

Business to Business Discussion

10/10/2007

1. Purpose
 - a. Purpose of personal life
 - i. Must be eternal
 - ii. For me, one purpose is to enable ministries to further the Kingdom
 - iii. Provide for my family beyond mediocrity
 - iv. To inspire others to be more than they thought possible
 - v. To be the best possible example of a husband to my children
 - vi. To be the best possible father to my children
 - vii. To raise my children to love God, and to be Godly husbands, wives, fathers and mothers
 - viii. To teach my children a good work ethic
 - ix. To eliminate an attitude of entitlement from my children
 - x. To break unhealthy family cycles
 - xi. To be giving of my time
 - b. Purpose of family
 - i. To serve each other
 - ii. To serve those in our community
 - c. Purpose of business
 - i. Provide for personal and family goals
 - ii. Provide quality time to spend with family
 - iii. Provide opportunities for solid employment for people in the community
 - iv. Be an example of Christ to employees
 1. May be the only example of what a true Christian to some employees
 2. A Christian business is a true ministry
2. Support
 - a. Wife
 - i. Develop visions and goals together
 - ii. Keep informed
 - iii. Be accountable
 - iv. Do not be secretive
 - v. You must have a God first, spouse second and children third marriage
 - vi. Pray together
 - vii. You MUST take time alone with your wife regularly
 - b. Family
 - i. Share visions and goals
 - ii. Pray together
 - iii. Involve the family
 - c. Employees
 - i. Get the right people on the bus
 - ii. People are not tools – you help enough people get what they want and you will get what you want
 - iii. Share visions and goals of the company
 1. If they do not see themselves in the future they will move on
 2. People want to feel important
 - iv. Involve them in decision making when appropriate
 1. If you allow them to make decisions they take ownership of their work
 2. Empower your employees
3. Goals
 - a. Set goals – they keep us focused
 - i. Lifetime goals
 - ii. 5-year goals
 - iii. Annual goals
 - iv. Weekly goals
 - v. Daily goals
 - b. Revisit and recite all goals regularly
 - i. Make changes if necessary
 - ii. Keep goals in your face at all times
4. Plan
 - a. Core values or governing principles – without clear and meaningful values, any success you achieve will be short-lived and unfulfilling
 - i. They govern all decision making for the owner and employees
 - ii. Allows proper decision making in owners absence

- iii. Validates the integrity of the company
 - iv. Serves as a lighthouse
 - b. Every action taken must point back to your goals and core values
 - i. If they do not they you must either change the action or the goals
 - ii. Keeps proper focus
 - c. Self improvement
 - i. You must become a student
 - 1. Learn from your employees
 - 2. Read to improve your self
 - 3. Network with other business men
 - 4. Be accountable to someone
 - 5. Never stop learning
 - ii. You must be open to bettering yourself
 - d. Leadership
 - i. Servant leadership
 - 1. Servant leadership is a key component to meeting your goals
 - a. You become a tool and a stepping stone for your employees
 - b. Your desire for their success must be genuine
 - 2. Do not lord over people
 - 3. People need to know you have their best interest in mind
 - ii. Live a life of integrity
 - iii. Be an example of the type of leader you want to raise up from your business
 - e. Finances
 - i. Eliminate all debt personally and business – it's a rock solid plan
 - 1. Operating debt free will sustain you through the inevitable slow downs
 - 2. Defy what the accountant says
 - 3. Leasing is not always the best
 - ii. Must keep all personal and business finances separate
 - 1. Take a weekly/biweekly paycheck
 - 2. Take profits as dividends
 - iii. Live well below your means (as Dave Ramsey says "live like no one else so that you can live like no one else")
 - iv. Live on a budget even though you don't need to (it helps you understand where the money is going)
 - v. Be generous in your giving
 - vi. Be generous in your salaries
 - 1. Be a company that has a good reputation of pay
 - 2. With time you will be known as a great man to work for and your pool of quality employees and applicants will rise dramatically
 - f. Set up a flow chart of leadership accountability – this will relieve you tremendously
 - i. You will have less people to answer to you
 - ii. You can give better quality leadership to those select few people
 - iii. You can empower those leaders to give leadership to others and so forth
 - iv. Everyone is accountable to the goals and core values that have been established
 - g. Diversify your business to minimize the dangers of economical downturns
- 5. Miscellaneous observations
 - a. Business killers
 - i. Weak marriages
 - ii. Debt
 - iii. Addictions
 - 1. Pornography
 - 2. Gambling
 - 3. Drugs & alcohol
 - iv. Unscrupulous business dealings
 - b. Recommended reading (buy books on CD if you hate reading like I do)
 - i. "Lead like Jesus" by Ken Blanchard
 - ii. "Good to Great" by Jim Collins
 - iii. "Total Money Makeover" by Dave Ramsey
 - iv. "How to win friends and influence people" by Dale Carnegie
 - v. For your wife "The proper care and feeding of husbands" by Laura Schlessinger (this book permanently changed our lives)
 - c. Develop a hobby or something you personally love to reward your self and keep you motivated when stress levels are high