



# Business Leadership Group Discussion & Application Guide

## Anne Beiler, Twist of Faith -Session 1 of 3

Anne Beiler grew her pretzel business from one small kiosk at a farmer’s market into one of the most successful franchises in the world—Auntie Anne’s Pretzels. One of Anne’s keys to success is a very thoughtful approach to defining success. [Read together Psalm 49:16-20] How do you define success? [share with your group]

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Anne’s further exploration of success explores how flawed the focus on temporal things [like money] leads us failure. She mentions ‘purpose’ as vital to success & fulfilment. How vital is purpose to your success?

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Write down one or two concepts from this session that could improve your business or personal life:

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Select the item above that would make the most impact or warrants immediate attention in your personal or business life and answer the following questions:

1. Should I apply this concept or practice to my business or personal life?
2. Can I commit to a schedule to implement this application? [explain and discuss with the group, if necessary]

Comment:

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3. Will I share with others the outcomes following implementation?



**Development Objectives:  
Life, Leadership,  
Excellence, Kingdom**

Don't be upset when someone becomes rich, when his wealth grows even greater; he cannot take it with him when he dies; his wealth will not go with him to the grave. Psa 49:16-17 GNB



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## Anne Beiler, A Twist of Faith -Session 2 of 3

“Blessing is a direct result of *obedience*. Success is a direct result of *hard work*. Staying true to your purpose in the midst of success results from: 1. Clear Purpose and 2. Perseverance to Purpose ” Why do you think this is an important observation? [Review Psalm 49:16-20 and consider Psalm 1]

After the loss of her child, exhausted and emotionally drained, Anne succumbed to seduction by her pastor & counselor. The twenty year journey that followed was, by far, Anne’s darkest season in life. Marriage counseling was instrumental in her marriage to Jonas being reconciled, now 45 years strong. Proverbs mentions counsel at least 12 times [Pr 11:14, 12:15, 15:22, 19:20, 20:18 24:6 & 27:9 speak to the value of counsel in personal and business life] Where does your most valued counsel come from?

Write down one or two concepts from this session that could improve your business or personal life:

Select the item above that would make the most impact or warrants immediate attention in your personal or business life and answer the following questions:

1. Should I apply this concept or practice to my business or personal life?
2. Can I commit to a schedule to implement this application? [explain and discuss with the group, if necessary]
3. How will I measure or evaluate the impact of these changes in my business or personal life?
4. When will I implement? \_\_\_\_/\_\_\_\_/\_\_\_\_

Comment:

5. Will I share with others the outcomes following implementation?



Development Objectives:  
Life, Leadership, Excellence, Kingdom

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## Anne Beiler, A Twist of Faith -Session 3 of 3

One of Anne’s greatest turning points in her business life was when the Lord showed her His purpose in her business to influence people for the Kingdom of God. Can you relate?

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Another turning point was when Anne realized: “If we were going to grow Auntie Anne’s as an organization, then I had to grow personally. Overcoming adversity means that you have to overcome yourself” [Share your thoughts]

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Write down one or two concepts from this session that could improve your business or personal life:

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Select the item above that would make the most impact or warrants immediate attention in your personal or business life and answer the following questions:

- 3. Should I apply this concept or practice to my business or personal life?
- 4. Can I commit to a schedule to implement this application? [explain and discuss with the group, if necessary]
- 3. How will I measure or evaluate the impact of these changes in my business or personal life?
- 4. When will I implement? \_\_\_\_/\_\_\_\_/\_\_\_\_

Comment:

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- 5. Will I share with others the outcomes following implementation?



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