

The Cost of Staying Small When Your Assignment Is Big

Staying small feels safe. And for a lot of leaders, it feels spiritual.

There's a version of humility that says, "I don't need a platform." A version of faithfulness that says "I'm content right where I am." A version of trust that says, "If God wants me bigger, He'll make it happen."

None of those are wrong in isolation. But when they become the reason a leader refuses to build what they've been called to build, they stop being virtues. They become excuses dressed in spiritual language.

The assignment matters here. Not every leader is called to build a public platform. But if you carry genuine authority, real insight, and a message that people need to hear, then staying invisible has a cost. And the cost is not paid by you. It's paid by the people who needed what you carry and never found it because you never made it available.



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That reframe changes everything. Visibility stops being about ego and starts being about access. You're not building a platform because you want attention. You're building it because the people God assigned you to reach can't access your authority if they don't know you exist.

Stewardship applies to influence the same way it applies to money. You don't bury the talent because it feels humble. You deploy it because that's what the master asked you to do.

The leaders who change culture understand this. They didn't

pursue visibility because they loved the spotlight. They pursued it because the assignment demanded it. They recognized that staying small when the calling is big is not faithfulness. It's disobedience with good branding.

If your assignment is bigger than your current visibility, that's not a someday problem. That's a today's problem.

Build to match the assignment.

Kap Chatfield is a Christian content creator, filmmaker, pastor, speaker, and coach. He has directed two feature-length documentaries (*Acts: The Time Is Now*, 2021). He has amassed over 1 million subscribers on YouTube. He is the Online Pastor of Love Church in Omaha, Nebraska. He is married to Joy Chatfield and together they have four children.