

Let's Build a Kingdom Business

Kingdom Action Groups

The Son

Actions & Fruit

1. Connected With My Own Heart----- Authenticity
2. Cause – I Know My Corporate “Why”----- Have Clarity
3. Consulting – Tribe & Guide----- Outside Eyes

The Company

4. Creating Value for Others (Ministry)----- Products that Sell
5. Competence – Add Missing People----- Build a Team
6. Culture of Honor – Engaged Staff----- Create a Culture

The Results

7. Compelling Brand – Enthusiasm----- Get on Stages
8. Courts & Council – Seat in Heaven----- Offense & Defense
9. Commissioned – Kingdom Purpose----- Blessing Nations
10. Sons – the Finished Work----- Hear “Well Done”



Introduction (watch [Video!](#))

Rick and Holly started hosting [Kingdom Leadership Workshops](#) five years ago in response to the businesspeople from around the world who showed up at the door asking how they did it. Those three-day events occur three times a year, and the next step is called [Kingdom Action Groups](#). The goal is ongoing mentoring in small groups to help you make it all happen in your business. We're providing an overview of the experiences and results you will see in your own life and business, a brochure with your invitation to Kingdom business.

Betenbough builds quality homes at an affordable price for our corner of the world in Texas. This Kingdom expression of what God has given us led to a new branch on our purpose for Kingdom Action Groups. We want to build sons and their Kingdom businesses the way we build homes.

To: Release an army of sons to build their Kingdom Business

So That: Reformation comes to their staff, their Sphere, their City, and their Nation.

We've distilled ten principles from our own experience with God. The power is not in learning the principles but hearing them from Father yourself and applying them. Knowledge without action creates a disconnect between what you know and what you do. So, the goal is not education but the experience of doing what Father is doing.

We're not holding anything back, so we want to give you the goose, not just the golden egg principles. It's Jesus! Father is raising up entrepreneurial sons to staff a Reformation of nations. The business mountain is a logical place to start. The steady stream of people coming to check us out on a business level are really sons being drawn to His Kingdom. You're invited to play your role at the dawn of another reformation that has ramifications far beyond Luther's Reformation.

You will also find yourself fathering other sons and daughters into their dreams. Our goal is to help you become yourself, your Father's son who does exploits and has fun doing it! A father who has his own sons and his own fruit. We're excited about the hero in "you." So is Father!

Reviews

[Larry Tyler](#) – Beautiful piece of creative work John! You are bringing all the pieces together. A great strategy, outline, plan, “blueprint” for the company to follow, for the action groups to follow that is simple, concise, and actionable. Results will be off the charts in the individual lives and families.

I can see/feel in my heart that pursuing what is outlined in this “blueprint” will add a greater dimension of love, relationship, honor, empathy, responsibility, and creativity to the company and the fruit of engaging, employing, and applying these strategies will be even greater multiplication and influence in the marketplace (Ex. 8:18-19).

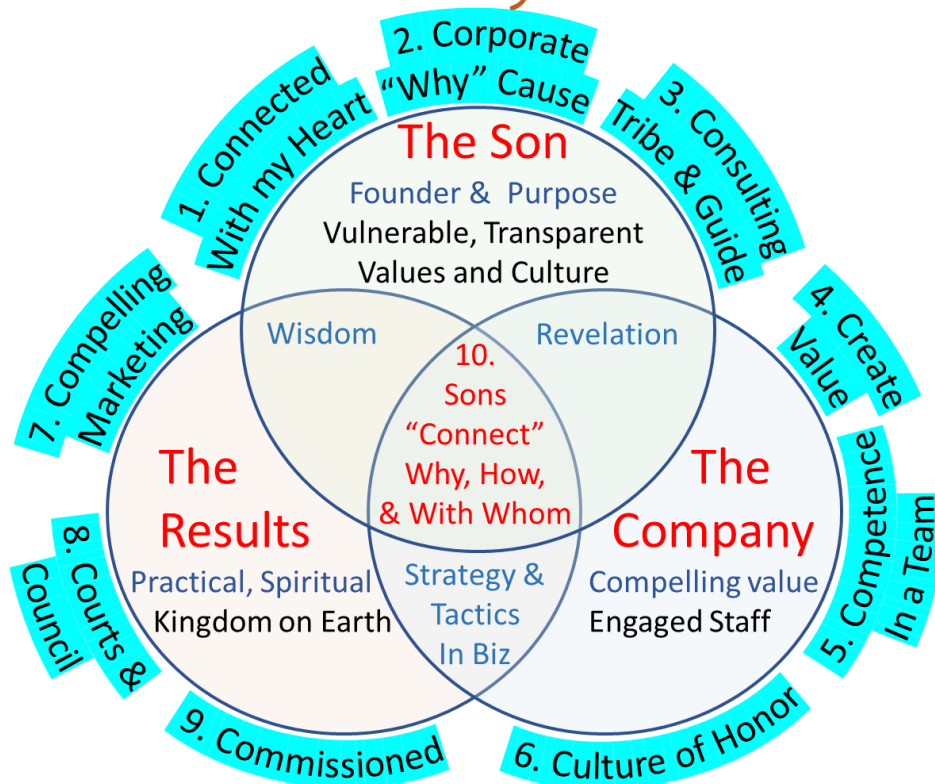
Present this as a blueprint taking the company and stakeholders to a higher level: I can see this “blueprint” has great merit for many companies to follow, if they are intentional (committed, not just interested) about growth and sonship, Kingdom principles and reformation.

