

Entrusted: A Redemptive Business Guide

Discovering Your Business's Redemptive, God-given Purpose

INTRODUCTION: 3 Types of Businesses

From Moral to Redemptive: Why Your Business Matters More Than You Think

Many Christian business leaders want to honor God through their work—but too often, we stop at “moral.”

We avoid shady practices. We treat people well. We give back when we can. That’s important—but it’s not the whole story.

Businesses can be exploitative, moral, or redemptive. Exploitative is easy to recognize. Moral is what most strive for. But redemptive businesses, ones that actively joins God in restoring what’s broken, is what the world desperately needs.

A redemptive business doesn’t just reflect Christian *values*—it reflects an **eternal vision**. It doesn’t just avoid harm; it **brings healing**. It’s rooted in prayer. It creates life-giving jobs, trustworthy products, redemptive culture, and leadership that points people to Christ.

This is at the heart of what we mean by **Connect >> Sharpen >> Grow**.

Your business is a Kingdom post—meant not only to connect you to God and others, and not only to sharpen you through pressure and challenge—but to grow into something that reflects God’s heart and purposes in the world.

This guide is designed to help you prayerfully evaluate your company’s purpose and bring clarity to how God may want to use it to love, serve, and restore.

What Scripture Says:

As believers, we don’t define the purpose of our business by market trends or productivity hacks. We start with the Bible—the very Word of God—which gives us the first and final word on work, vocation, and calling.

- **Genesis 1:28** – From the beginning, God gave humanity a calling: to create, cultivate, and steward His world.

- **Ephesians 2:10** – “For we are His workmanship, created in Christ Jesus for good works, which God prepared beforehand, that we should walk in them.”
 - **Colossians 3:23** – “Whatever you do, work heartily, as for the Lord and not for men.”
 - **Matthew 5:14–16** – “You are the light of the world... let your light shine before others, so they may see your good works and give glory to your Father in heaven.”
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Voices from Church History & Modern Ministry

We believe Scripture is sufficient—and always our starting point. But throughout church history, faithful men and women have wrestled with how to apply biblical truth to work, calling, and business. The quotes below come from pastors and theologians who have helped the Church think deeply and biblically about vocation, culture, and the role of work in God’s Kingdom.

“The church must equip people to engage culture, not escape it. Christians are not only saved from sin but also saved for work.”

— Tim Keller, *Every Good Endeavor: Connecting Your Work to God’s Work* (2012)

“Business is a primary moving force of the love of God in human life.”

— Dallas Willard, *The Divine Conspiracy Continued: Fulfilling God’s Kingdom on Earth* (2014)

“It is not lawful for thee to do anything but what God will have thee to do... thy calling must be to serve the common good.”

— William Perkins, *A Treatise of the Vocations or Callings of Men* (1603)

“If God is your partner, make your plans large.”

— D.L. Moody, evangelist and founder of Moody Bible Institute (late 1800s)

Begin with Prayer

“Lord, I don’t want to build something impressive in the world’s eyes but empty in Yours.

Show me why You’ve entrusted me with this business.

Teach me to lead not just ethically, but redemptively.

Help me see what You want to restore, create, and heal through this company—and give me the courage to follow.”

1. Calling & Vision

“Why does this business exist?”

Have I prayerfully sought God’s purpose for my business—and aligned my goals with His call?

Biblical Foundation

God is the one who calls—not just pastors and missionaries, but business leaders, craftsmen, investors, and builders. He entrusts influence, resources, and opportunity for a reason—and He intends to use them for His glory.

- **Proverbs 16:3** – “Commit your work to the Lord, and your plans will be established.”
- **Isaiah 58:12** – “You shall be called the repairer of the breach, the restorer of streets to dwell in.”
- **Romans 11:36** – “For from Him and through Him and to Him are all things. To Him be glory forever.”

God doesn’t just call us to work hard—He calls us to work *on purpose*.

Reflection & Teaching

Your business isn’t an accident. It’s not a sideline to your real ministry—it may *be* your ministry. But you cannot discover its purpose apart from God’s voice. Your success, talent, or strategy will never reveal what only God can assign.

“Without the call, our work is a career. With the call, our work is a Kingdom post.”
— **Os Guinness**, *The Call: Finding and Fulfilling God’s Purpose in Your Life* (1998)

Many leaders never stop long enough to ask:

“God, why did You give me this business?”

And even fewer wait long enough to hear an answer.

A redemptive business begins with *surrender*. Not just “How can I do this well?” but “What have You entrusted this to me *for*?”

