



## Business Leadership Group-Discussion & Application Guide

Peter Freissle | From Offering a Living to Offering Life -Session 1of 4

### One of Peter’s favorite quotes: “All we are is a pencil in God’s hand” Mother Theresa

Peter Freissle describes his starting point as a hard charging profit-driven 2<sup>nd</sup> generation CEO. Like the Apostle Paul, he experienced a dramatic “Damascus Road” moment that prompted him to move to the US. It was some time later that he was challenged to pursue God’s leading in how he ran his company.

You may not have dodged bullets like Peter. Is there a time you can look back and clearly see God redirecting you in a way that brought you closer to Him?

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FCCI member William Renfrow was instrumental in helping Peter understand what it means to be a “priest in his company.” Have you considered your role as a priest? If so, is there anyone who has been helpful to challenge you in this area?

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By Peter’s own account, the Lord powerfully manifested His love to him on June 24, 2006. At the same time, the Lord showed Peter that most of his time and energies were spent on Peter. Afterward, he committed to a fully integrated life with God at the center and a balanced focus on family, business and social responsibility [time marker 16:08.] Share your personal thoughts & experiences that parallel Peter’s.

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Select the item above that would make the most impact or warrants immediate attention 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 or  
Commit:

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Development  
Objectives:

Life, Leadership,  
Excellence, Kingdom

For as he thinks in his heart, so is he. Proverbs 23:7a NKJV



## Business Leadership Group-Discussion & Application Guide

Peter Freissle, From Offering a Living to Offering Life -Session 2 of 4

**“Love God and love your neighbor.”—The summary of all of scripture.**

**“You must stop using people to get stuff. You gotta’ use stuff to get people.”** Peter’s friend William “God owns it all” and “Your business is a platform for ministry” are two of FCCI’s founding principles. Combining these two principles enlightens and energizes Peter’s *purpose* in business—why does your business exist. Share your purpose in business and compare notes with your group.

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Polydeck’s team came up with the following purpose statement: *To serve our customers and stakeholders with excellence to achieve profitable growth which enables us to care for people in a way that honors God.* Share your thoughts on Polydeck’s purpose.

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Polydeck’s *values: We are a company grounded in Christian values of humility, honesty, integrity, respect, kindness and a sense of social responsibility. Our goal is to create eternal value by striving to honor God in all we do. This is reflected in how we conduct our business and how we care for our employees – our greatest asset.* Peter states that “Humility is like the grandfather of all other virtues. Share your thoughts on his statement and explain how you address humility in your work values.

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Peter identifies three fears that often constrain business owners from being more expressive with their faith: 1. What will people think? 2. Can I afford it? And 3. Will I be sued? Do you wrestle with any of these fears? Share your thoughts and ways you might encourage others to be more lovingly bold. [consider his business card example as you share]

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## Business Leadership Group-Discussion & Application Guide

Peter Freissle, From Offering a Living to Offering Life -Session 3 of 4

*“Most everyone has a VP of Sales or Operations. Do you have a VP of Caring and Culture?” Peter Freissle*

Peter encourages everyone to pursue ways of caring for employees that don't cost a penny. Polydeck sets aside 1% of its revenues into a caring fund. It focuses on showing care to people inside the company and others in the community. A peer-selected caring team steers initiatives and expenditures to give care to Employees, Employees' Families and the Community. Share your thoughts on Polydeck's model.

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Polydeck's Caring Strategy addresses Physical, Emotional and Spiritual needs for all three target groups listed above. Their model was built to reflect the teaching of Jesus in the Parable of the Good Samaritan. All of the activities focus on creating EROI or *Eternal Return on Investment*. Do you think that most people think of EROI as mutually exclusive to ROI? [discuss]

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Polydeck's "community activities" include international missions near the communities where they operated, including starting up businesses for ongoing self-sustaining ministry. Are you aware of any other companies that do the same? [Would you consider doing so in your company?]

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Peter's video of the Nicaragua mission trip is powerful and compelling. What would the impact be on a community if FCCI had a few dozen [or hundred] businesses in a given region with similar vision, strategies and actions?

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## Business Leadership Group-Discussion & Application Guide

Peter Freissle, From Offering a Living to Offering Life -Session 4 of 4

*If we are in the business of bringing people into heaven, 70% of the people in our workplace do not know Him. What are we doing to care for them? Peter Freissle*

When one of Peter’s employees has a crisis at 2am, there are chaplains on standby, often ministering to them almost as quickly as first responders. What do you think the impact would be on your employees?

