CROWN

Business By The Book®

Indicator

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Chuck Bentley
CEO
Crown Financial

Robert Dickie
President
Crown Financial



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Agenda

History of Crown & FCCI

Why *Business by the Book™?*

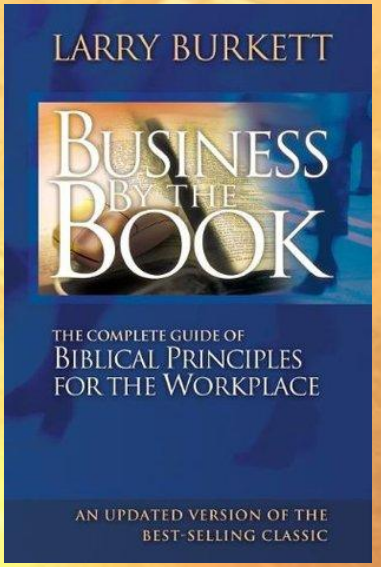
Indicator demo

What now?

CROWN



- Started by Larry Burkett 35 years ago
- Wrote *Business by the Book™*
- Impact
  - Seminars
  - Small Groups
  - Coaching



Why Business by the Book™?

- Are your beliefs and behaviors about business aligned?
- Doing business God's way helps us to be a witness in the business community and creates a greater Kingdom impact.

- 9 Principles of Biblical Business
  - Ownership & Purpose
  - Leadership
  - HR
  - Marketing
  - Innovation
  - Customer Experience
  - Finance
  - Organization
  - Planning

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What Now?

- Share the indicator with others
- Start a small group in your community
- Take Personality I.D. for teams into your company



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