

# UNCONVENTIONAL

**L**

Love God

**E**

Excellence

**A**

Appreciate  
Others

**D**

Driven by  
Purpose

**I**

Integrity

**N**

No  
Bondage

**G**

Generous

Driven by Purpose, *Business Owner Edition*



# UNCONVENTIONAL BUSINESS NETWORK

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)

# D is for **Driven by Purpose**



A business owner who is driven by purpose seeks to put God’s purpose for his or her business over personal gain or profits. He or she has faith that is evident to staff, customers and suppliers, a business mission statement that reflects God’s ownership of his or her business, planning times to be alone with God and to lay plans before Him, the courage to reject cultural norms and embrace unconventional methods, and the desire to steward the environment and God’s resources beyond mere compliance with government regulations.

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*“But seek his kingdom, and these things will be given to you as well.” – Luke 12:31*

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

What follows are insights and Scripture references for each of the five practices included in the LEADING Assessment that relate to **Driven by Purpose**. 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:

- My faith is respectively evident to staff, customers and suppliers.
- My strategic plan and mission statement reflect God’s ownership of my business.
- I intentionally set aside time to be alone with God and to lay my plans before Him.
- My faith in God emboldens me to reject cultural norms and to courageously embrace unconventional methods.
- I steward the environment and God’s resources beyond mere compliance with government regulations.



❑ **A business owner driven by purpose has faith that is evident to staff, customers and suppliers.**

If we live for Christ, others can't help but notice. Consider Jesus' words in [Matthew 5:14-16](#), *"You are the light of the world. A town built on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead, they put it on its stand, and it gives light to everyone in the house. In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in Heaven."*

There are ways we can dim our light from shining. We can do this by not speaking up when we should or by trying too hard to fit in with the crowd. Sin can dim our light. Sadder still, we can deny our light. Make sure your light is shining brightly.

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

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❑ **A business owner driven by purpose has a business mission statement that reflects God's ownership of his or her business.**

Peter Demos, restaurateur, businessman, author and lawyer has a mission statement that lets the world know who's running his business. It states: *"At Demos', we've always known that our purpose is larger than providing delicious food. We strive to daily live out our purpose through how we serve and care. Our purpose is to glorify God in all we do by serving others, to serve and care for our customers, and to grow profitably."*

What about your mission statement? Does it reflect God's ownership of your business?

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

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## ▣ Having extended planning times to be alone with God and to lay plans before Him is another characteristic of a business owner driven by purpose.

God has a comprehensive plan for your life and the lives of those around you. The best way to invest your spare time is in prayer and seeking His plans for you.

[Proverbs 16: 3](#) says, “*Commit to the Lord whatever you do, and He will establish your plans.*”

When Tracy Bouwens, owner of 40+ Scooter’s Coffee houses in a four-state region, visited Mumbai, India, she was heartbroken over the condition of human trafficking she witnessed. With her husband, she sought the Lord and felt Him leading the couple to open several coffee houses dedicated solely to supporting safe houses around the world. She didn’t let fear stop her. Today, Calaccino Coffee House profits help combat the \$30-40 billion-dollar human trafficking industry.

Reflection & Application \_\_\_\_\_  
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## ▣ Faith in God emboldens business owners driven by purpose to reject cultural norms and to courageously embrace unconventional methods.

The Bible is full of examples of God’s people rejecting cultural norms to obey and follow God’s leading. Take Moses, described in [Hebrews 11:24-25](#), “*By faith Moses, when he had grown up, refused to be known as the son of Pharaoh’s daughter. He chose to be mistreated along with the people of God rather than to enjoy the fleeting pleasures of sin.*”

A present day example is David Green. In 1998, David, President of Hobby Lobby, began having a restless sense in his spirit that it wasn’t right for his store managers to be on call seven days a week, even when they thought they had a day off. As he began to wrestle with that, he decided that maybe God was calling him to a different standard. He discerned that maybe what he needed to do was to close all his stores on Sundays so that all his employees could rest and worship God if they chose. He discovered from his CFO that Sundays drew in more than 100 million in sales revenue. Closing on Sundays was going to cost the

company. But David was so sure that God would be happy with this decision, he went ahead with it anyway.

Today, Hobby Lobby successfully operates 900 stores across the country, employing more than 43,000 with a net worth of more than \$7.8 billion. Every store is closed on Sundays.

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

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## ▣ A business owner driven by purpose stewards the environment and God’s resources beyond mere compliance with government regulations.

1 Corinthians 10:26 claims, “*The earth is the Lord’s and everything in it.*”

In Genesis, God gives man dominion over the fish in the sea, the birds in the sky and every living creature that moves on the ground. He gives man every plant and tree.

If everything belongs to God, and we have dominion over living plants and creatures, then we are the earth’s caretakers. We are responsible for upholding the integrity of every living thing.

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

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## Closing Remarks

Everyone has a driver. What is yours? Is it money? Power? We want to be driven by the purpose for which God has personally created us. This takes some steps. First, we need to discover our purpose. We need to realize that God has a calling for each of us—a plan for us that He wants us to live out. Many people believe that only pastors and missionaries have a calling and a purpose, but we all do. [Ephesians 2:10](#) says, “*For we are God’s handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do.*” We are to live out our God-given purpose, giving Him the glory. In the process we will find true joy in our life’s work.

# 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](#).