Self-Assessment

Rate yourself from 1 to 5 on the following:

Statement	Score (1–5)
I have prayerfully sought God’s purpose for this business.	
I regularly ask God to lead my business decisions and strategic plans.	
My company’s vision reflects God’s priorities more than my own.	

1 = Not at all | 3 = Sometimes | 5 = Consistently true

Guided Reflection

Take 5–10 minutes to sit quietly before the Lord. Then write what you sense, even if it feels incomplete.

“Lord, why did You give me this business?”

(Listen. Don’t force it. Just record what comes to mind.)

Prompt: Begin Forming a Purpose Statement

If something clear is emerging, try completing one of these:

- “I believe God has positioned this business to _____.”
- “We are called to reflect Christ by _____.”
- “Our purpose is to love and serve others by _____.”

2. Culture & People

“What’s it like to work with us?”

Am I creating a work environment that reflects Christ—where people are valued, challenged, and shaped?

Biblical Foundation

Kingdom culture starts with how we treat people—especially those under our leadership. A redemptive company is not just known for performance, but for **how people are formed** in the process.

- **Micah 6:8** – “What does the Lord require of you but to do justice, and to love kindness, and to walk humbly with your God?”
 - **Matthew 20:26–28** – “Whoever would be great among you must be your servant... even as the Son of Man came not to be served but to serve.”
 - **Colossians 4:1** – “Masters, treat your bondservants justly and fairly, knowing that you also have a Master in heaven.”
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Reflection & Teaching

The way your people experience your leadership may be the clearest picture of Christ they’ll ever see.

- Are you creating a culture of dignity, growth, and truth—or just productivity and performance?
- Are your people safe to be honest, invited to grow, and challenged to rise?
- Are they better humans because they work with or for you?

This includes vendors, customers, and employees at every level. Redemptive culture means people are more than tools for output—they’re souls entrusted to your influence.

“A redemptive culture is one where people are not just developed—they’re disciplined.”

— *Paraphrase of themes from Faith Driven Entrepreneur, RightNow Media Series*

“The company is a community... and a community is not just a strategy. It’s a kind of covenant.”

— **Andy Crouch**, *Strong and Weak: Embracing a Life of Love, Risk and True Flourishing* (2016)

Self-Assessment

Rate yourself from 1 to 5 on the following:

Statement	Score (1–5)
Our internal culture reflects grace, truth, and trust.	
I am intentional about shaping people—not just managing performance.	
People who work with or for us become better humans because of the experience.	

1 = Not at all | 3 = Sometimes | 5 = Consistently true

Guided Reflection

Take a moment to reflect with God. Consider how people experience your leadership—and what it would look like if your culture fully reflected Christ.

Ask the Lord: “What do You want our company’s culture to feel like—and what needs to change in me to make that happen?”

Write down what comes to mind.

Prompt: Culture Vision

If you sense God highlighting something specific, try framing it like this:

- “We are building a culture where _____.”
- “People who interact with our company will _____.”
- “Our leadership reflects Christ by _____.”

3. Stewardship & Strategy

“How are we managing what we’ve been given?”

Are our decisions, operations, and finances surrendered to God—and marked by wisdom, excellence, and generosity?

Biblical Foundation

God owns everything—including your business. Your strategy, decisions, and resources aren’t yours to control; they’re yours to **steward** on His behalf.

- **Psalms 24:1** – “The earth is the Lord’s, and everything in it.”
 - **Luke 16:10–11** – “One who is faithful in a very little is also faithful in much... If you have not been faithful in the unrighteous wealth, who will entrust to you the true riches?”
 - **Proverbs 16:9** – “The heart of man plans his way, but the Lord establishes his steps.”
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Reflection & Teaching

You don’t have to choose between **excellence and obedience**. Strategy is spiritual. Budgets are spiritual. Goals, metrics, hiring, pricing—all of it belongs to God.

Being redemptive in your strategy means:

- You plan with **prayer**, not just analysis.
- You set goals that serve **eternal outcomes**, not just quarterly ones.
- You build systems that reflect **faithfulness, generosity, and wisdom**.

“We are not owners, but stewards. A steward is someone who doesn’t own what they manage, but is accountable to the one who does.”

— **Howard Dayton**, *Your Money Counts* (Crown Financial, 2004)

“Strategic planning and godly surrender are not opposites—they are inseparable.”

— Paraphrase from **Faith Driven Entrepreneur: Called to Create** Series

You can grow a profitable business that also multiplies God’s purposes—but not by accident.

Self-Assessment

Rate yourself from 1 to 5 on the following:

Statement	Score (1–5)
I view this business as God’s property—not mine.	
We regularly pray over and submit strategic decisions to the Lord.	
Our financial practices reflect wisdom, generosity, and long-term faithfulness.	