[Beverly Lewis](#) - The proposal you clearly outlined thrills me! The open door to apply what you’ve spent years designing is awesome. Here’s my first draft of a recommendation:

John has spent decades designing a practical path for people to clarify their calling and apply their gifts in the marketplace. As a business coach, I’ve held the vision for what John has mapped out for decades but hadn’t found a way to articulate it in a way that genuinely served others. When I connected with John, the puzzle pieces snapped together. We are on a grand adventure with eternal consequences - you want won’t to miss being part of this!

Chris Orecchio - John has created a framework designed for a sacred alliance of sons and daughters to spark a reformation in the marketplace that will ignite a kingdom purpose and value within your business, your community, and your nation. I really love this work.

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1. Connected With My Heart (Authentic)

“Book” is a term for purpose from Psalm 139:15-16. You, your business, and your nation all carry a purpose God wrote in your heart. Connecting with that purpose allows you to start being yourself. Your book is your dream, the thing you and Father share that thrills your heart. For businesspeople, that dream is often tied to the aspirations you carry for your business.

*Ps 139:15-16 - My frame was not hidden from you when I was made in the secret place.
When I was woven together in the depths of the Earth, your eyes saw my unformed body.
All the days ordained for me were written in your book before one of them came to be. NIV*

a) Vulnerable – It’s OK to be Yourself

It takes courage to be yourself. Most of us are afraid of rejection. Men are often part of a good-old-boy club where no one is truly genuine. We’ve all met people who are both audacious and shallow. In Christian cultures, it wears a cloak of false humility.

How do we come out of the closet to become the lion who is successful in business? Being your courageous self only comes through your relationship with God and an awareness of what’s in your book, not necessarily in that order. Finding out God’s amazing strategy for us is part of the motivation for loving our Father. It’s His goodness that draws us to Him. The love language for sons is a Father who takes them with Him to do exploits.

A big part of our business relationships touch purpose. It’s not just God’s purpose! As sons, it’s a shared purpose for life and business with some exciting specifics that unwrap like a Christmas present. We have a business culture that allows each of our leaders to spend an hour a week in 1-on-1’s that enable those relational connections to flourish. It is a big-time commitment, but it yields enormous business dividends in our staff.

b) My Purpose and Mission on a Mind Map

The starting point for an individual, a business, or even a nation to collaborate and co-labor with Father is a belief that we really do have a book plus an awareness of what is in it; A specific assignment with my name on it!

