



**37th Annual FCCI International
Business Leaders Conference
“Thirsting for Righteousness”**

Ritz-Carlton Sarasota, FL, USA

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www.fcci.org





Building and Nurturing a Company for Christ

A workshop...

Learning from one another

Are You the Owner or a Steward of Your Company ?

“A company for Christ is dynamic with a life of its own, in the service of God, in whom it finds purpose”

The role of the CEO is to create and nurture the environment and conditions for success

Building a Company for Christ...



Know Thy Customer...

- Identify your most profitable customers
- Turn every customer interaction into an opportunity
- Build the capability to solve issues on the first contact
- Follow your best customers across channels
- Do whatever is reasonable to resolve a problem

Building a Company for Christ...



Winning
Business
Strategy

**Operational
Excellence**

**Product
Leadership**

**Customer
Intimacy**

Process

No hassle
distribution system

Innovation
pipeline

“Be the
Customer”

Structure

Strong central
decision rights

Loose knit
ever changing

Empowerment
and Flexibility

Culture

Continuous
Improvement

Risk taking
is rewarded

Adapting and
Accommodating

Amazon

Apple

Ritz-Carlton

Your Value System Drives the Strategy

- **Communicates what is important**
- **Determines priorities**
- **Influences behavior**
- **Inspires action**
- **Shapes the culture**
- **Contributes to your success**

Winning Leaders Live Their Values

- ✓ Their personal conduct embodies their values
- ✓ Their actions reinforce the values in others

The Essence of a Company for Christ



Christian
Values

Christian Values are Enduring

- **Can you envision your values being as valid 100 years from now as they are today?**
- **“If you were to start a new organization tomorrow in a different line of work, would you build the core values into the new organization regardless of its activities?”**

“Aligning Action and Values” by Jim Collins



Faith

Christian
Values

Character

Leadership

Christian Value... *Faith*

Stewardship . . . Maximizing personal and professional resources entrusted by God

Confidence in God . . . A willingness to place trust in the hand of providence

Spiritual drive . . . A firm desire to live one's faith in thought and action

Prayer . . . Regular communication with God humbly seeking His will and friendship

Christian Value...*Character*

Prudence . . . Sound judgment in determining actions

Perseverance . . . A strong desire to overcoming all obstacles

Self-mastery . . . Controlling one's passions amid personal drive

Fairness . . . Giving God and others their due in word and deed

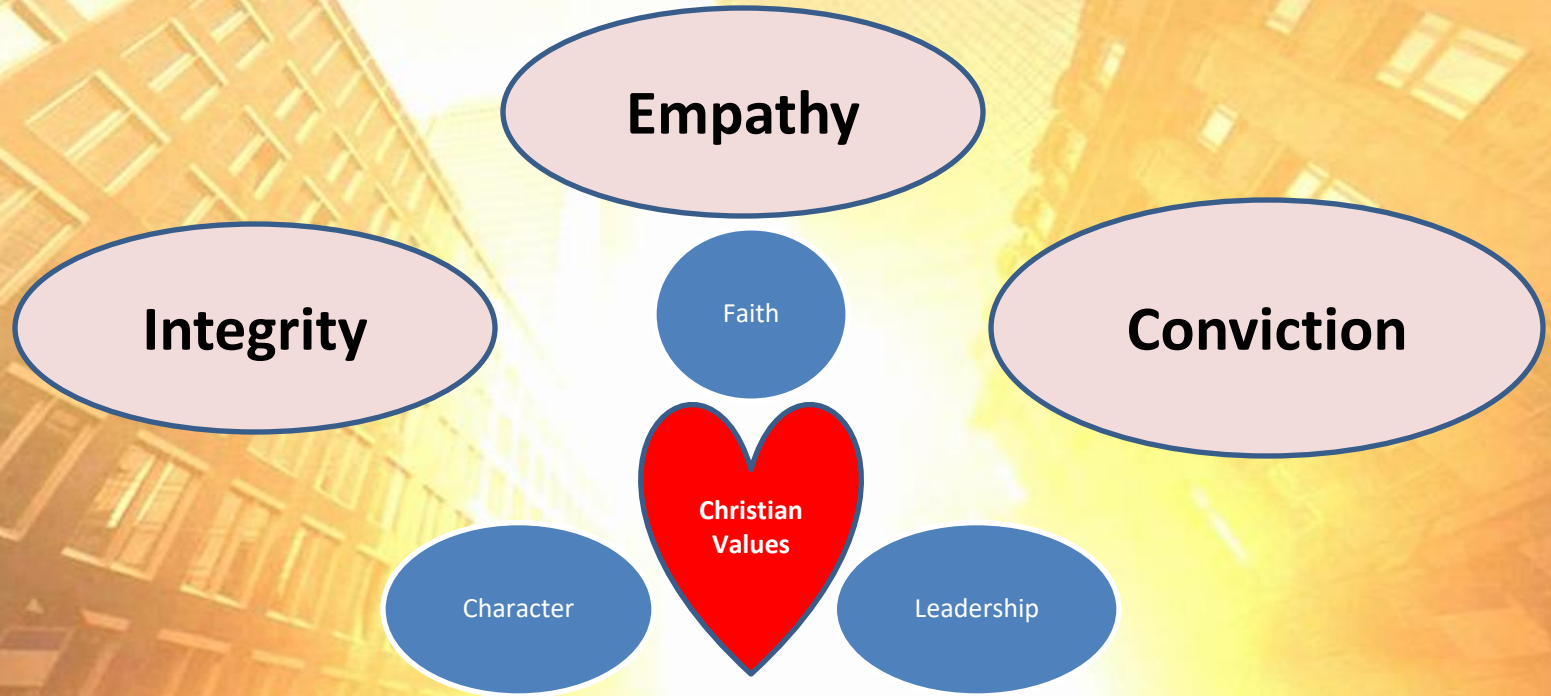
Christian Value.... *Leadership*

Excellence . . . The pursuit of distinction in business, family and community life

Magnanimity . . . Commitment to serve others by putting their needs first

Influence . . . Moving others to think and act uprightly through conscientious effort

Christian Values Drive Behavior...



Conviction

Heartfelt Conviction

- They are beliefs and actions of choice
- Our convictions inspire others to follow
- What a man lives are his convictions
- "If a man has nothing that is worth dying for, then he has nothing worth living for" Martin Luther King, Jr.

Empathy

Compassionate Empathy


- **Allows you to perceive others as they really are**
- **The ability to understand and share the feelings of another**
- **Humility...a belief that you can learn from one another**
- **An emotion we feel when others are in need, which motivates us to help them**

Integrity

Long-Term Relationships are Built on Trust

$\text{Trust} = (\text{Character} + \text{Competence}) \times \text{Risk}$

Sustaining Your Business Model....



Skills and
Capabilities

Attitudes and
Beliefs

Your
Leadership

Your Team

Servant Leadership

“The servant-leader is servant first... It begins with the natural feeling that one wants to serve, to serve first”

Robert K. Greenleaf The Servant as Leader

Magnanimity . . . Commitment to serve others by putting their needs first

Matching Leadership to Readiness...

Listening
and
Supporting



Coaching
and
Teaching

Delegating
and
Encouraging



Directing
and
Checking

Employees' Readiness for the Task*

*Motivation and Ability



Building and Nurturing a Company for Christ

Thank you for your attention..