

## Building a Healthy Company

### Lesson 3-7: Innovation/Entrepreneurship

#### Discussion Guide – Confidentiality Reminder

#### One Word Check-in

#### Update – Personal, Business, Leadership

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*“In the beginning God created the heavens and the earth. So God created human beings in his own image. In the image of God he created them.” Genesis 1:1, 27 (NLT)*

**A healthy company is a growing company;** however, not all growing companies are healthy. A healthy company grows in a sustainable manner, which leads to a more engaged staff, and that leads to new and satisfied customers.

**To grow, think like an entrepreneur.** An **entrepreneur** is someone who *sees an opportunity* to create value, is *willing to take a risk* to implement the opportunity and *is determined* to succeed. While many may think entrepreneurship is solely for a startup company, this is not true. A company’s entrepreneurial spirit can propel them beyond their competitors. These types of companies are always thinking about innovation, which starts with an idea that meets an unmet need in a unique and compelling manner.

#### The benefits of being an entrepreneurial company:

- **They are attractational.** Customers are drawn there, and high achieving people want to work there.
- **They are customer focused.** It takes new and satisfied customers for the business idea to be successful. The company must keep asking, “How can we do this better?” and “What needs have we have not met?”
- **They are rewarding.** There is satisfaction for people that work in successful entrepreneurial ventures. There is also the potential to earn higher salaries, benefits and bonuses.

**What is different for a Christian entrepreneur?** God wants to use your business to fulfill the Great Commission. A Christian entrepreneur is called to be in business to reveal the Lord in the marketplace. This is the best opportunity for people to see someone’s faith on display and give others a view of who God really is. This means we must place a high value on people and their needs, both staff and customers. Lastly, Christian entrepreneurs seek the Lord as their partner. This leads to making better decisions and keeping the right priorities.

**Entrepreneurial caution.** Entrepreneurs (and businesspeople in general) can become addicted to success because they are overly focused on their business. They love ringing-the-bell of success. It is addicting. When this happens, our identity becomes found in our business achievements and not in the Father. The result is we store up treasures on earth and not in heaven. The chase of success replaces our desire to be the husband or wife your spouse needs, the father or mother your children need and the servant leader your people and company need. Never sacrifice family for a business.

#### Shared Experiences:

- Please share how you and/or your company does or does not have an entrepreneurial spirit.
- Can someone share how God is playing a part in your company and in the growth of your company? Is it being done to give him glory or just for your own benefit?
- Someone share how you have displayed loving God and people in your business?
- Can someone share their thoughts about how being generous is or is not linked to their spiritual blessings?
- As a result of your leadership, can someone share what people will say about how you led your organization? Is that what you desire?
- If you were to ask your spouse where they rank in relation to your dedication to your business or job, what would they say?

**Bottom line:** God created the heavens and earth for His glory and our benefit. Entrepreneurs create products and services for others. He wants us to use this for His purposes and not for our self-glorification.

#### One Word Check-out

### Dig Deeper

#### Want to learn more?

- *Video:* [Our Hope Is to Lift The Spirit](#) by Demi and Dave Kiersznowski of Demdaco
- *Video:* [More Than Packing and Printing](#) by Al Caperna of CMC Group
- *Video:* [Generosity in Work](#) – The story of Santiba at Chick-fil-A
- *Video:* [Runaway Campers - The Backyard Business Story](#) by Stephen Shives, founder of [Runaway Campers](#)
- *Video:* [How I Became an Entrepreneur at 66](#) by Paul Tasner, TED talk. He is the co-founder and CEO of PulpWorks, Inc., which designs and manufactures biodegradable packaging for consumer goods.
- *Article:* [Kentucky~Fried](#) by William Whitworth in The New Yorker about Colonel Sanders and John Y Brown. This is a fun and entertaining article about two of Kentucky's most notable entrepreneurs.
- *Article:* [10 Companies that Failed to Innovate, Resulting in Business Failure](#) by Frances Goh, Enterprise Innovation
- *Book:* [Faith Driven Entrepreneur](#) by Henry Kaestner, J.D. Greear and Chip Ingram. This is an excellent book for every person who wants to think like entrepreneur.
- *Video:* [What Biblical Principles Should Guide Entrepreneurs?](#) by Eden Chen, founder of [Fishermen Labs](#)
- *Website:* [Faith Driven Entrepreneur](#) – Helping Christ-following entrepreneurs find their community and fulfill their God given call to create. This contains many stories and content about entrepreneurship from a Biblical perspective.
- See *Lesson Series 8 – Entrepreneurship* for more complete information on this subject.

#### Entrepreneurial examples:

[KY Fried Chicken](#) began with Colonel Sanders cooking food occasionally for his family at his gas station in Corbin, Kentucky, when he was 50 years old. He learned how to cook at six years old when his father passed away and his mother had to go work. He left home at 12 and dropped out of school in the seventh grade. The big idea he discovered in 1939 was cooking chicken in a pressure-cooker. He started letting friends use his process and the secret recipe in the early 1950s, which began his franchising model. He was 66 years old. The Colonel and John Y Brown joined forces in 1964. Today it is part of Yum! Brands with over 23,000 restaurants in 135 countries.

[KidStrong](#) was founded by Matt and Megin Sharp of Lexington for their daughter Ella to help her become strong and independent. This simple goal led to starting a local gym for kids, which grew into a team of experts who built a unique curriculum focused on building stronger kids through innovative training. Matt was a member of a 210Leaders group prior to moving to the Dallas-Fort Worth area to launch the company, which is where most of their investors were located. After fully developing their model, Matt and Megin established a franchise system to expand KidStrong throughout the US. Today, it has over 50 locations.

[Google](#) started with a search engine. Amazon wanted to make it convenient for customers to purchase a book. Apple wanted to make great technology products. Interestingly, each of these three companies started in a [garage](#).

#### What do you really treasure?

*“Do not lay up for yourselves treasures on earth, where moth and rust destroy and where thieves break in and steal, but lay up for yourselves treasures in heaven, where neither moth nor rust destroys and where thieves do not break in and steal. For where your treasure is, there your heart will be also.*

*The eye is the lamp of the body. So, if your eye is healthy, your whole body will be full of light, but if your eye is bad, your whole body will be full of darkness. If then the light in you is darkness, how great is the darkness!*

*No one can serve two masters, for either he will hate the one and love the other, or he will be devoted to the one and despise the other. You cannot serve God and money.” Matthew 6:19-24 (ESV)*