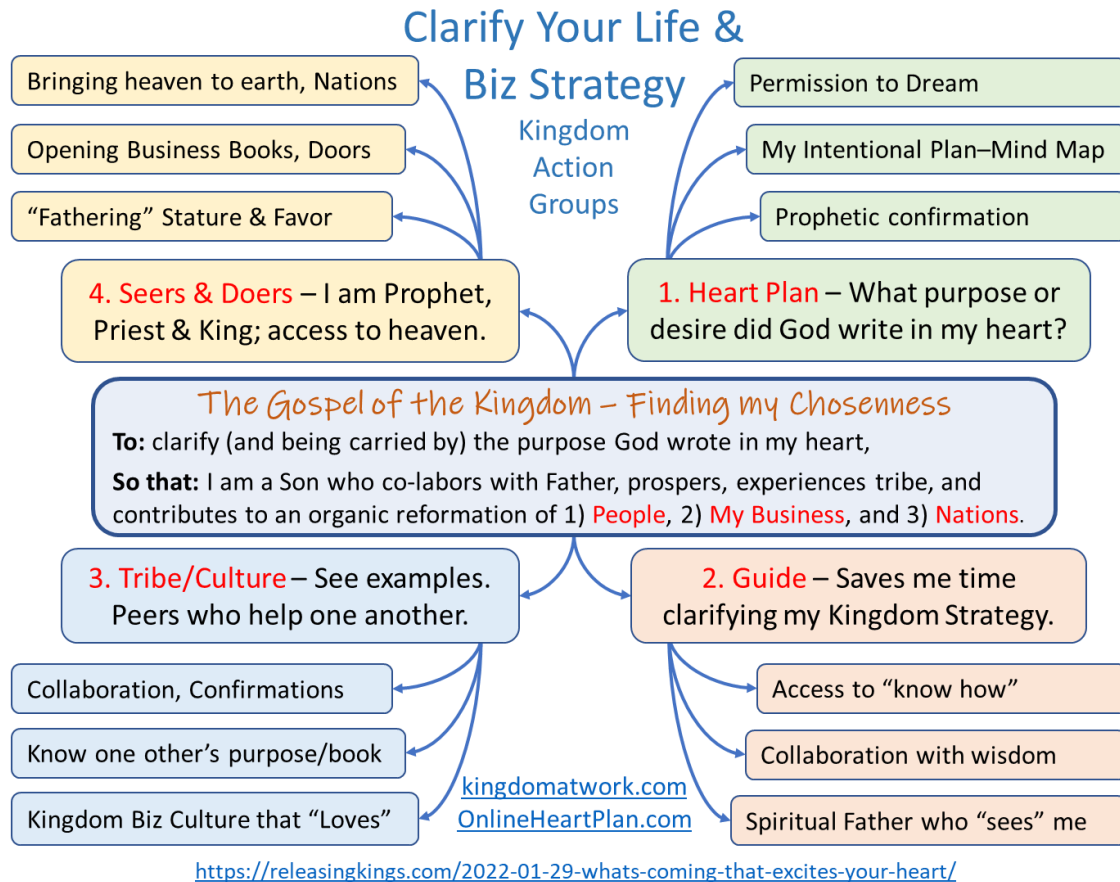
One of the things we’ve learned about helping people with their books is that “it’s not all about me!”

- 1) Discovering the assignment already written in the desires of our hearts by our Father is very personal, unique, and exciting. It connects us with our hearts and helps us become authentic.
- 2) We also carry something about Kingdom purpose in our vocation or business that creates value for other people and generates wealth.
- 3) And thirdly, we all carry something of God’s DNA for our Nation. Nations also have books and carry unique purpose we can cooperate with.

When we understand all three of those aspects in our book, our lives make more sense. And they are a lot more exciting. You have a role in a Reformation of businesses and Nations. You’re being invited to co-labor with Father.

The next step of grasping our Kingdom purpose is getting it on paper. If you can write it down, you may have something. If it’s just a vague idea expressed by spiritual platitudes floating around in your head, you may have nothing! We use a mind map format to help people transition from a clear purpose to the goals and initiatives that flow from that purpose in every area of their life; 1) creating value and cash flow, 2) ministry, 3) my relationship with God, and 4) my family. If you want to get started on your mind map, we have a tool to help

([The Nail Your Purpose Field Guide](#)). We can use a similar concept for businesses or even nations. Here's an example of our purpose for the Kingdom Action Groups.



c) Values and Culture (the ABC's)

We've distilled the values that make the foundation of our culture into three attributes in leaders:

- A. Asking God for guidance in our business?
- B. Building a leadership team?
- C. Committed to a relational style of leadership?

Our business is built around God's specific purpose, and we have that in writing (our mind map). We include the Lord in the decisions to express that purpose because it's His purpose too. Our leadership team participates in those discussions, and prayer, and we encourage them to share what they hear and see from Father and from their wise perspectives. Our value is that they can hear from God too. We expect it, teach it, and encourage it. We've committed ourselves to a relational style of leadership, we value what's in the other guy's heart. We're not afraid to ask!

God has blessed our business financially because of our Kingdom culture. Although we've supported other ministries north of \$40M since we started, we now regard our business as a ministry. So, we undertake to do the ministry God put in our heart in our city and the nations through our own staff. Kingdom Action Groups are one expression of our heart for building the Kingdom the way we build homes.

2. Cause – I know my Company's "Why" (Clarity)

Clarity for my personal book or purpose is the foundation for the courage it takes to start and steward a business. Building a business for the sole purpose of making money is often an egocentric whiff. But building a business that blesses people with value (something they value) translates to ministry and money.

a) Corporate Purpose and Mission

The Kingdom purpose of my business is often an expression of my own purpose. That's normal. Your business is an extension of yourself: your identity, integrity, and personality. It's also an extension of God's heart. We want to understand what God has written in the book for our business. It has a story and purpose, just like people. God can work through and bless a business in a great way. We want to cooperate with that process.

