable - and increasingly influential.

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Think about the people you turn to when the stakes are high. It's probably not the person with the loudest voice or the quickest answer. It's the person you trust to see beyond the immediate circumstances, recognize what really matters, and make a sound decision.
Their judgment has earned your confidence. Because you trust their judgment, their perspective carries more influence.

That's an important distinction. Attention can be attracted, but influence built upon trust must be earned.

The same principle applies whether you're leading a business, raising a family, building a ministry, or influencing your community.

People begin to recognize those who don't get swept up in every controversy, can separate facts from assumptions, understand the consequences of their decisions, and remain steady when everyone else seems to be reacting.

Over time, those individuals become pillars of strength. Their perspective carries weight. Their counsel becomes sought after. They begin to influence decisions and shape outcomes, sometimes without holding any formal position of authority.

Their influence grows because they've demonstrated the value of their judgment.

And I believe that's a form of influence that will command an increasing premium in the years ahead.

For Kingdom leaders, this has another dimension.

We're not limited to what we can learn through experience, observation, and natural reasoning. God has given us access to His wisdom and the leading of the Holy Spirit.

But that doesn't eliminate our responsibility to develop good judgment. It increases it.

We have to learn to examine what we hear, recognize patterns, understand consequences, and discern what is really happening beneath the surface. We need the maturity to know when to speak, when to listen, when to act, and when to wait.

And we need the humility to recognize that having an answer isn't enough. Wisdom is also knowing when and how to release it.

Good judgment develops as we exercise it. Every decision, every challenge, and every opportunity becomes another occasion to grow in wisdom and discernment. As that judgment becomes more dependable, our capacity to influence people and outcomes grows.

I also believe we have a responsibility to demonstrate this to the next generation. They don't simply need more information or another collection of opinions. They need to see what it looks

like to think carefully, weigh consequences, seek God's wisdom, and make decisions that produce lasting results.

But this isn't just about preparing them for what comes next.

This is our opportunity right now.

While others compete to be heard, we can distinguish ourselves by becoming people worth listening to.

While others react to every new development, we can learn to recognize what matters and respond with wisdom.

While others rely on the volume of their voices to establish influence, we can build something far more enduring—the confidence that makes people seek our perspective, trust our judgment, and welcome our influence.

So here's the challenge I'd encourage you to consider.

Are you simply accumulating more information and forming more opinions, or are you intentionally developing the judgment that makes your perspective valuable and your influence meaningful?

Because in the years ahead, the people who rise above the crowd may not be those who know the most or speak the loudest.

They may be the ones whose judgment has earned the confidence of others, allowing them to influence decisions, shape outcomes, and make a greater impact.

This is the season to develop—and demonstrate—good judgment.

Until next month,
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