

# UNCONVENTIONAL

**L**

Love God

**E**

Excellence

**A**

Appreciate  
Others

**D**

Driven by  
Purpose

**I**

Integrity

**N**

No  
Bondage

**G**

Generous

Appreciate Others, *Business Owner Edition*



UBN exists to cultivate a vibrant network of Biblically principled small business leaders who are united by a vision of one million connected business leaders modeling Biblical principles in the workplace. We journey together to:

- ▣ change lives
- ▣ transform workplaces
- ▣ impact communities

for God's glory.

Learn more about UBN at [UnconventionalBusiness.org](https://UnconventionalBusiness.org)

# A is for Appreciate Others

Business owners who appreciate others encourage their employees to use their gifts, talents and skills. They appreciate others by treating them with respect. They conduct a thorough hiring process, provide fair and constructive feedback to employees consistently, and prioritize people over profits.

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*“Do to others as you would have them do to you.” – Luke 6:31*

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*Journal your initial thoughts here:* \_\_\_\_\_

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What follows are insights and Scripture references for each of the five practices included in the LEADING Assessment that relate to **Appreciate Others**. Each brief discussion is designed to affirm practices you already have in place, while revealing areas that you may want to begin or improve. Space is also provided to document your thoughts after reading each section, titled “Reflection and Application.”

Let’s now consider these practices:

- Encourage employees to use their gifts, talents and skills.
- Treat employees, advisors, competitors, customers and suppliers with respect.
- Execute a thorough hiring process—checking references, praying and moving ahead cautiously to ensure a good fit.
- Consistently provide fair, honest and constructive feedback to employees.
- Appropriately prioritize people and profits.



**Business owners who appreciate others encourage employees to use their gifts, talents and skills.**

Although Moses didn't realize it, his background in Pharaoh's home and as a humble shepherd were just the skills God used to accomplish the task at hand. Know your people well enough to understand their skills and talents, then encourage them in those, leveraging them to reach your organizational goals.

Reflection & Application \_\_\_\_\_

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**Appreciating others means treating employees, advisors, competitors, customers and suppliers with respect.**

Most people say they are in business to serve the customer, but the customer is not the only one we are to serve. Jesus taught that we are to serve our neighbor, and his definition of a neighbor includes everyone around us. Customers, suppliers, employees, bosses, board of directors, prospects, creditors and anyone else that we stumble across.

Reflection & Application \_\_\_\_\_

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**One way to appreciate others is to be thorough in the hiring process. Checking references, prayerfully considering each candidate and being cautious to not act impulsively.**

When you realize you need to hire someone, don't make the mistake of charging into it so fast that you end up with a bigger problem than you were trying to solve. Begin by asking yourself some important questions. What is the going rate of pay for this type of position? What can you afford to pay? How will pay relate to the bottom-line productivity you hope to achieve? Does it need to be part-time or full-time? What skills are needed to fit the job?

Be a good steward of your time and respect the time of those you interview by thinking through these types of questions in advance and developing a plan.

Praying is also important. Ask God to bring you the right applicants and to direct you with great discernment to make a good decision.

Reflection & Application \_\_\_\_\_

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**Providing fair and constructive feedback to employees on a consistent basis is another way to show appreciation.**

Your team will flounder without motivated employees. Performance discussions are essential for open communication between employees and employers. Formalizing a process for performance reviews can be time well spent and help your team members better understand and drive towards your definition of success for their role.

Reflection & Application \_\_\_\_\_

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## ▣ Business owners show appreciation by prioritizing people over profits.

The greatest resource God gives us as leaders are the people under our care. In many businesses, this is the most overlooked and underused resource. Many tend to value financial results much more than the people whose lives their decisions affect.

Take time to consider your core team, praying for each one and asking the Lord to give you insight. Intentionally set aside time to talk with them about their lives and their work—and listen. People are appreciated when we spend time and give them our undivided attention.

Reflection & Application \_\_\_\_\_

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### Closing Remarks

God desires you to cherish those people who He has entrusted to your care. As much as it is within your power, you want those who work for your organization to have a pleasing experience.

Horst Schulze, co-founder of the Ritz-Carlton Hotel chain, speaks about God's commandment to love others as yourself when it comes to appreciating employees. First, he "selects" the right employees, he doesn't hire them. Then, he connects them to a purpose by casting his vision and inviting them to join in. Horst believes all people want to be a part of something bigger. By continuously casting the company's vision, and inviting his employees on board, he has created one of the most successful hotel empires in the world today.

# Ready for the next step?

You are not alone in your desire to incorporate your faith with your work. There are other business leaders just like you, around the corner and around the globe, on the same faith + work journey. Bringing your faith into your workplace can be risky. You fear rejection and criticism or the risk of losing something you feel is important—profits, that job promotion, or key employees—because God’s way of doing business does not always match with conventional business practices.

## ENTER COMMUNITY.

God’s Word encourages us to continue to meet regularly to spur each other on towards good works. Because of this, UBN established itself as a leader in faith + work events, resources and leadership communities that connect faithforward small businesses—all designed to encourage, inspire and strengthen you as you bring your faith into your workplace. Please take advantage of the community and resource links provided below.

### Next steps

#### *Virtual Events: Network Connects*

We invite you to register for a free upcoming virtual event in which small business leaders from around the globe gather and learn from prominent faith + work leaders.

Register Today 

#### *Leadership Communities*

Ready to dive right in? Please visit our website with the links below. Both in-person and virtual groups are forming now. (*Member fees apply.*)

**Forums** are designed for business leaders, regardless of role.

Learn more at [UnconventionalBusiness.org/Forums](https://UnconventionalBusiness.org/Forums)

**Roundtables** are designed for small business owners, CEOs and partners.

Learn more at [UnconventionalBusiness.org/Roundtables](https://UnconventionalBusiness.org/Roundtables)

#### *Workday Devotional: Integrity Moments*

If you haven’t already subscribed to Integrity Moments, our 60 second workday devotional, we encourage you to sign up today for your [complimentary subscription](#).