Like individuals, it starts with getting that purpose in writing. We use a purpose statement and a mind map to get there. It takes some thought and prayer. We can help you if you get stuck. Clarity on the purpose of your business is something we focus on in the Kingdom Action Groups.

b) Business / Operational plan

We think it's healthy to translate our business purpose into the goals that logically populate a simple business plan. How we plan to operate to achieve business and Kingdom goals belongs on paper, along with our actuals and projections for the cash flow that goes with them. We share a simple outline for business plans in the Kingdom Action Group. A business plan is a tool to house your purpose, vision, and strategy to get there.

c) Story (Startup, Growth and Exit Strategies)

Here's the secret sauce in your business purpose. If you can get prophetically correct and practically achievable, it's a marketing tool that will motivate your leadership team, staff, and customers. You will be surprised how people show up out of nowhere to help your Kingdom dream come true.

That story of how your business started, what it's doing now, and where it's going in the future has a plot when God's involved. When people read your story, they will engage in it themselves. That's why people love to work at Betenbough. We have a great story from building houses to taking Kingdom to the nations. People want to be part of that story and part of our tribe. It's fun, and it works.

Yours can be equally exciting and attracting. After all, how sexy is building residential housing? Who would have thought we could close 1700 homes in a month, have our best cash flow during covid, and gross over \$100M a year. We never dreamed, but God did.

3. Consulting - Who's Your Guide (Outside Eyes)

Every story has a hero (Luke) and a guide (Yoda). It's true in the movies and true in life. When we hear bootstrap entrepreneur, we try to measure up as a solo entrepreneur. *But alone* doesn't work in real life. We all need help, and the sooner we find the right people to share the work and the leadership, the more value we can create. Stuck and alone is a terrible feeling. A guide who has been through the same valley can add what's missing.

Fear of incompetence is the logic behind not asking for help. The vision God shows us can usually be seen by others who are called to share it. Our hearts are open to the people God sends us for consulting, staff, and leadership. You find the growth and multiplication your heart longs for when you find the guide in your story.

4. Creating Value for Others (Value in Products)

Betenbough is known for quality homes at an affordable price in a radius around Lubbock “for starters.” But when you meet the staff, you realize this company is more than construction, and if you get to meet Rick and Holly, you’ll understand why. Rick is the warrior who knows how to deliver. Holly is the lover who puts people first. That marriage reflects the Father’s heart throughout the staff. They work for you, and they love you.

a) Products, services, profitability

There is a sentiment in Christian circles that God will bless my business if I read my Bible and pray. However, do not skip the fact that every business must produce a product with enough value that people want to buy it without a ton of marketing. The value of the product we create and the service we provide is the profit motive for a purchase. Not our profit, their profit. We’re making money for other people by the value we bring. When our customers, suppliers, and staff are inheriting dreams and making money, then we are too. But not before.

Our business product or service is a Kingdom ministry that blesses people. That motivation needs to be in our purpose statement. Once my identity is secure, Father pulls the curtain back on a huge revelation. The Kingdom is not just about “me.”

b) Scaling Value and People

There is another value about a Kingdom business, *multiplication*. Our Father loves creativity and abundance (Gen 26:12-14). Once my ego needs are satisfied, and my control is under control, things I couldn’t even imagine can happen in a Kingdom business. We are never able to multiply by working harder or longer hours. Scaling nearly always comes to adding the right people who can multiply the value with the right ideas. As owners or CEO, we never have all the energy, the ideas, or the talent to multiply. Father is the multiplier, and He does it by adding the right people with the right ideas. Our first priority in growing a business is growing people on our leadership team.

You will see a similar multiplication and scaling phenomenon in KAG via the networking that happens with the new friends you will make. At time goes by a tribe of friendship forms. Helping one another is contagious. The networking is a preview of the sons you will have and encourage in business, or already do.

c) Measuring Cash Flow and Multiplication Metrics

Our goal isn’t servants in a Christian business; it’s sons in a Kingdom business. Servants believe God will take care of them, and they prefer that care come miraculously. It makes a better testimony. They surrender and steward the business God owns. Sons have received an inheritance from their Father that belongs to them. They own the problems and the blessings. There are miracles, divine appointments, and divine guidance, but sons carry the purpose of Heaven and the permission and authority to make things happen. They are not waiting for God to do it all. They realize Father is waiting for them to initiate creativity and own the leadership.

It is out of that responsibility for ownership that sons manage their Kingdom purpose with cash flow and consciously monitoring the metrics that bring multiplication. Kingdom leaders enjoy building their businesses. God guides and blesses, but they do the work and feel the favor of Father, saying “well done” to His son. Kingdom leaders in business impart creativity and multiplication into their sons. They can pull others into their own unique vision and creativity. It’s the secret to scaling; we grow people to grow our business.