1 = Not at all | 3 = Sometimes | 5 = Consistently true

Guided Reflection

Invite God into your strategy. Ask Him to speak—not just into your spiritual life, but your decisions.

Ask the Lord: “What strategic area of this business do You want to speak into right now?”

Pause, listen, and write what you sense.

Prompt: Strategic Surrender

Use these prompts to begin reframing how you think about strategy:

- “Our business decisions are surrendered to God by _____.”
- “We reflect God’s priorities by _____.”
- “We measure success by _____.”

4. Influence & Impact

“Who are we blessing beyond our walls?”

How are we using our platform, presence, and resources to bring good to others—clients, partners, and our community?

Biblical Foundation

Jesus didn’t just preach to people—He fed, healed, restored, and brought good news to the poor. Redemptive leadership sees the business not just as a platform for income, but a platform for **Kingdom influence**.

- **Jeremiah 29:7** – “Seek the welfare of the city where I have sent you... for in its welfare you will find your welfare.”
 - **Proverbs 11:10** – “When the righteous prosper, the city rejoices.”
 - **Matthew 5:16** – “Let your light shine before others, so that they may see your good works and give glory to your Father in heaven.”
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Reflection & Teaching

Every business shapes culture. The only question is *how*.

You are in a position of real influence—employees, partners, customers, and communities are all affected by your company. Redemptive companies think beyond profit margins and ask:

- Who is being impacted through us?
- What needs in our city could we help meet?
- What broken systems could we help repair?

“Redemptive entrepreneurship is about love—offering creative restoration through sacrifice.”
— *Praxis Redemptive Framework*, 2017

“God’s mission is not just church planting. It’s city flourishing.”
— **Tim Keller**, adapted from *Center Church* (2012)

Your business can play a part in healing injustice, lifting others from generational poverty, opening doors of opportunity, and unleashing creativity. Even the smallest act—when rooted in love—can have eternal significance.

5. Discipleship & Legacy

“What will outlast us?”

Are we investing in people for eternal outcomes—and building a legacy that multiplies Kingdom truth and transformation?

Biblical Foundation

Jesus didn’t command us to make successful businesses—He commanded us to make **disciples**. A redemptive business builds people, not just revenue. Legacy is not measured in exit multiples, but in spiritual fruit.

- **Matthew 28:19–20** – “Go therefore and make disciples of all nations... teaching them to observe all that I have commanded you.”
 - **2 Timothy 2:2** – “What you have heard from me... entrust to faithful men who will be able to teach others also.”
 - **Proverbs 13:22** – “A good man leaves an inheritance to his children’s children...”
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Reflection & Teaching

You may not preach a sermon in your office. But you are preaching something every day with how you lead.

- Are you building others up in truth, wisdom, and faith?
- Are you helping people grow personally and spiritually—or just professionally?
- What kind of people are leaving your company? More Christlike? More free? More whole?

Your discipleship may be quiet—but it should be **intentional**. That includes mentoring, modeling, praying, and leading with eternal outcomes in mind.

“Everyone is a disciple-maker. The only question is what we are discipling people into.”

— *Dallas Willard*, paraphrased from *The Great Omission* (2006)

“The greatest use of life is to spend it for something that will outlast it.”

— **William James**, philosopher (but widely quoted by Christian leaders)

Self-Assessment

Rate yourself from 1 to 5 on the following:

Statement	Score (1–5)
I intentionally invest in the personal and spiritual growth of others.	
I model Kingdom values in a way others can learn and follow.	
I'm building something that will matter long after I'm gone.	

1 = Not at all | 3 = Sometimes | 5 = Consistently true

Guided Reflection

Ask God to reveal the long game. Invite Him to show you the people and the legacy He wants your leadership to shape.

Ask: “Lord, what kind of legacy do You want me to leave through this business?”

Write what He brings to mind—people, practices, ripple effects.

Prompt: Discipleship & Legacy Statement

Use one of these to begin shaping your long-term redemptive vision:

- “I want to be remembered for _____.”
- “This company will multiply Kingdom impact by _____.”
- “Those we invest in will go on to _____.”

Redemptive Company Declaration

This is how we will pursue doing business moving forward.

My Redemptive Purpose Statement

In prayer and community, I believe God is calling me to lead this business for the purpose of:

Kingdom Alignment Commitments

In the coming season, I commit to pursuing greater alignment with God's purpose in the following areas:

Calling & Vision

Culture & People

Stewardship & Strategy

Influence & Impact

Discipleship & Legacy

Accountability & Community

I've shared this declaration with my Forum and invited others to speak into it and help hold me accountable.

Facilitator / Accountability Partner Signature: _____

Date: _____