

Loving Monday, Snapshot of a Kingdom Company

Inaugural Meeting Objectives:

- Examine the 50 year transformation of one CEO and his company into a servant leader experiencing Kingdom Impact through daily operations and their circles of influence.
- Explore YOUR own workplace and share your thoughts on parallels and contrasts to Beckett's.
- Consider some action points you might undertake as next steps toward objectives of Servant Leadership, Organizational Excellence or becoming a Kingdom Company.

John Beckett: Loving Monday

Video Resource 1 of 1: Loving Monday, John Beckett, Chairman - R.W. Beckett - 23 minutes

In 1995, ABC News featured the RW Beckett Corporation in a broadcast segment on World News Tonight with Peter Jennings. Jennings was looking for business leaders in America who were endeavoring to have their personal faith make an impact on their companies. Viewer response to the broadcast was remarkably positive.

To address the growing interest in bringing faith into the workplace, the company's CEO, John Beckett, wrote *Loving Monday: Succeeding in Business Without Selling Your Soul*. The book has seen multiple printings and has been published in more than 18 languages.

Highlights follow of the 22-Minute DVD, *Loving Monday*.

- R.W. Beckett Corp. is a 3rd generation business, founded at the end of the Great Depression.
- High performance standards were always part of the Beckett culture.
- Three consecutive events cemented the importance & prominence of his faith in Christ:
 - After 1 year working with his father, Beckett was thrust into outright ownership when his father died.
 - A few weeks later, Beckett's second daughter was nearly killed when she fell out of the family car on vacation.
 - Two weeks later, the factory was nearly destroyed by fire, yet no shipments were missed.
- Beckett's family and business challenges led him to an openness to Christ, but it was the vibrant witness of his wife's walk with Christ that led Beckett to recognize his need for Christ on a personal plane.
- It was after Beckett's personal encounter with Christ that he first fully began to understand Christ for who He is. Beckett's personal acceptance of Christ was the beginning point for knowing that Christ wanted to impact every aspect of his life.
- 40 years of meeting weekly with a peer-group of business leaders has helped Beckett understand how to apply the Bible for answers to life's greatest challenges, especially business.
- Beckett's early faith walk was marked by a radical change, when the Bible started as words on a page; but transformed into a personal message from God Himself.

A whole series of issues within the business led Beckett to pursue answers from the scriptures. He found the Bible offered very practical solutions to challenges, like conflict resolution, personal integrity, finances, reporting.

- Stewardship became a key issue. He defines stewardship as proper handling of resources. Stewardship translated into cultural responsibility when Beckett brought new technology to the oil burner industry that led to national savings of over two trillion gallons of oil.
- Maintaining a positive corporate environment is a natural out flowing of his faith.
- The concept of serving Christ first began to influence every aspect of how Beckett led.
- Now, personal care extends to employee benefits like:
 - New mothers' leave, up to 26 weeks after child birth, if returning to work.
 - New mothers' work at home option, up to 3 years after birth.
 - Specialized testing is done for all employees to help discover their talents.
 - On site fitness center to improve employees fitness and health.
 - Leadership and peers are encouraged to show care in creative ways.
 - Some employees compare the company to church, in terms of the love present.
- Core Values of Integrity, Excellence and Profound Respect for the individual—employees, their families, vendors; all created in God's image, lead to the following:
 - Hidden talents are discovered & developed through testing
 - Tuition assistance [3/4 of schooling expenses]
 - School assistance is offered even when the education may prepare the employee to leave Beckett for a different job.
 - Comprehensive medical, dental and vision coverage.
- Customer service that glorifies God requires fulfilling and exceeding expectations [go the extra mile].
- Beckett responds to the question: "Why integrate your faith into your business?"
 - "It is good business."
 - "Life is more than the monthly bottom line."
 - "The end of life should be marked by fulfillment & a sense of significance, impossible without well placed faith evidenced in all of our arenas."

Review on Key Thoughts:

- **R. W. Beckett is producing Kingdom impact on its employees, customers, competitors, community [even internationally].**
- **Beckett's journey as a servant leader bears mile markers of great challenges, adversity and struggle; but it is also brush stroked with faithfulness, transparency, humility, strength and faith in God.**
- **Integrating your faith into your business should enhance your personal integrity, add fulfillment to your work, and it is simply "good business."**

From the R.W. Beckett website:

R.W. Beckett is built on a platform of three core values: integrity, excellence and profound respect for the individual. Beckett works to nurture relationships daily: with our employees by creating a work environment that fosters growth and well-being; with our customers by providing a product that is well-made and priced as a cost-value; and with our suppliers and others with whom we conduct business by treating them with respect and fairness. We strive to serve others, helping meet human needs in the community and beyond.

