

Enhancing Value



Enhancing the total value of a business from a biblical worldview involves both financial and relational capital – the social and spiritual resources needed to positively impact people now and for eternity.

God's word indicates eight principles that, when practically applied to a business's operations, help ensure that it is operating as He intended. We believe integrating these principles into a business will promote growth and value while reducing risk.

1. LEGACY

Building a business designed to survive across generations includes recognizing that God owns the business; developing the company's mission, core values, and vision; and structuring the business as a covenantal organization.

2. STEWARDSHIP

Effectively stewarding a Kingdom-minded business includes building a strong financial position, instituting a business transition strategy that incorporates generational thinking, and developing a business generosity plan.

3. WISDOM

Creating a business that learns from mistakes and uses that knowledge to reduce risk and increase the chance of success begins with a corporate governance structure and a strategic plan.

4. LEADERSHIP

Effective leadership involves strengthening a company's strategic execution by building healthy leadership teams and developing operational continuity.

5. HUMAN PRODUCTIVITY

Productivity is fostered by preparing and equipping the next generation of leaders, developing a scalable workforce, and measuring and enhancing productivity.

6. INHERENT VALUE

Company decisions about how to allocate capital have an inherent value that can be positive or negative. To make decisions with positive inherent value, leaders can strengthen the strategic planning process and improve decision making.

7. UNCERTAINTY

Companies can mitigate the risk of uncertainty by developing ownership independence, improving their business planning, saving and investing, and reviewing legal risks.

8. INSTABILITY

Strengthening the company's business model lessens the risk of instability (e.g., revenue, labor, material costs, etc.), fortifying its revenue model, and increasing diversification within the business.

The Business Consulting division of Ronald Blue Trust believes that leaders who intentionally pursue these principles enhance their companies' values. Our advisors take a consultative approach, applying biblical principles to operating a business and trusting God with the outcomes. To learn more about enhancing your organization's value, view our white paper, visit our resources page, or click to meet our advisors.