

# Business to Business Discussion

10/10/2007

1. Purpose
  - a. Purpose of personal life
    - i. Must be eternal
    - ii. For me, one purpose is to enable ministries to further the Kingdom
    - iii. Provide for my family beyond mediocrity
    - iv. To inspire others to be more than they thought possible
    - v. To be the best possible example of a husband to my children
    - vi. To be the best possible father to my children
    - vii. To raise my children to love God, and to be Godly husbands, wives, fathers and mothers
    - viii. To teach my children a good work ethic
    - ix. To eliminate an attitude of entitlement from my children
    - x. To break unhealthy family cycles
    - xi. To be giving of my time
  - b. Purpose of family
    - i. To serve each other
    - ii. To serve those in our community
  - c. Purpose of business
    - i. Provide for personal and family goals
    - ii. Provide quality time to spend with family
    - iii. Provide opportunities for solid employment for people in the community
    - iv. Be an example of Christ to employees
      1. May be the only example of what a true Christian to some employees
      2. A Christian business is a true ministry
2. Support
  - a. Wife
    - i. Develop visions and goals together
    - ii. Keep informed
    - iii. Be accountable
    - iv. Do not be secretive
    - v. You must have a God first, spouse second and children third marriage
    - vi. Pray together
    - vii. You MUST take time alone with your wife regularly
  - b. Family
    - i. Share visions and goals
    - ii. Pray together
    - iii. Involve the family
  - c. Employees
    - i. Get the right people on the bus
    - ii. People are not tools – you help enough people get what they want and you will get what you want
    - iii. Share visions and goals of the company
      1. If they do not see themselves in the future they will move on
      2. People want to feel important
    - iv. Involve them in decision making when appropriate
      1. If you allow them to make decisions they take ownership of their work
      2. Empower your employees
3. Goals
  - a. Set goals – they keep us focused
    - i. Lifetime goals
    - ii. 5-year goals
    - iii. Annual goals
    - iv. Weekly goals
    - v. Daily goals
  - b. Revisit and recite all goals regularly
    - i. Make changes if necessary
    - ii. Keep goals in your face at all times
4. Plan
  - a. Core values or governing principles – without clear and meaningful values, any success you achieve will be short-lived and unfulfilling
    - i. They govern all decision making for the owner and employees
    - ii. Allows proper decision making in owners absence

- iii. Validates the integrity of the company
    - iv. Serves as a lighthouse
  - b. Every action taken must point back to your goals and core values
    - i. If they do not they you must either change the action or the goals
    - ii. Keeps proper focus
  - c. Self improvement
    - i. You must become a student
      - 1. Learn from your employees
      - 2. Read to improve your self
      - 3. Network with other business men
      - 4. Be accountable to someone
      - 5. Never stop learning
    - ii. You must be open to bettering yourself
  - d. Leadership
    - i. Servant leadership
      - 1. Servant leadership is a key component to meeting your goals
        - a. You become a tool and a stepping stone for your employees
        - b. Your desire for their success must be genuine
      - 2. Do not lord over people
      - 3. People need to know you have their best interest in mind
    - ii. Live a life of integrity
    - iii. Be an example of the type of leader you want to raise up from your business
  - e. Finances
    - i. Eliminate all debt personally and business – it's a rock solid plan
      - 1. Operating debt free will sustain you through the inevitable slow downs
      - 2. Defy what the accountant says
      - 3. Leasing is not always the best
    - ii. Must keep all personal and business finances separate
      - 1. Take a weekly/biweekly paycheck
      - 2. Take profits as dividends
    - iii. Live well below your means (as Dave Ramsey says "live like no one else so that you can live like no one else")
    - iv. Live on a budget even though you don't need to (it helps you understand where the money is going)
    - v. Be generous in your giving
    - vi. Be generous in your salaries
      - 1. Be a company that has a good reputation of pay
      - 2. With time you will be known as a great man to work for and your pool of quality employees and applicants will rise dramatically
  - f. Set up a flow chart of leadership accountability – this will relieve you tremendously
    - i. You will have less people to answer to you
    - ii. You can give better quality leadership to those select few people
    - iii. You can empower those leaders to give leadership to others and so forth
    - iv. Everyone is accountable to the goals and core values that have been established
  - g. Diversify your business to minimize the dangers of economical downturns
- 5. Miscellaneous observations
  - a. Business killers
    - i. Weak marriages
    - ii. Debt
    - iii. Addictions
      - 1. Pornography
      - 2. Gambling
      - 3. Drugs & alcohol
    - iv. Unscrupulous business dealings
  - b. Recommended reading (buy books on CD if you hate reading like I do)
    - i. "Lead like Jesus" by Ken Blanchard
    - ii. "Good to Great" by Jim Collins
    - iii. "Total Money Makeover" by Dave Ramsey
    - iv. "How to win friends and influence people" by Dale Carnegie
    - v. For your wife "The proper care and feeding of husbands" by Laura Schlessinger (this book permanently changed our lives)
  - c. Develop a hobby or something you personally love to reward your self and keep you motivated when stress levels are high