The character of a company is determined by those in leadership -- their values, their competence, their commitment, their ability to work well together, and the example they set. We aspire to the finest possible management at all levels, seeking long-term relationships, internal and external, based on respect and trust.

Our company endeavors to apply a biblically-based philosophy throughout every phase of its operations. We've created a corporate atmosphere that is not in opposition to family life, but rather, supports and encourages it through maternity leave and other family centered programs.

Finally, we aspire to be THE company our industry turns to for excellent equipment and technical support.

1. Describe a few specific ways your basic beliefs have a bearing on the way you go about your work.

2. In what practical ways can we integrate faith into our daily business practices?

3. Describe in a sentence how you tend to regard your employees or co-workers.

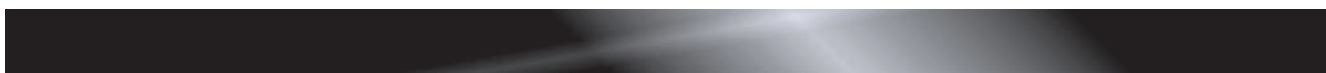
How would people in your company describe how the company views them?

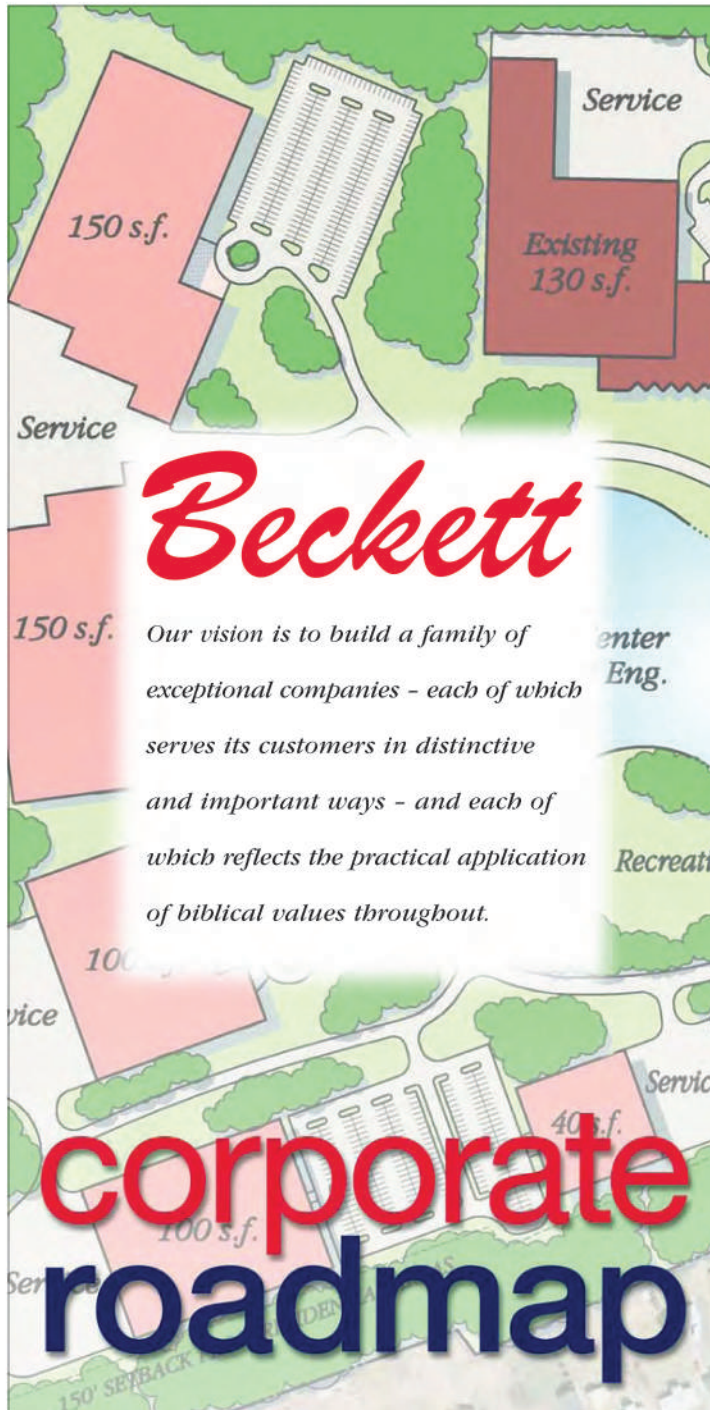
4. Name a situation where you had to balance biblical principles of compassion and accountability in your business.

