

# UNCONVENTIONAL

**L**

Love God

**E**

Excellence

**A**

Appreciate  
Others

**D**

Driven by  
Purpose

**I**

Integrity

**N**

No  
Bondage

**G**

Generous

Love God, *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)

# L is for Love God



Business owners who **love God** in their work **seek Him first** for wisdom and direction, acknowledge their role as a small **business steward**—not owner—and **honor the Sabbath** day by keeping it holy. Consider this key verse as you think about how you currently show God love at work.

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*“... Love the Lord your God with all your heart and with all your soul and with all your mind and with all your strength.” – Mark 12:30*

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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 **Love God**. 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 what it means to:

- Acknowledge God owns your business.
- Consider God’s Word when making important decisions.
- Fast to seek more intimacy and direction from God.
- Spend ample time alone with God.
- Observe a weekly holy day for rest and worship and provide the same for your employees.



**Business owners who love God in their work acknowledge God owns their business.**

There isn't anything or anyone that God does not own. [Psalm 24:1-2](#) says, *"The earth is the Lord's and everything in it, the world, and all who live in it; for He founded it on the seas and established it on the waters."* God wants us living with the perspective that everything we have is on loan from Him, including our businesses. Only a prideful person like Nabal in [1 Samuel 25:2-39](#) would believe he can do what he likes with what he owns; it's no one else's concern.

God made us for work and wants us to find satisfaction in it. In fact, Scripture says work is His gift to us. From [Ecclesiastes 5:19](#) we read, *"When God gives someone wealth and possessions, and the ability to enjoy them, to accept their lot and be happy in their toil—this is a gift from God."* If we will seek Him, God will lead and guide us through our whole careers, no matter where our work takes us. God wants what is best for us and will lead and guide us in His good ways.

Further, God can open the doors for work we enjoy and work that uses our talents—like owning our own small business. But God can also take that from us, especially if we approach it like Nabal and see it as our possession.

We all can relate. Ego often gets in our way at work. We don't want to give God due praise. When we have done something well, we immediately want to take the recognition and act as if it all happened because we are so brilliant or talented. To have our work truly matter, we need to proactively determine how we are going to handle praise.

Rick shares this story: "My family went to a rodeo one evening. During the bareback contest, a young cowboy put on a splendid show. He drew a tough horse to ride. He spurred it out with great form and endurance. After his incredible ride, the judge announced his score—first place! This humble cowboy dropped to one knee, took off his hat, said a brief prayer and pointed heaven bound to give God the glory."

God owns your business. Your work is a gift from Him. As business owners, we need to acknowledge this to ourselves, and to others.

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

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**Business owners who love God in their work consider God’s Word when making important decisions.**

When you spend time with God in your work, you are tapping into the source of all wisdom and knowledge. Unfortunately, too many spend time and money on business consultants or strategies *before* seeking God’s ways in Scripture. [Psalm 119:104](#) says, “*I gain understanding from your precepts; therefore, I hate every wrong path.*” God desires to lead and guide you in wisdom, and this will happen as you spend time in deep connection with Him in your work.

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

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**Business owners who love God in their work seek God’s will and direction, and achieve greater intimacy with God, through the spiritual discipline of fasting.**

Fasting is not common in today’s culture, but it is an integral part of Scripture. In [Matthew 6](#), Jesus assumes his disciples fast on occasion. [Isaiah 58](#) is an entire chapter on fasting. Fasting is one way to draw closer in intimacy with God as you remove things in your life that can block you from spending time listening to His still quiet voice, filled with guidance and clarity of thought.

Fasting is refraining from food for a period of time to gain more intimacy with God—seeking His will and His wisdom. It often includes a time of confession, Bible study, prayer and/or worship. (*Holman Illustrated Bible Dictionary, 2004*)

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

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## ▣ A daily time for prayer and listening helps business owners align their ways to God's ways.

The primary way to know God is through His Word and His Spirit. This is how you begin to know God's commands and walk in God's ways. God's Word reveals His ways. [Psalm 119:105](#) describes God's Word as "*a lamp to my feet, and a light to my path.*" To love God, you must learn to love God's Word and find life in it. As you study His Word, He will reveal His ways to you.

Dave Browne, former President of LensCrafters, explained in an interview for *Business Reform* magazine that for quite some time, he pushed his people to sell more eyeglasses for the sake of more profits. After a time of prayer and studying the miracles of Jesus, he realized that Jesus healed many people from their blindness. Through his study, Mr. Browne realized that God was calling him, through LensCrafters, to give people sight. He changed the mission of the company, communicated it to the staff, and began living out the mission of giving people sight.

Mr. Browne's staff suddenly felt a sense of value in their work. It was filling an important societal need that they had not fully grasped before. Each one of their jobs was integral to the whole of providing sight to others. According to Mr. Browne, this one decision revolutionized their business.

Reflection & Application \_\_\_\_\_  
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## ▣ Business owners who love God in their work recognize the importance of observing a weekly holy day for rest and worship—and provide their employees with the same.

Recognizing the importance of observing a weekly holy day for rest and worship—and providing their employees with the same—is another key to loving God in your work.

To love God in your work starts with working according to God's ways. That means knowing and living with God's priorities in your life and your work. One of the ten

commandments is to *remember the Sabbath day by keeping it holy*, [Exodus 20:8](#). God expects us to take one day out of every week to rest and reflect on Him.

This rhythm was birthed by God in His creation story. *“It will be a sign between me and the Israelites forever, for in six days the Lord made the heavens and the earth, and on the seventh day he abstained from work and rested,”* [Exodus 31:17](#). The Sabbath is actually a gift from God, and in ancient times it set the Israelites apart from other cultures where work was done continuously.

Allowing others to take a day of Sabbath rest is part of being a good leader. [Philippians 2:3-4](#) says, *“Do nothing out of selfish ambition or vain conceit, but in humility consider others better than yourselves. Each of you should look not only to your own interests, but also to the interests of others.”*

In 1998, David Green, then President of Hobby Lobby, began having a restless sense in his spirit. He felt convicted 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 all his employees, who so desired, could rest and worship God. 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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Closing: A Quote from Martin Luther

*“What you do in your house is worth as much as if you did it up in heaven for our Lord God. We should accustom ourselves to think of our position and work as sacred and well-pleasing to God, not on account of the position and work, but on account of the word and faith from which the obedience and the work flow.”*

*Martin Luther*

# 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](#).

