

**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 thereupon. 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 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 3:10-15 KJV

KEEP IN TOUCH
www.KeepTouch.com

by Drew Crandall
Iron Sharpens Iron
Men's Conference
April 28, 2012

THANK YOU FOR BEING HERE!

- ▶ How many of you are self-employed?
- ▶ Business Owners?
- ▶ Chief Executive Officers?
- ▶ Executive Directors of a non-profit?
- ▶ How many of you are here because some day you want to become a top leader in an organization— or because you're currently being groomed for such a position?

YOU CAME TO THE RIGHT SEMINAR!

- ▶ I truly believe the practical wisdom contained in this seminar can be worth THOUSANDS of dollars to you in the months and years ahead.
- ▶ This content is a blueprint the Lord gave me when I founded my Christian-based marketing/media business from scratch in 1988.
- ▶ It's not based on academic head knowledge. It's based on 24 years of real life running my "everyday laboratory in applied Christianity."
- ▶ Over the years, I've tweaked the content...and taught it to business owners across the Northeast in small group and one-on-one settings.

THIS WILL BE A "FIRE HOSE" EXPERIENCE!

- ▶ I cannot do this content justice in a short 60-75 minute seminar.
- ▶ But, I can whet your appetite for the overall approach!
- ▶ I can also offer you the full content online for free!
- ▶ We can also explore the possibility of organizing a one-day conference in this area.



LET'S START WITH PRAYER.



BRIEF INTRODUCTION...

- ▶ Come from an established New England family going back to the Rev. John Crandall in 1634.
- ▶ Born in Connecticut in 1955, born again in Connecticut in 1985.
- ▶ Came to Christ at a business breakfast. Since that day, I know I'm called to be a "minister in the marketplace."
- ▶ I make a living through KEEP IN TOUCH, my marketing/media business near Hartford.
- ▶ I serve as President of Northeast Christians At Work and Northeast Region Director of the Fellowship of Companies for Christ International on a volunteer basis.

NORTHEAST
CHRISTIANS
AT WORK



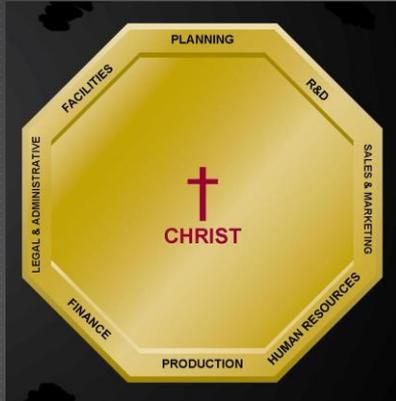
ENTREPRENEURSHIP IS LIKE A RUBBER BAND...



NOTHING HAS STRETCHED ME MORE...

- ▶ **Mentally**
 - ▶ **Emotionally**
 - ▶ **Physically**
 - ▶ **Financially**
 - ▶ **Spiritually**
 - ▶ **WHY?**
- ▶ The buck stops with you on EVERYTHING. You are the:
 - ▶ Chief Strategic Planner
 - ▶ Research & Development Mgr.
 - ▶ Sales and Marketing Manager
 - ▶ Customer Service Manager
 - ▶ Human Resource Director
 - ▶ Production Manager
 - ▶ Chief Financial Officer
 - ▶ Chief Facilities/IT Officer
 - ▶ Legal and Administrative Manager

THAT'S WHY WE NEED THE LORD!



- ▶ 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.
- ▶ You must build all of the walls simultaneously using “bricks” of the Word of God...
- ▶ ...and “mortar” of the Holy Spirit!



The Foundation

I. 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; Ephesians 2:8-10, 5:21-30).

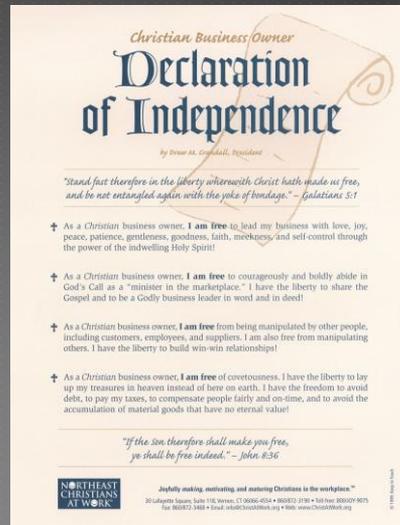
2. ARE YOU CALLED TO BE A CHRISTIAN LEADER?

- ▶ 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 One in two different directions (Eccl 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 and 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 a 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 version is online at ChristAtWork.org. Post it in your office as a daily reminder!



- ▶ Another helpful reminder is developing and publishing a Christ-based *Mission Statement*. Here is a sample as seen on DrumUpBiz.com:
- ▶ “To testify of the reality of God the Father, the Son, and the Holy Spirit. To encourage people to seek the Lord, to place their faith in Him, and to grow in Him. To be an example of a truly Christian company; to faithfully and diligently apply the talents the Lord has given us, in order to help other people within client organizations to prosper. We define ‘prosper’ as meeting customer, employee, supplier, investor and community needs in a careful, honest, loving manner.”



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 intentional, deliberate and methodical. You need a God-given plan! Proverbs 29:18 says, “*Where there is no vision, the people perish.*” Habbakuk 2:1-4 tells us to write the vision down.

- ▶ A plan is a method of action; a pattern is an example, copy, blueprint, rendering.
- ▶ Some examples: Noah’s Ark in Gen 6:13-16, temple in I Chronicles 28:11-19, Jerusalem in Nehemiah 2:12-16.

- ▶ **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 have a general blueprint for all walls.
- ▶ What are your core non-negotiable principles or preferences?



The Research & Development Wall

- ▶ In order to operate a business, you need to decide **WHAT** products 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? Here are six core questions:

- ▶ Are your products constructive? (Matthew 5:16)
- ▶ Are your products relevant? (John 4:35, 2 Corinthians 9:12)
- ▶ Do your products have value greater than if produced in-house? (Daniel 4:36)
- ▶ Do your products relate to your passion and giftedness? (1 Cor 12, Romans 12)
- ▶ Do your products 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 guide. If you are obeying Him, you will have peace. If you aren't, you won't.



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 (Eccl 11:1-2, 1 Corinthians 3:6)
- ▶ Be courageous (Proverbs 22:13, Numbers 13:31-33)
- ▶ Have a heart to build a good reputation (Prov 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 Thess 3:2, Prov 20:10, 20:14, 20:23)
- ▶ Be diligent (Proverbs 22:29)
- ▶ Be persistent (Luke 11:8)



The Human Resource Wall

- ▶ Lead by example in work ethic, attitude, integrity (2 Thessalonians 3:7-9, Nehemiah 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 Thessalonians 3:10)
- ▶ Help employees to understand that they are employees, not owners (Numbers 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)



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 Cor 14:33)
- ▶ Try to nip envy and jealousy in the bud. (James 3:16)
- ▶ Try to communicate clearly and regularly (Gen 11:1-9 vs. 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)



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 A/P 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?



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 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 play by different rules, are you above reproach?



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.

TO SUMMARIZE:

- ▶ This is a very helpful blueprint on how to build a Godly business—either from scratch or as you morph a secular business into a Christian business.
- ▶ Consider me a resource. You are free to use the content in the handouts, but please credit me as the author and do not copy or sell it!

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!

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TIME FOR Q&A...
BUT FIRST A CORE QUESTION FOR YOU!

