



# BEST PRACTICES FOR FAITH DRIVEN BUSINESS OWNERS

As a business owner, your work is your most strategic leverage point for kingdom impact. Deep down, most faith driven business owners know this, but few have implemented structures to create a kingdom culture in their companies.

The key to starting down this road is to simply take a first step in the right direction. The following is a list of best practices that will help you to integrate your faith and your work. Each of these ideas come from faith driven companies that have successfully made the move from good intentions to practical action.



## RECOGNIZE AND CELEBRATE YOUR EMPLOYEES

What gets celebrated and rewarded is what creates the culture of your company.

Create annual awards such as; Servant Leader, Team Player, Rookie of the Year, Going the Extra Mile, etc. Create framed certificates for each one and hand them out at a staff meeting or annual event. You will be surprised how much your employees will value a simple framed certificate that acknowledges their service.

Track work anniversaries and birthdays and go out of your way to acknowledge these at staff meetings. For major work anniversaries give team members a meaningful gift that acknowledges their work and loyalty.

Host an annual event for your employees and their families. Make it both fun and purposeful. Use this time to acknowledge your employees and build connections among your team members and their spouses.



## RELATIONAL LEADERSHIP STRUCTURE

Have every direct report meet once a month with each employee to connect on a personal level. These 1 on 1 meetings have the potential to significantly change your work culture as they create space to build meaningful relationships. Equip your leaders to ask thoughtful questions during these meetings and encourage them to spend most of the time listening. Some conversation starters might include; How are things going at home? What is the most life-giving part of your job? What is the most draining part? What is something specific that you want to do in the coming month to grow both personally and professionally? Follow up on that question to begin each meeting. Here is a short video of a company that has made this shift:

Baessler Homes; <https://youtu.be/t5Vp66TfzPA>



## SERVE DAYS

Give your employees 2-3 days a year of paid time to volunteer in the community. These can be done individually or as a group of employees. Set up a simple way for your team members to share their volunteer experiences with the entire staff. Here is an example of a company that is doing this and the impact that it is having:

Prime Trailer; <https://vimeo.com/115020022>



## INTENTIONAL HIRING

A good job is the antidote to poverty and key to helping people move from one season of life to another. Make a commitment to interview people who are transitioning out of local non-profits, prison, sober houses, or who are on the verge of homelessness. This can be both beautiful and messy, but it's worth it. The best way to do this is by partnering with an organization that helps people get their lives back on track. Here are a couple of short video stories about companies who have done this well:

Weifield Group; <https://vimeo.com/298882905>

L&R Pallet; <https://vimeo.com/170676098>



## PARTNER WITH A LOCAL NON PROFIT ORGANIZATION

What would happen in our cities if every faith driven company formed a significant partnership with a local non-profit? Start by meeting with the leader of a NGO that is doing work that you are passionate about. Dream with them about ways your company could help them accomplish their mission. Consider giving a portion of your profits to them each year to support their work in the community. It's a good idea to involve some of your team members in the process.



## GET CREATIVE WITH BENEFITS

Practice radical generosity with your employees. Pay them well and go over and above when it comes to their benefit packages. Examples of this could be providing a counseling stipend, childcare allowances for parents, on-site financial literacy classes, professional development stipend, gym reimbursements, etc.



## EMPLOYEE BENEVOLENCE FUND

Invite employees to give monthly to a general fund that is matched by the business to care for team members who encounter unexpected circumstances. Create a small team of employees to be on the lookout for needs and to discern when those funds are given.

## YOUR NEXT STEP...

Take a couple of minutes to reflect and pray and around this question:

**God, what's the next step that You want me to take in order to leverage my work for Your purposes?**

\*\*\* visit [cityunite.org/work](http://cityunite.org/work) for additional resources and video stories \*\*\*