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NAME, IMAGE AND LIKENESS

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NIL

2 Corinthians 3:17-18 (NLT)
17 For the Lord is the Spirit, and wherever the Spirit of the Lord is, there is freedom. 18 So all of us who have had that veil removed can see and reflect the glory of the Lord. And the Lord, who is the Spirit, makes us more and more like him as we are changed into his glorious image.

On July 1, 2021, the US NCAA adopted a policy allowing student-athletes to receive compensation from third parties for the use of their name, image, and likeness (NIL), such as social media posts, brand appearances, or the promotion of products and services. All three NCAA divisions provide opportunities for student-athletes to pursue NIL in ways consistent with rules that protect fair competition. Nothing like this had been done before, and for the first time, students became millionaires even before playing professionally in their sports. Someone pays them for the use of their name, image, and likeness. As believers, not only do we have the liberty to freely use God's name, image, and likeness in any situation, but we are supremely privileged that, by grace, we are being transformed by the Holy Spirit to become like Jesus as we are changed into His glorious image. Then, day by day, those around us will benefit from that embodiment of the name, image, and likeness of God that we are becoming, and have a taste of the glory of God. This is the will of God concerning us.

2

A Living Sacrifice to God

Romans 12:1-2 (NLT)
12 And so, dear brothers and sisters, I plead with you to give your bodies to God because of all he has done for you. Let them be a living and holy sacrifice—the kind he will find acceptable. This is truly the way to worship him. 2 Don't copy the behavior and customs of this world, but let God transform you into a new person by changing the way you think. Then you will learn to know God's will for you, which is good and pleasing and perfect.

Through believers, others can taste the Lord's goodness. We are encouraged not to emulate the behavior and customs of this world, but to allow God to transform us into the image of His Son by changing how we think and act. The unveiled face in the first passage refers to openness and intimacy with God that allows us to have an unobstructed view of God's glory. This is not a one-time event but an ongoing, Spirit-powered transformation into the image and likeness of Christ. As we focus on Christ through Scripture, prayer, and worship, His glory is reflected in our lives, gradually shaping our character and actions, and others behold God's glory and grace in our lives, and desire to become partakers themselves. This is what God wants from us. May we continually live to reflect God's name, image, and likeness in our everyday lives to draw others to Him! Amen!

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