



Welcome to this seminar in Business Development in the Business Coaching Programme. My name is Torgny Veibäck. I will try to explain the nucleus of Christian business.

## What is significant for a Christian business?



Are there a such thing as a “Christian Business”? There are many Christian businessmen but is it possible to talk about a Christian business?

If so, what is then the difference between a Christian business and an other kind of business?

I will say, it’s depends on which focus there are in the business. I will even say that there are many businesses that seems to be Christian although the managers don’t call them Christians. And unfortunately I may say that there are many Christian businessmen which businesses seem not to be Christian in my point of view. I will try to explain. It’s all about the focus in the business.

## The focus

1. Make a living for my family
2. Serve my customers

### **Mathew 6:24-25**

**No one can serve two masters, for either he will hate the one and love the other, or he will be devoted to the one and despise the other. You cannot serve God and money.**

Why did you start your business?

Many start because they need a job to survive – “Make a living for their family”.

Others start because they have this great idea which will serve their customers very well, or will save the planet – or at least will help some people to live a better life.

Both goals are needed and worth respect. You need to earn money to survive and also to give your customers the service they are looking for and your staff reasonable wages.

But the question is “What is your focus now?” Is it to make money for living or is it to serve your customers better?

If you read the business books the number one focus is on making profit. But Jesus says something else!

# To serve God

Business  
Development

**Math 22:37-39**

**Love the Lord with all your heart, with all your soul and all your mind – and your neighbor as yourself!**

**Love the Lord**

**Love your  
neighbour**

**Love yourself**

Love God with **all** your hart, soul and mind! That means that my **focus**, also in my business, is to act according to the will of the Lord. Not just as one goal among others, whilst I'm doing business and earn my money. It is my **real** focus God demands! Christian business is not just a mean to make money so I will be able to give some money to the church or other good things. If so, I will still have my **real** focus on the profit.

You may ask: Is it really possible to do business without having focus on the profit? Will It not be a miserable business which even may become bankrupt?

## The Blessing Factor

1. Make a living for my family
2. Serve my customers

**Math 6:31-33**

. . . do not be anxious, saying, 'What shall we eat?' or 'What shall we drink?' or 'What shall we wear?' For the gentiles seek after all these things, and your heavenly Father knows that you need them all. But seek first the kingdom of God and his righteousness, and all these things will be added to you.

**Seek first the  
kingdom of  
God and his  
righteousness!**

Jesus says... do not be anxious... You will survive! If you seek – If you have focus on – the kingdom of God and his righteousness.

I call this “the Blessing Factor” in business.

God knows that you need to get money to survive. He knows that you need to pay your workers so they get a god living. He knows that you need money to invest in your business to develop it. And he love to see that you focus on the the goal of the business – namely the serving of people, serving the customers, give work to workers, to develop the society and take care of his creation.

Is this true? Is it possible? Can I trust in this promise of Jesus? Many businessmen knows it is true. Also many businessmen who are not Christian. Being successful in business start with customer focus. Jesus put it in other and broader words: Love your neighbour!



Who is then my neighbour? It's first of all your customers. They who will provide you with the money you need.

But take care! It's also your workers. Without developing a good working environment and a fair salary your staff will go to someone else.

And you need to keep good relation with your suppliers to secure good deliveries.

Also your competitors has to be respected. Jesus says "Love your enemies".

Sometime you may cooperate with them to develop the market and even help them in crisis situation.

Especially the local society needs righteous businesses to become a good society for everyone with good service without corruption.

A righteous business takes care of the creation – a sustainable environment in respect for the natural resources, the climate, the waste, the biologic variety.

But first of all: Focus on your customers need of good products and service!

## Coaching questions

- Which is your true focus – Serving or Earning?  
What in your marketing activities show that?
- How can you show your customers that you love them, even more?
- How can you show your staff that you love them, even more?
- Which is your next step towards an even more righteous business?
- When your heavenly father, from whom you can't hide anything, are looking at the bookkeeping of your business, what does he want you to develop even more?

Discuss these questions with your coach and with Jesus. Thanks for listening.  
God bless you in developing your business focus.