5. Core Competence - (Build a Leadership Team)

Rick's dad failed a construction business before Rick got started. When Rick began his business, he called his dad to come and help sell the homes. Years later, Rick struggled with his leadership team and brought Holly into the company. Holly brought the dimension of *Loving People* that allowed Betenbough to continue to scale instead of stagnating. There are similar stories for Cal and Walter and Casey and dozens of other treasures in earthen vessels. Bottom line – the business grows when we grow the leaders.

a) The Leadership Team (Shared Purpose)

We don't choose twins or robots for our leadership team. They can all bring something the rest of us don't have. They are also warriors who don't automatically process issues the same way and are willing to fight for their beliefs. Our leadership team is unique because they all share the company's purpose, and they can all hear from God themselves. They carry different parts of the same purpose and appreciate the part others bring that they don't have.

Rick is the CEO or senior leader. So, he can call the shots. But the key to his esteem from the staff is his willingness to "share everything" with them. There are plenty of issues to navigate building 2000 homes a month, but what unites the leadership team is hearing the same direction from God. None of the issues lend themselves to looking up the appropriate Bible verse for an intellectual solution. They can hear God's heart, and they can hear one another's heart. Rick doesn't always have the best idea and seldom decides on his own. The best ideas often come from someone else. When the wisdom of Heaven is seen, they can all see it. It's a culture of honoring God and honoring what Father has written in the heart of others.

b) Staff, Affiliates, Partners

Holly has a great mercy gift, and she comes in a personable, blond package that looks like the Spirit of Wisdom in Heaven. When she greets people and asks how they are doing, you can't say *fine* to her anymore that you would try to dismiss the Spirit of wisdom in Heaven. You can feel she cares and wants to know because she can probably help if something is missing. And you can feel she will read your mind or your body language if you're not transparent. She laid a foundation in Betenbough for love.

Beyond the leadership team, there are staff, affiliates, suppliers, partners, and customers. They don't care how much you know; they care how much you care. We want to see the purpose in heart of those in our inner circle because we want to convey the same transparency to everyone else. You matter. God has chosen you for something special, and I'm here to say that I want you to be the hero. And, if I can help you, I will.

c) Leveraging Spiritual and Natural Gifts

Once we have a purpose, our natural and spiritual gifts. We don't make those talents and gifts the goal, but we help people see how they can leverage their strengths. It's common for people not to know what those gifts are. Gifts and talents often seem disconnected from reality until we put them in the context of our book. Then our dreams start to make sense. God writes the desires of hearts and wires us with everything we need to be successful, except the work. We provide that!

We're intentional about forming the team and tribe inside your business around your shared purpose or business book. That takes some work, but it's a labor of love that Father is excited to unveil.

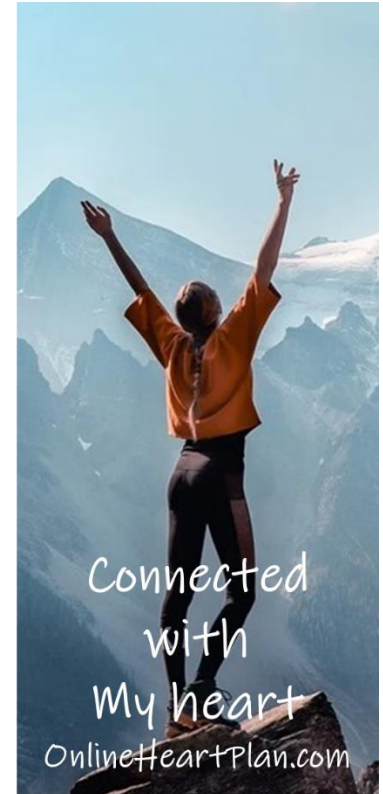
6. Culture of Honor – A Staff fully Engaged

The key to being a Kingdom leader or manager comes with realizing that your direct reports are your job. We're growing people who will grow our business. We make it our business to see that they have everything they need to do their job: encouragement, vision, guidance, counsel, and correction. We are honoring what God put in the hearts of those we work with and are making sure we know what that is. There is a shared purpose related to Betenbough, but every person carries "that which is their own" too. We're celebrating what they carry and consciously making room for it. Seeing one another's heart's desire is the new normal; so that I can intentionally cooperate with them and Father on their story.

