

How to *Build* a Godly Business

by Drew Crandall

"According to the grace of God which is given unto me, as a wise masterbuilder, I have laid the foundation, and another buildeth thereon. But let every man take heed how he buildeth thereupon. For other foundation can no man lay than that is laid, which is Jesus Christ. Now if any man build upon this foundation gold, silver, precious stones, wood, hay, stubble; Every man's work shall be made manifest: for the day shall declare it, because it shall be revealed by fire; and the fire shall try every man's work of what sort it is." 1 Corinthians 3:10-13 KJV



KEEP IN TOUCH
MARKETING • RESEARCH

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The Context

Drew Crandall became a believer in Jesus Christ on June 8, 1985 at a Christian business breakfast in East Windsor, CT. He has been active in workplace ministry ever since. In 1988, Drew started a Christian-based marketing and media business, Keep In Touch, based on the principles he discovered in the Book of Nehemiah.

The various aspects of the business were “walls,” and Drew diligently sought to build these walls on the foundation of Christ, using “bricks” of the Word of God and “mortar” of the Holy Spirit.

For over 20 years, Drew has tried to lead by example, describing Keep In Touch as an “everyday laboratory in applied Christianity.” He has shared ***How to Build a Godly Business***® with many Christian business owners across the Northeast.

Most recently, he taught this over a period of several months at meetings of the Greater Hartford Chapter of the Fellowship of Companies for Christ Int’l.

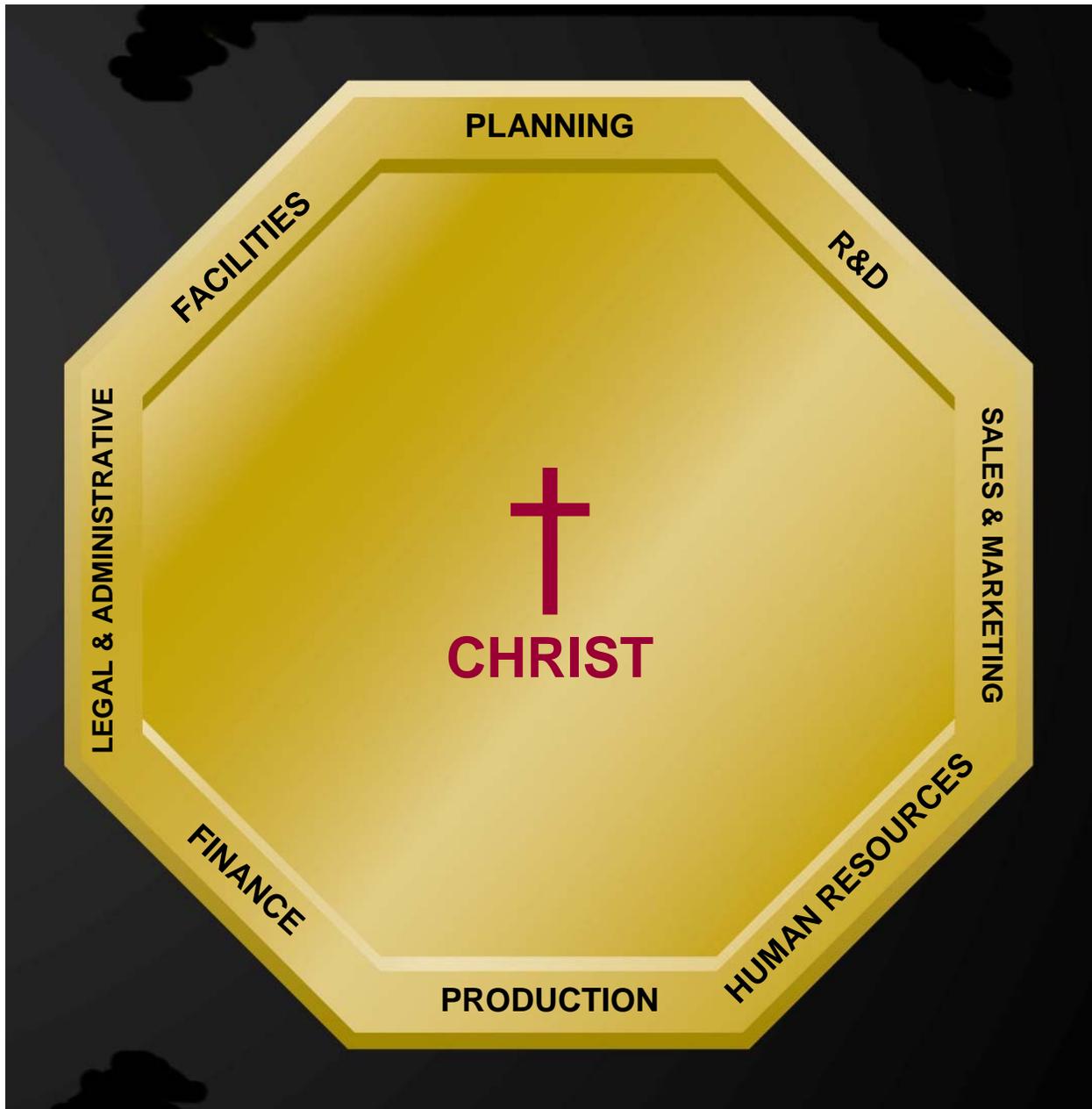
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You are the “Nehemiah” of your organization!