5. Think of one possible action you could take in your position that would fall into the category of extraordinary service.

Closing view of the banner in the R.W. Beckett factory:

**"Let Beckett employees be known throughout the world by a commitment to living their values:
Integrity, Excellence & Profound Respect for the Individual."**





Beckett

R.W. Beckett Corporation
P.O. Box 1289, Elyria, OH 44036

www.beckettcorp.com

Printed in U.S.A.

Form No. 61556 R1/05
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Enduring Values

*to be embraced
and applied throughout our
companies:*

- Integrity
- Excellence
- *Profound Respect for the Individual*



Guiding Principles

- *Customer focused*
- *Led with excellence*
- *A leader in technology*
- *Committed to growth*
- *A great place to work*
- *Known by its values*



Mission

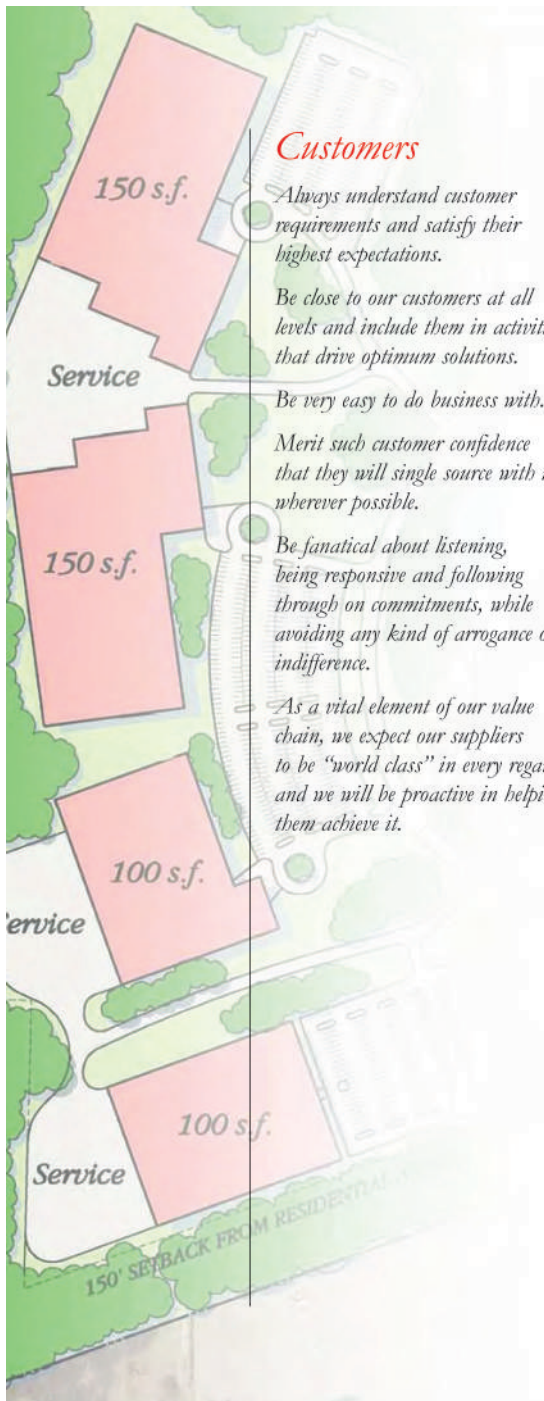
of the R.W. Beckett Corporation

By God's Grace we will...

- *Grow*
- *Relentlessly Improve*
- *Passionately Serve
Our Customers
and Fellow
Employees*



corporate roadmap



Customers

Always understand customer requirements and satisfy their highest expectations.

Be close to our customers at all levels and include them in activities that drive optimum solutions.

Be very easy to do business with.

Merit such customer confidence that they will single source with us wherever possible.

Be fanatical about listening, being responsive and following through on commitments, while avoiding any kind of arrogance or indifference.

As a vital element of our value chain, we expect our suppliers to be "world class" in every regard and we will be proactive in helping them achieve it.

Management

The character of a company is determined by its leadership – their values, competence, energy, ability to work well together and the example they set. We aspire to excellent leadership at all levels.

A chief function of management is to serve subordinates – to set clear goals, encourage initiative, give positive reinforcement, remove roadblocks, secure needed resources (including help from others) and evaluate and recognize progress.