What Engages Businesspeople in Kingdom:

"Three Things that Resonate"

- 1) **A Worthy Cause** – Find the *higher* Purpose God wrote in my heart
 - a) Connection - "Experiencing" where my heart and God's overlap
 - b) I'm working on *our* dream, so is Father (I'm a co-laborer in Kingdom)
 - c) I can make a difference – Measurable results on important work
 - d) Clear strategy for Reformation – I can choose an area to contribute (volunteer)
 - e) Clear leadership – I feel chosen by others and by God
- 2) **Personal Contribution** – I Provide Value, do exploits
 - a) Autonomy – I feel ownership of my responsibility (There is room for my gift)
 - b) Mastery – I'm really good at what I do; craftsman, creator, initiator, leader
 - c) Accomplishment – I can feel the Father's pleasure; Respect from people
- 3) **Tribe / Community** – I'm part of a team that is winning
 - a) Other people esteem what's in my heart and I esteem theirs
 - b) I have a "father" pulling on my back... and I am a father for my tribe
 - c) Networking – we share ideas and opportunities to create value and wealth
 - d) We're having Fun, blessing nations, and making progress toward reformation



a) Dream Managers (Who Hear Hearts in 1-on-1s)

At Betenbough we have a weekly meeting with every employee for an hour. The leader or managers all have fewer than six direct reports to make this viable. The manager doesn't bring an agenda to the meeting. The sole purpose is to allow people to take the conversation wherever it needs to go. Work, family, hobbies, challenges, and dreams are all on the table. That hour a week loudly communicates the importance of our staff personally. Staying in touch with hearts is every manager's priority. It's a relational foundation that pays big dividends.

Our business is a tribe or community of real people who represent our most important asset, and we aim to take care of them the way Father does. You will have the same experience in your Kingdom Action Group. Father has made room for your cause, contribution, and community. We see it too.

7. Compelling - Marketing Your Brand with Enthusiasm (Get On Stages)

When our story or vision is compelling, our marketing can be also. Finding the “compelling” in your story is more important than finding the right sales gimmick. God’s favor does not translate to doing your marketing for you. Like everything else, it’s work, and it costs money. But, when you market your prophetic purpose, it becomes a labor of love, a story that flows and is fun to tell. The best part is that people can hear your story in the Spirit, and their hearts can see the value you bring.

People don’t want to know what you do or how you do it. They want to know why you do it? Their heart is asking, “Can you help me answer my why? Attain my aspiration? Help me make my dream come true?” Our products are sold to hearts, not heads. The language of sales is prophetic pictures of dreams coming true. Are we painting the picture of their future or our own?

a) Marketing Plan (Visibility = what’s in it for me?)

The essence of your product and your marketing message is that it brings value to other people. We must articulate that value in a compelling way distinguished from internet hype and used car sales pressure. Here is the secret: just like our ability to hear the hearts of those who work with us, we want marketing people who can listen for what’s in the hearts of our customers. Whether it happens prophetically or simply asking questions is less important than the humility to put other people first. The desire in the hearts of our customers is the copy that belongs in our marketing message. It’s not about us, it’s all about them!

b) Prophetic purpose (organic multiplication)

We’re not marketing houses on the premise that we generously dig water wells in Africa. We’re selling great quality houses at an affordable price. But that doesn’t primarily pull us toward our dreams and sales quotas. Instead, it draws customers in the direction of their dreams. The key is hearing the desire of our customer’s hearts. Are we humble enough to ask if we’re not prophetically accurate enough to tell? Customers are God’s heroes with prophetic stories of their own. It’s our job to know what those stories are.

c) What’s the Prophetic Product that Ministers?

When people pick up on the fact that your first objective is hearing their heart’s desire and helping them reach their goal, they will trust you enough to guide them through the buying process. They are the hero, and you are the guide. There is a story behind you and your product that needs to be told. It comes right after hearing their story when you know it’s a fit. Their story is sacred and prophetic. The marketing question is, “Can you hear it?”