Imagine your organization as a fortress with eight walls.
For best results, you must build on the right foundation
and build all of the walls simultaneously using “bricks”
of the Word of God and “mortar” of the Holy Spirit!



“Seeth thou man diligent in his business? He shall stand before kings, he shall not stand before mean men.” Proverbs 22:29

Manage the walls of your business faithfully each day, and watch what happens!



The Foundation

1. ARE YOU A CHRISTIAN?

Have you trusted Jesus Christ as your personal Lord and Savior? In order to start and run a Godly business, you must have an intimate, daily, personal relationship with the Creator of the Universe through Jesus the Christ and the indwelling Holy Spirit. This begins with the New Birth (John 3:7, 3:16; 1 Corinthians 3:11; Eph 2:8-10, 5:21-30).

2. ARE YOU CALLED TO BE A CHRISTIAN LEADER?

You may know the Lord, but has He called you to be a Christian entrepreneur, business owner, CEO, or executive director? You know your call by:

- Asking God and listening to His answer (James 1:5-8)
- Seeking wise, Godly counsel including your spouse. The Lord will not lead what He has made One in two different directions (Ecclesiastes 4:12)
- Examining what you gravitate toward, what you're gifted in, where you have a passion, and where you seem to bear fruit (Matthew 7:20)

It's crucial that you know your call. It gives you:

- Vision
- Purpose
- Peace
- Direction
- Clarity
- Motivation

3. ARE YOU READY AND WILLING TO FREELY ABIDE IN THAT CALL?

You can know the Lord, and be called, but unless you are willing to freely abide in your call, building your Christian business isn't going to happen from a practical, day-by-day perspective. If you are ready and willing, then commit to the "*Christian Business Owner Declaration of Independence*" (free pdf online at www.ChristAtWork.org) and post it in your office as a daily reminder. Another helpful daily reminder is developing and publishing a Christ-based *Mission Statement* (example on www.KeepTouch.com).

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The Planning Wall

- The word “entrepreneur” means *someone who runs a business at his/her own financial risk*. Building anything takes vision, wisdom, commitment, time, energy, money, faith **and risk!**
- Building a Godly business is not accidental. It is very intentional, deliberate and methodical. You need a God-given plan! Proverbs 29:18 says, “*Where there is no vision, the people perish.*”

A plan is a method of action; a pattern is an example, copy, blueprint, rendering

- Example of Noah’s Ark in Genesis 6:13-16
- Example of the temple in 1 Chronicles 28:11-19
- Example of rebuilding Jerusalem in Nehemiah 2:12-16
- The importance of vision in Habbakuk 2:1-4

Planning starts at the top with YOU.

Avoid extremes in planning: either too little or too much! Otherwise, you’ll either operate in chaos and confusion...or in legalism. You will never remove the mystery out of human existence, or out of operating a business. God is God and you’re not!

- Your plan should include a general blueprint for all of the walls.
- What are your core non-negotiable principles or preferences?

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The Research & Development Wall

In order to operate a business, you need to decide WHAT products and services you will sell, how you will produce, price and deliver them.

Ask yourself, “What Would Jesus Do” if He walked into your business and saw your products / services? Here are six core questions:

- Are your products/services constructive? (Matthew 5:16)
- Are your products/services relevant? (John 4:35, 2 Corinthians 9:12)
- Do your products/services have value greater than if they were produced by customers in-house? (Daniel 4:36)
- Do your products/services relate to your passion and giftedness? (1 Corinthians 12, Romans 12)
- Do your products/services have inherent quality? (Galatians 6:7-8, Col. 3:23)
- Are your products and services creative? (Genesis 1:26)

If you are deliberately building a Godly business, then the Holy Spirit will tell you what products and services NOT to offer, as well as what you ARE to offer. Let Him be your ultimate guide. If you are obeying Him, you will have peace. If you aren't, you won't.

