



Determining Purpose

Every business owner has goals and aspirations in mind for that business, but business owners with the goal of applying a biblical worldview to their companies can accomplish it by building purpose-driven organizations.

Determining a company's purpose is accomplished by developing the:

- Right Mindset - recognizing that God created work and we can therefore look to Him for how to conduct business.
- Right Perspective - understanding that God connects our work to furthering His mission on earth.
- Right Purpose - acknowledging that God owns everything, including businesses, and that owners are actually stewards.

Business owners can practically apply this biblical wisdom to their companies by pursuing the five objectives below:

1. UNDERSTAND KINGDOM POSITIONING

Kingdom positioning identifies the unique characteristics that a company has been blessed with. It is the foundation for determining purpose. Business owners who have clarity about God's plan for the business can build a business that is positioned to accomplish His purposes.

2. CREATE CORPORATE CLARITY

Understanding why God inspired an owner to create the company and how it contributes to a better world helps the business to align around a common goal.

3. DEVELOP A BUSINESS GENEROSITY PLAN

A business generosity plan based on stewardship cultivates dependable, consistent relationships between a company and its employees, clients, vendors, and community.

4. PRIORITIZE BUSINESS CONTINUITY

Continuity planning prepares a business to survive expected and unexpected changes (e.g., death, disability, promotion, resignation, etc.) to its leadership team that can dramatically impact a business's ability to fulfill its purpose.

5. FIND PERSONAL IDENTITY

God thinks generationally, which means that He has a purpose in mind for the business that extends beyond the current owner, as well as a purpose in mind for the owner that extends beyond the business.

The Business Consulting division of Ronald Blue Trust believes that determining purpose requires intentionality and time. Our advisors take a consultative approach, helping leaders determine purpose as they faithfully steward their businesses. To learn more about defining and fulfilling the purpose of your organization, view our white paper, visit our resources page, or click to meet our advisors.