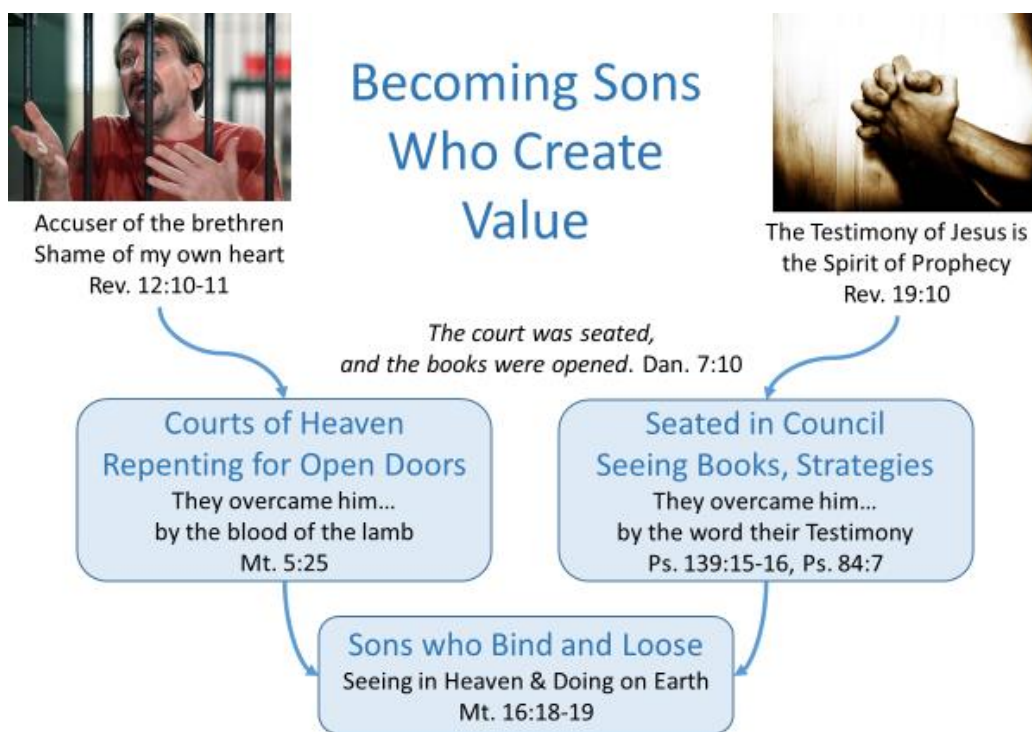
Caution - Good marketing is a key to scaling your business. The message here is that the product and the prophetic purpose must be compelling without marketing before marketing will scale your business. It’s not magic! Most marketing companies volunteer to solve any sales problem. Marketing can scale a good product and purpose but won’t solve our product demand or cash flow deficiencies. Only value for our customers can do that. A great speaker without a compelling message is lipstick on a pig!

You should be able to see by now that loving people and hearing what God wrote in their hearts is a Kingdom muscle that we need to exercise in every part of our business. We’re hearing their heart and meeting their need. Some call it ministry; we call it business, Kingdom business!

8. Hearing & Seeing God (Courts & Council)

Many people have never heard of the mystical aspects of ascending to the Courts of Heaven or the Father's Council. This first sentence would be enough for some to move on! This realm is in an early adopter phase – we get that. We're not shaming people who aren't there yet. We're not even compelling people to go there in a marketing or evangelistic sense. Instead, we are finding the people who are already hungry for it and helping them take the next step in the sonship all creation has been waiting for. Jesus was a bit of a mystic, and Heaven is good for business! We each have a seat there!

I am convinced that sons are awakening to a reformation that will touch businesses and nations. The Courts and Council are not the goals, but sons use these tools to accomplish their purpose. They are our offense and defense in spiritual warfare. We can try to navigate life on an intellectual or religious plane, but human wisdom alone is a good way to get your ass kicked in relationships and business. Wisdom is not just our knowledge and experience; she is also a spiritual entity we can have a conversation with, just like Father and Son.



a) Courts of Heaven - Agree With your Adversary Quickly

We ascend to the Courts of Heaven to identify accusations from the enemy. Many people still encounter spiritual resistance after repenting for everything and forgiving everyone. They've already tried every approach to inner healing under the sun. Accusations can have roots in generational compromises in our family line. The impact on us is passed down generationally in the form of a curse that can be dealt with in the Courts of Heaven.

I used to resist accusations from the enemy as lies that I would not entertain. Unfortunately, ignoring them is not a strategy at all. In the courts of Heaven, we learn to see the accusation with its roots. We agree with the accusation, and simply nail it to the cross. Jesus already paid the price. Our job is to invoke that redemption in the courts of Heaven. It's a profound experience.

b) Lifestyle of repentance

Experiencing the courts of Heaven removes the condemnation that goes with the accusations we all hear. Once we find out it's a painless liberation, repentance becomes a welcome relief instead of an embarrassing process we repeat with each new episode of failure. We're freed from the root accusation, and its fruit for good. It's very liberating. There is much more on the Courts of Heaven in [Seers and Doers](#) by John Garfield. We'll also use it as appropriate in the Kingdom Action Groups.

c) Divine Council - Do What Your Father is Doing

God has always had a divine Council. The best theological foundation for this is in [The Unseen Realm](#) by Michael Heiser and [Intentional Reformation](#) by John Garfield. Sons are being invited to a seat on this Council. We go by faith to experience what the Father is doing and saying. There are many places in Heaven, but the Council includes Father, Jesus, Holy Spirit, and the seven Spirits of God (Wisdom, Understanding, Counsel, Might, Knowledge, and Fear of the Lord). When I go to the Council myself, or with others, we ask Father what's on his heart or present a topic or issue for Heaven's input, a conversation. We see what is loosed (permitted) in Heaven and what is bound (forbidden) in Heaven, and we bring that Kingdom purpose to earth. That's a primary initiative for sons. We are present in the Council to hear and see the purpose in the Father's heart, and then on earth, we carry the boldness, authority, and creativity to implement our portion of that purpose in our mountain.

d) Sons Bringing Heaven to Earth

Seeing in the Spirit becomes part of the reality of experiencing the Council of Heaven. We used to think gifts of the Spirit weren't for anybody. Then we decided they were for a few. Now we know they are for anyone who has faith and maturity to operate in them. Becoming a seer is the same. It's for everyone. We are bringing heaven to earth, binding the darkness and loosing the Kingdom based on what we see Father doing.