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The Sales & Marketing Wall

- Choose territories, niches and prospects carefully, asking the Holy Spirit for divine guidance (Acts 16:6-10)
- Don't hide your light under a bushel. "If we build it they will come" is a lie (Matthew 5:14-16)
- Plant, water and trust God for the increase (Ecclesiastes 11:1-2, 1 Corinthians 3:6)
- Be courageous (Proverbs 22:13, Numbers 13:31-33)
- Have a heart to build a good reputation (Proverbs 19:1, 22:1, 27:2)
- Seek first to create friendships (2 Corinthians 12:24)
- Respond to harshness with gentleness (Proverbs 15:1, Philippians 4:5)
- Do not resort to high pressure, manipulation (2 Thessalonians 3:2, Proverbs 20:10, 20:14, 20:23)
- Be diligent (Proverbs 22:29 below)
- Be persistent (Luke 11:8)

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The Human Resource Wall

- Lead by example in work ethic, attitude, integrity (2 Thess 3:7-9, Neh 5:14-19)
- Check references! (Matthew 7:15-17)
- Don't crowd your way into employees' lives (Proverbs 25:17)
- Teach employees to have a Godly, realistic perception of "work" (2 Thess 3:10)
- Help employees to understand that they are employees, not owners (Numb 16:7)
- Lead by serving, just like Jesus! (1 Peter 5:3, Matthew 20:27)
- Employees will get discouraged and tired. Inspire and innovate (Nehemiah 4:14)

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The Production Wall

We all must “produce” something! How you manage your production can make a huge difference in your company stress level, profitability and overall success.

- Try to stay organized! Confusion doesn’t come from Him. (1 Corinthians 14:33)
- Try to nip envy and jealousy in the bud. (James 3:16)
- Try to communicate clearly and regularly (compare Gen 11:1-9 with Acts 2:1, 42-47)
- Outsource or in-source? Pray for wisdom and clarity. The goal is to maximize quality, productivity, and profitability. Nehemiah used a blend of outsourcing (Nehemiah 2:8), existing resources (Nehemiah 2:13) and in-house staffing (Nehemiah 2:18)

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The Finance Wall

In order to operate any business, you need revenue, profit and cash flow. What are your core convictions about finances? Here are some principles to explore:

- Luke 16:11, 19:17. Have you earned the right to handle true riches?
- Exodus 20:15, Prov 3:27. How do you view accounts payable and bankruptcy?
- Matthew 6:19-21, Malachi 3:8-12. What should be your investment priorities?
- Matthew 18:23-35. What role does mercy play in your accounts receivable?
- Romans 13:1-7. Do you take jobs “under the table?”
- Romans 13:8. How is your view of debt?

What kind of financial integrity did Nehemiah exhibit?

Nehemiah 5:1-13, 14-19. Do we use people to support our extravagances?

The fundamentals: James 1:5-8. Do we exercise wisdom in revenue, profit, cash flow?

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The Legal & Administrative Wall

From a practical standpoint, is it possible for “any” business (or any one) to obey 100% of local, county, state, federal and international laws 100% of the time? No. However, what are your core convictions about legal and administrative matters? (Romans 13:1-7, Proverbs 22:29, Proverbs 27:23)

- Is your business legal? Does it confirm with mandated codes?
- Do you have the professional credentials, licenses, permits to do what you do?
- Are you reporting 100% of your business income?
- Are all of your employees legitimate?
- Are you aware of your legal rights? (see www.ACLJ.org)
- Do you file the necessary local, state, federal reports and payments?
- Even if your competitors choose to play by different rules, are you above reproach?

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The Facilities Wall

- Luke 14:28: count the cost! We all need a place to work. But where? Home? Shared space? Commercial rental property? Should you buy or build your own commercial condo or building? How far a commute? Length of leases, amount of space, etc. It's not just bricks and mortar: it's people and technology. Consider impact on family, lifestyle. Don't be flippant or impulsive. There's too much at stake.
- Proverbs 24:27: don't be intimidated and defensive about starting small and growing organically. If we build it, they will come is not true. Remember the early settlers here. My own journey with our business: incubator startup, over-expansion and contraction, reconfiguring existing space for more productivity.
- James 1:5-8: in your business, is your facility a sales and marketing asset? If so, are you taking full advantage of opportunities for signage, open houses, walk-in traffic? Or, is your facility a liability? Is it functionally best not to invite people in? Do you have proprietary processes and information that prohibit tours? Don't be naïve or foolish.

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