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Polydeck tracks “Employees making faith decisions for Christ” as a Key Performance Indicator, specifically to create eternal value and show the love of Christ. 78 salvations among 300 employees is a dramatic consequence. Have you ever considered an engagement with Corporate Chaplains of America or Marketplace Chaplains? [Do you know of any companies so engaged? Share with your group]

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Polydeck takes their core value “respect” very seriously. They have even mowed the grass of a Hindu temple when they found out through one of their employees that the temple had no funds to keep the grass mowed—an act of unconditional love. [share your thoughts]

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Attendance, turnover, productivity per employee, revenue and profitability have all improved dramatically since Polydeck implemented their caring program. Peter offers a hard number of \$50,000 in savings per employee with their care program. Why do you think more companies don’t offer something similar?

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Caring Activity	Group / Area	CLASSIFICATION				NEIGHBOR (REACH)			NEEDS (LEVEL)			COST		
		RELIEF	REHAB	DEVELOP		Employee	Family	Commun.	Physical	Emotion	Spiritual	ZERO	Little	Some
Caring Team	General													
Running Activity	Physical			X		X	X		X		X			
Corporate Chaplain	General	X		X		X	X	X						
I caught You Caring	Culture			X		X	X		X			X		
Chapel	Spiritual	X		X		X	X		X					
Library for Adults and Children	Education			X		X	X		X					
Voluntary Prayer/Devotion Time @ work	Spiritual			X		X	X		X					
Coin Recognition/Reminder/Team Building Program	Culture			X		X	X		X		X			
Local Ministries invited to Caring Committee Meeting	Service			X		X	X	X						
Marriage enrichment Retreats	Family	X		X		X	X		X					
Family Planning Education (Mercedes Arzu)	Family			X		X	X		X					
Local/Overseas Short and Long Term Trips	Service	X		X		X	X	X						
Continuing Education	Education			X		X	X		X					
Personal Financial Mngmnt Training	Finance	X		X		X	X		X					
Bible Study	Spiritual			X		X	X		X					
Medical Screenings	Healthy			X		X	X		X					
Addiction Cessation Programs	Healthy			X		X	X		X					
Substance abuse rehab	Healthy			X		X	X		X					
Volunteer hours program	Service			X		X	X	X						
Celebrate with Gratitude!! (Birthday & Anniversary Meeting?)	Culture			X		X	X		X					
Compassionate Severance Plan				X		X	X		X					
Aging Family Support Groups	Family	X		X		X	X		X					
Sponsor Employee Family Activities	Family			X		X	X		X					
Display a HWAW plaque at the Reception Desk Area				X		X	X		X					
Join a small team of fellow CEO's				X		X	X		X					
Establishment of initial fund for Caring Activities based profit sharing				X		X	X		X					
Emergency Employee Fund	Finance	X		X		X	X		X					
Benevolent Fund	Finance	X		X		X	X		X					
Reach Out Fund	Service	X		X		X	X		X					
Car Repair Fund	Finance	X		X		X	X		X					
Employee Medical Fund Guidelines	Finance			X		X	X		X					
Loan Fund	Finance			X		X	X		X					
Employee Home Repair Fund	Finance	X		X		X	X		X					
General & Community Charity Fund	Finance	X		X		X	X		X					
Communicate Mission/Values through COIN	Finance	X		X		X	X		X					
Communicate Mission/Values through BUSINESS CARDS	Communication			X		X	X		X					
Communicate Mission/Values through POSTER	Communication			X		X	X		X					
Newsletter (monthly)	Communication			X		X	X		X					
Weekly inspirational phrase	Culture			X		X	X		X					
Texting strategies	Communication			X		X	X		X					
Parenting courses	Parenting			X		X	X		X					
Adoption	Parenting			X		X	X		X					
Single Parenting conferences	Parenting			X		X	X		X					
Educational Recognition and Scholarship for employee's children	Parenting			X		X	X		X					
Baby sitter and movie ticket for new moms	Parenting			X		X	X		X					
Prayer groups for employees, clients, suppliers, and other (prayer box)	Spiritual	X		X		X	X		X					
Free Bible	Spiritual	X		X		X	X		X					
Covenant Eyes	Culture			X		X	X		X					
Establish Mission with Eternal Perspective	Culture			X		X	X		X					
Establish Values with Eternal Perspective	Culture			X		X	X		X					
Invite other CEO's and Execs to experience the Company (Mentoring)	Culture			X		X	X		X					
Send employee's children to Christian or religious based camps	Culture			X		X	X		X					
Use Religious Leaders as motivational speakers at Co meetings	Culture			X		X	X		X					
Hold annual provider and client appreciation outings	Culture			X		X	X		X					
Hiring disadvantaged people and people who has a hard time getting a job (former criminals, etc)	Culture			X		X	X		X					
Provide discounted/free services to pastors and other Religious Leaders	Culture			X		X	X		X					
Drives for Baby Items (and baby showers) for single mothers, pregnancy care centers and in general new mothers (employees and spouses)	Culture	X		X		X	X		X					