

# UNCONVENTIONAL

**L**

Love God

**E**

Excellence

**A**

Appreciate  
Others

**D**

Driven by  
Purpose

**I**

Integrity

**N**

No  
Bondage

**G**

Generous

*Integrity, 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)

# I is for Integrity



To maximize your calling and live according to God's design for your work, you must learn to live and work as a person of integrity. Business owners who display integrity in their work honor and obey the law and those in authority. They have sales, marketing and pricing tactics that are fair and appropriate. Bills are paid promptly, and restitution is made to right a wrong. Others perceive their business as operating at a high ethical standard. The business owner allows others to hold him or her accountable to maintain these high ethical standards.

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*What does the Lord your God require of you, but to fear the Lord your God, to walk in all of His ways, to love Him, to serve the Lord your God with all your heart and with all your soul.” – Deuteronomy 10:12*

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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 **Integrity**. 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:

- ☑ I honor and obey the law and those in authority.
- ☑ My sales, marketing and pricing tactics are fair and appropriate.
- ☑ I am faithful in keeping my commitments by paying bills promptly and making restitution when I unintentionally wrong others.
- ☑ Others perceive my business as operating at a high ethical level.
- ☑ I allow others to hold me accountable.



## Business owners who display integrity in their work honor and obey the law and those in authority.

Jesus tells the Pharisees in [Matthew 22:21](#) to give back to Caesar what is Caesar's, and to God what is God's. In other words, even though our main citizenship is in the kingdom of heaven, we must honor and obey the laws and authorities of the nation in which we live.

Paul takes it a step further in Romans by telling us, *“Everyone must submit himself to the governing authorities, for there is no authority except that which God has established. The authorities that exist have been established by God. Consequently, he who rebels against the authority is rebelling against what God has instituted, and those who do so will bring judgment on themselves.”* [Romans 13:1-2](#).

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

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## Sales, marketing and pricing tactics are fair and appropriate in businesses where owners display integrity.

Since the beginning of business transactions, many businessmen and women have been tempted to get ahead with deceptive or dishonest pricing. [Proverbs 11:1](#) teaches, *“The Lord detests dishonest scales, but accurate weights find favor with Him.”*

Is your product or service simple and clear to understand? Do you have the right message to clearly communicate what you want your customers to buy? What story are you spreading? Jesus stated and restated his message clearly and consistently, so there was no doubt what he expected of his followers.

The golden rule of *doing unto others as you would have them do unto you* is a great starting point for selling God's way. No one likes feeling cheated or fleeced. Trust is the underpinning of all commerce. Without trust, it is impossible to know if the promises made before the sale will be kept.

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

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**Business owners who display integrity are faithful in keeping their commitments by paying bills promptly and making restitution when they unknowingly wrong others.**

*Proverbs 3:27-28* tells us it is best to repay those we owe money—when it’s due. “*Do not withhold good from those to whom it is due, when it is your power to act. Do not say to your neighbor, ‘Come back tomorrow and I’ll give it to you...’ when you already have it with you.*”

In addition, God wants us debt free and positioned to obey Him radically and immediately. Businesses who strain under heavy debt sometimes lose their ability to establish the Godly direction they desire to follow.

Restitution is also important to God. He wants us to guard the way we make money and make restitution when we realize we have been unduly compensated at the expense of others. The tax collector Zacchaeus chose to obey the law of Moses by making restitution to everyone he had cheated. In fact, the work of love in his heart was so complete after he met Jesus, he went far beyond the guidelines of Leviticus 6. Zacchaeus paid back 400% of the original amount unfairly collected. Then, he gave half of his possessions to the poor. Jesus acknowledged his heart and his subsequent actions: “*Today, salvation has come to this house.*”

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

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**Business owners who walk with integrity are perceived by others as operating at a high ethical level.**

Anytime God’s people operate with integrity, others will notice. Jesus says 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.*”

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

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## Business owners who display integrity in their work allow others to hold them accountable.

Daniel had Shadrach, Meshach and Abednego. David had the prophet Nathan. We all are weak and likely to stumble without help. We need to surround ourselves with friends who not only care about our well-being, but who are willing to step into the uncomfortable role of asking us the tough questions. Spouses, close friends and even peers at work can all become good accountability partners. They help us stay on track in all aspects of loving God and others.

Isaiah points out the danger in not having others hold us accountable in [Isaiah 47:10](#). “*You have trusted in your wickedness and have said, ‘No one sees me.’ Your wisdom and knowledge mislead you when you say to yourself, ‘I am and there is none besides me.’*”

### Reflection & Application

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### Closing Remarks

The root word for integrity is *integra*, which means wholeness or complete. The essence of integrity is to be complete or whole, without blemish. Walking with integrity for a Christian should be synonymous with “being holy” or set apart.

*“As obedient children do not conform to the evil desires you had when you lived in ignorance. But just as he who called you to be holy, so be holy in all you do; for it is written, ‘Be holy, because I am holy.’” – 1 Peter 1:14-15.*

# 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](#).

