

LESSON 8-4: Entrepreneurship

Entrepreneurial Businesses from a Kingdom Perspective

"You've got to start with the customer experience and work back toward the technology, not the other way around." – Steve Jobs

WELCOME & PRAYER

PREVIOUS LESSON FOLLOW UP

- If appropriate, share your assessment of the entrepreneurial characteristics of your company from the previous lesson.

KICK OFF QUESTION

- Why should a company have an entrepreneurial mind-set?

PRIMARY SCRIPTURE

"For the world offers only a craving for physical pleasure, a craving for everything we see, and pride in our achievements and possessions. These are not from the Father, but are from this world." 1 John 2:16 (NLT)

"Let your good deeds shine out for all to see, so that everyone will praise your heavenly Father." Matthew 5:16 (NLT)

Discussion Question:

- How do you process these two Scriptures from an entrepreneurial business perspective? Can you have a successful business that glorifies God first, and also makes a profit? Do you have an example?

BIG PICTURE

We have learned that Entrepreneurial Thinking leads to Entrepreneurial Businesses. Regardless of size, companies can be entrepreneurial. From Lesson 8-3, we learned that entrepreneurial companies continually ask the following two questions:

1. How can we meet an unmet need?
2. How can we serve the customer better?

Any company can be entrepreneurial, but the larger the company, the more challenges that must be overcome.

CONCEPTS TO UNDERSTAND

Successful companies really understand what the customer wants, and they fulfill that desire in a unique way. Companies that failed or faltered might have been successful for some period of time, but they made significant strategic mistakes.

Certainly, Apple is considered one of the most successful companies in the last 30 years. Apple is sometimes referred to as “a unicorn”, meaning it has experienced extraordinary growth and profit that cannot be replicated in most businesses. While we may not start a company that grows this large, we can learn from companies like this. Below is a brief summary of Apple’s history, and then an exercise on how two Christians helped create its entrepreneurial culture.

Apple was started by Steve Jobs and Steve Wozniak in Job’s parent’s garage in 1976. Jobs credits his auditing a calligraphy class in college and working with his father building furniture as fostering his love for great design, which spurred his entrepreneurial thinking. Today Apple’s gross revenue is \$265 billion. They created the iPod, iPhone, iPad, Watch, and many cutting edge computers and operating systems. The Apple Store and iTunes were also developed. Many of the ideas at Apple are credited to Jobs, however, that is not fair to the thousands of people who creatively developed cool ideas to improve customers’ lives.

EXERCISE

Watch [this video](https://vimeo.com/258739234) (<https://vimeo.com/258739234>) and learn how two Christians at Apple made a huge entrepreneurial impact through their faith. Ron Johnson, SVP of Retail Sales and John Brandon, VP of International Business tell their story about how they used their faith at Apple. After you watch the video, answer the Discussion Questions and be ready to share your ideas

Discussion Questions

1. How did each of these individuals translate the Gospel into a secular world?
2. What were the two words Ron Johnson used to help develop the concept of the Apple Store?
3. What made the Apple Store unique compared to other retail stores at the time it was introduced?
4. What was the Apple Store “not about”?
5. What did John Brandon need to overcome in his new position?

6. How did their faith impact Steve Jobs? What did they get the opportunity to do?
7. What is an example of love cited in the video of made visual?
8. How do you love your neighbor at work?
9. What is business about? What is the Lord about?
10. Is there anything you learned in reviewing this video that might have application in your business or your business idea?

TAKE ACTION

- Review JB's (John Brandon) Rules of Success (attached) that were adopted worldwide to help the culture of Apple be the kind of leadership they desired it to be. Rate your company just as Apple staff would rate themselves. Please share at the next meeting with your group.
- Is there anything you feel led to do as a result of your assessment?
- Do you really want to understand how to have a Kingdom business? If you do, watch some of the [Top 100 Video Stories of Faith Driven Entrepreneurs](https://bit.ly/37o9Kve). Every video is inspiring. (<https://bit.ly/37o9Kve>)

CLOSING PRAYER

ADDITIONAL RESOURCES

- *21 Days to a Big Idea* by Bryan Mattimore (This is an excellent idea generation book)
- *EntreLeadership – 20 Years of Practical Business Wisdom from the Trenches* by Dave Ramsey
- *Faith & Co. - Business on Purpose, Group Study Guide (with videos)* by Seattle Pacific University
- *Entrepreneur's Handbook – Everything You Need to Launch and Grow Your New Business* by Harvard Business Review

Apple's 11 Rules of Success (JB's Rules for Success)

JB's Rules for Success that was adopted worldwide by Apple	Rate your company from 1 to 4 (best)
1. Let go of the old, make the most of the future.	
2. Always tell the truth; we want to hear the bad news sooner than later.	
3. The highest level of integrity is expected; when in doubt, ask.	
4. Learn to be a good businessperson, not just a good salesperson.	
5. Everyone sweeps the floor.	
6. Be professional in your style, speech, and follow-up.	
7. Listen to the customer; they almost always get it.	
8. Create win/win relationships with our partners.	
9. Look out for each other; sharing information is a good thing.	
10. Don't take yourself too seriously.	
11. Have fun; otherwise, it's not worth it.	