

UNCONVENTIONAL

L

Love God

E

Excellence

A

Appreciate
Others

D

Driven by
Purpose

I

Integrity

N

No
Bondage

G

Generous

Excellence, *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

E is for Excellence



Business owners who display faith at work have a commitment to excellence. Their products and services reflect that commitment; their business plan is the result of research, strategy and sound business practices; they work for God to bring Him glory; they continuously seek improvement; and they find satisfaction, wisdom, knowledge and joy in their work.

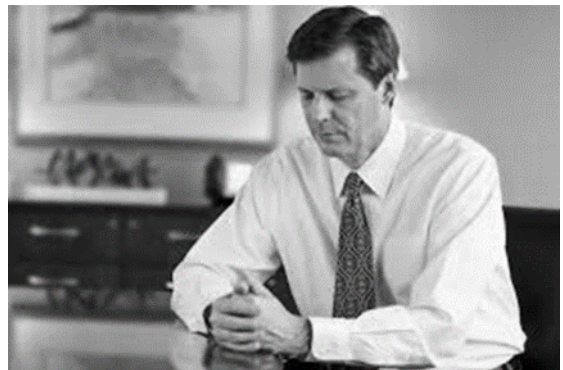
“In the same way, let your light shine before men, that they may see your good deeds and praise your Father in heaven.” – Matthew 5:16

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 **Excellence**. 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 products and services reflect a commitment to excellence.
- My business plan, including updates, is the result of research, strategy and sound business practices.
- My work reflects my desire to work for God and to bring Him glory.
- I continuously seek improvement, incorporating knowledge and wisdom.
- I find satisfaction and joy in my work.



Business owners committed to excellence have products and services that reflect that commitment.

In Os Guinness' book, *The Call*, he tells us that according to church tradition, yokes crafted by Jesus (when he was a carpenter) were still being used up to the 3rd century. Think of the incredible craftsmanship that was necessary for that to happen. Jesus modeled his own words, even in his work as a carpenter.

In "L is for Love God," you acknowledged that your work comes from God. God made you to work and wants you to find satisfaction in your work. Work is God's gift to you. When you engage in work, you are fulfilling a calling given to you by God. [Numbers 30:2](#) says "*When a man makes a vow to the Lord or takes an oath to obligate himself by a pledge, he must not break his word but must do everything he said.*" We work not for ourselves, but for God, and we do so in a spirit of thankfulness and humility. Our products and services should reflect that. They should be measured in terms of their craftsmanship or excellence.

Reflection & Application _____

Business owners committed to excellence have business plans that are the result of research, strategy and sound business practices.

In [Genesis 41](#), Pharaoh asked Joseph to interpret his troubling dream. Joseph revealed that God planned to give Egypt seven years of abundance followed by seven years of famine. When Joseph suggested that Pharaoh look for a discerning and wise man and put him in charge of the land of Egypt, stockpiling a fifth of the harvest during the seven years of abundance so that Egypt would survive, that made sense to Pharaoh. He appointed Joseph to be in charge. Pharaoh followed sound advice and strategy, and Egypt survived the famine.

[Proverbs 21:5](#) says, "*The plans of the diligent lead to profit as surely as haste leads to poverty.*" Business plans need forethought, research and sound strategy. Hurry through a business plan and you do so at your business's peril.

Reflection & Application _____

Business owners committed to excellence work to bring God glory.

The Apostle Paul, in [Colossians 3:23](#), gives us a formula for excellence. *“Whatever you do, work at it with all your heart, as working for the Lord, not for men.”* This verse identifies two key attributes of someone measuring up to God’s view of excellence. They work at it with all their heart, and they are working for the Lord. This means the result is for His glory, not our own.

Some businesses are driven towards excellence, but not the Biblical view of excellence. They use people and resources mercilessly to try to achieve perfection, not so that God gets the glory, but so that they do. This will likely be a highly controlling person, driven by tasks, without concern for relationships.

Consider the story of Mary and Martha in [Luke 10](#). Martha was obviously a task-oriented woman. There’s no doubt she did her work flawlessly, and the day Jesus visited, she naturally wanted to show her best. Jesus, however, was not impressed. Rather than grant Martha's request to condemn her sister Mary for her lack of helpfulness, Jesus rebuked Martha for being too fixated on the task at hand. Jesus knew that the relationship had far greater benefits than the meal Martha was trying to prepare. The point of this story is not to ignore the tasks, but instead recognize when excellence in relationships is more important than excellence in tasks.

Reflection & Application _____

Business owners committed to excellence continuously seek improvement.

They are teachable. They do not think too highly of their own performance but know there is always room for improvement no matter how successful they are. [Proverbs 9:8-9](#) says, “Do not rebuke mockers or they will hate you; rebuke the wise and they will love you. Instruct the wise and they will be wiser still; teach the righteous and they will add to their learning.”

Business owners committed to excellence are humble. They are not puffed up by their own intellect and skill. [Isaiah 47](#) warns us not to trust in ourselves, our wisdom and knowledge or to think no one knows better than we do, lest disaster, calamity and catastrophe strike. These are wise words to heed.

Reflection & Application _____

Business owners committed to excellence find satisfaction, wisdom, knowledge, and joy in their work.

Solomon points out in [Ecclesiastes 3:9-15](#) that God has placed eternity in our hearts. He also points out that when we are satisfied with our toil, it is God’s gift to us. One might conclude that to be satisfied with our occupations, we must measure all we do with the eternity God has placed in our hearts. Only what we do in obedience to God will endure forever.

In [Luke 10:38-42](#), we read again about Jesus’s visit to Mary, Martha and Lazarus’ house. Martha was “worried” and “upset,” and she receives Jesus’ rebuke. When our business has us worried and upset for a significant period, something is wrong. At that point, maybe it is time to seek perspective from an elder or trusted friend.

Reflection & Application _____

Closing Remark

Many people desire to be known for their excellence, yet few seem to rise to the challenge. God desires you to model excellence in and through the organization He has called you to lead. Excellence is not the same as perfection, however. What God is looking for is sincerity of heart. Doing work with excellence comes with realizing it is truly God who you are serving and working for God's glory. This is what Biblical excellence looks like, and this is where we will find the true reward of excellence.

“Since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving.” – Colossians 3:24.

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

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