We expect every manager to face reality and act decisively. This requires proper analysis, seeking multiple views and building consensus where appropriate.

In resolving conflict, we will work toward "win-win" resolution, regarding both individual worth and our need to continually improve.

We're committed to increase our leadership capacities through individual growth and the development of others, enabling the company to grow and to adjust to external change.

Technology

Be THE company our industry turns to for innovation, product excellence, technical support and field training.

Product excellence embraces design, performance, reliability, simplicity, serviceability and manufacturability – avoiding costs that cannot be recovered in the marketplace.

Encourage individuals and allocate resources so that rapid technical development and deployment are a way of life.

Require outstanding manufacturing methods, business processes, machinery, equipment and parts in order to achieve product quality, low cost and minimal frustration to our employees.

Committed to Growth

We aspire to sustained growth, recognizing the benefits for ownership, employees, customers and the community.

We will pursue internal growth – opportunities that are adjacent to our core business and which add value to our customers, and external growth – opportunities which take us in new directions outside the core business, as long as we do not put the core business at risk.

Further, we fully embrace proven management systems that will enhance our overall capabilities, including Lean and Six Sigma.

Work Environment

We want our work and work relationships to be dynamic, challenging, rewarding and respectful – and all employees to be knowledgeable and well trained, with a strong sense of accountability and personal responsibility.

We anticipate ongoing change, and want change to be viewed as an opportunity, not a threat.

We expect individual growth, and will encourage such growth by providing easily-available opportunities for education and training.

We will foster a culture of innovation throughout the company, encouraging both large and many small improvements.

We want to build on the concept of teams and teamwork, encouraging good communications, mutual support and respect for our fellow employees regardless of position.

Values

Our intention is to be a Christ-centered company, looking to the One described in scriptures as vested with all authority in heaven and earth.

We will conduct ourselves with dignity, adhering to the highest ethical and moral standards.

Our vision can best be achieved by staying focused and privately held, and by not getting too large at any one location.

We will continuously work toward clear, straightforward and sustainable solutions.

We will stay close to our customers and suppliers, and be absolutely on top of our business, avoiding indifference and complacency.

We desire to be known as honorable, reliable and trustworthy, always willing to go the extra mile for something we believe in.

We don't apologize for being old-fashioned when it comes to hard work, providing value and keeping commitments.

We want a lean, action-oriented business, avoiding redundancy and bureaucracy. We expect to be modest in our style and conduct.

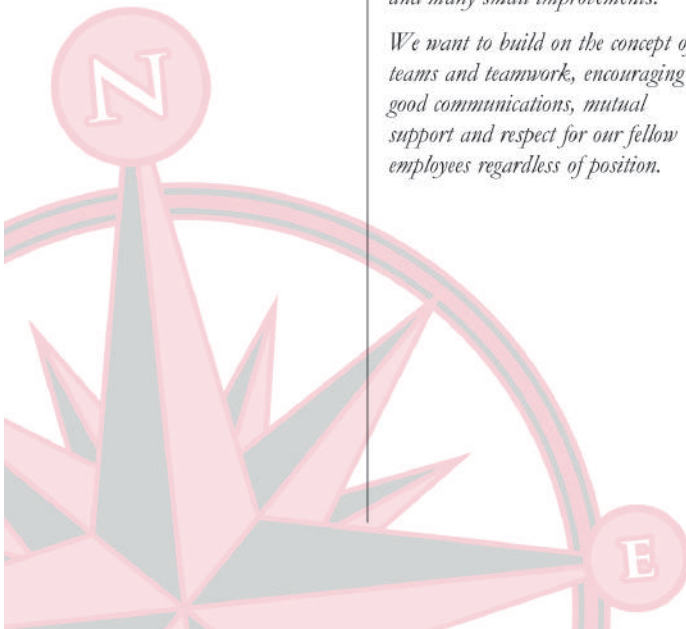
Profits are important and necessary, but never at the expense of good, long-term business judgment.

Recognizing there are business cycles, we have a high priority to provide employment stability.

We want to be good "corporate citizens" – active in serving others, helping meet human needs in the community and beyond.

We realize we are not an end in ourselves, but a part of God's larger purposes. As such, we are called upon to work as "unto Him," to view our business as a trust and to be wise and able stewards of the trust He has placed with us.

We realize we are dispensable at any time in God's economy, but that it is also possible to conduct ourselves in such a way as to please Him and find His continuing favor.



NOTES & PRAYER ITEMS

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