Why see? – Seeing is the natural language of the heart. *Showing me* is always more powerful than *telling me*. If you share a concept or a prophetic insight with someone in words they can understand with their intellect, but that's not the goal. If our goal is impacting someone at a heart level, we need to speak the language of the heart – pictures, and scenes that bring up experiences. Revelation 19:10 says *the testimony of Jesus is the Spirit of Prophecy*. *Testimony (maturia)* refers to evidence given in a judicial sense. It's often translated as "witness," a root word for martyr. To be a *witness* you must be seated in Heaven and see it for yourself!

We have much more authority to bind and loose on earth when we can see those same issues played out in Heaven and know how our Father wants them to go. We see what Father is doing in Heaven, and we are simply doing the same things on earth. The future is not a predestined script. God works through sons to and it's our responsibility to create the future He wants.

Jesus did what he saw the Father doing. We usually take that to mean a specific and immediate instruction. That can be true, but I see most people coming back from the Courts and Council with a sense of purpose more than a shopping list. We have authority as sons to carry out the Father's purpose. The future and the specifics are usually a bit open to leave room for our creativity and initiative. There is always more than one way to achieve a purpose. Father has given sons that latitude.

9. Commissioned - Kingdom Purpose Outside the Walls (Blessing Nations)

As a son, you and your business carry Kingdom purpose from the Father's heart in Heaven. We have the privilege of living in a season where a Reformation of businesses, cultures, and nation is in the wings. It's an exciting opportunity, and people are drawn to the invitation from Heaven to participate.

a) Changing Cultures and Nations

Changing cultures and nations is a big challenge, but we've seen success in our corner of the world. Reformation is contagious and Father is scaling freedom in every nation. Of course, He is extending the same invitation to many sons. We're here to welcome you and launch you on your own trajectory toward heroism.

It helps me see that the Nations belong to our Father. It's our privilege as sons to set them free.

*Gen. 12:2-3 – I will make you into a great **nation**... all peoples on earth will be blessed through you.*

*Deut. 32:8 – When the Most High gave to the **nations** their inheritance*

*Ps. 2:8 – Ask of me, and I will make the **nations** your inheritance*

*Ps. 72:11 – all kings will fall down before You; All **nations** shall serve You.*

*Ps. 82:8-9 – Rise up, O God, judge the earth, for all the **nations** are your inheritance.*

*Ps. 86:9 – All the **nations** you have made will come and worship before you... they will bring glory to your name.*

*Ps. 115:16 – The highest heavens belong to the Lord, but **the earth** he has given to man.*

*Matt. 28:19-20 – Therefore go and make disciples of all **nations**... teaching them to obey (do)*

*Mark 11:17 – My house will be called a house of prayer for all **nations**.*

*Acts 14:16 – In the past, he let all **nations** go their own way*

*Rev. 5:9 – with your blood you purchased men for God from every tribe, language, people, and **nation**.*

*Rev. 5:10 – And have made us kings and priests to our God; And we shall reign on **the earth**.*

*Rev. 15:4 – For you alone are holy. All **nations** will come and worship before you*

10. Sons "Connect" Why, How, and With Whom

What is Father's priority and most significant initiative? It's you and your sonship. Am I connected with Father? Everything else flows when we're on the same page of sons who share His purpose.

Your business plays a role in the Kingdom, so we want to treasure it, grow it, and see it blossom into the blessing Father intends. We want to help you connect the dots to your purpose, tactics, and team. You are the hero of an exciting story, and we want to help you pull it off.

For more information on Kingdom Action Groups:

- Michael Goen 806-438-9329
- mgoen@KingdomatWork.com
- <https://kingdomatwork.com/action-groups/>



He's not the King of servants,
He's the King of kings.

11. Appendix – Why We're Excited

Our Giddyap - Intentional Reformation

My business exists for: Intentional Reformation – Create a movement among leaders and Fathers to release sons into their books, so they can bring Heaven to earth and create value in their mountain to bless people, businesses, and nations.

- 1) **What we do?** – Live workshops, Kingdom Action Groups, business consulting, and Zoom to clarify purpose, access heaven to open books (Ps. 139:15-16) and implement that purpose in life and business.
- 2) **Why do we do it?** – Help people fulfill their heart's desires, Kingdom business calling, and discover why they are chosen.
- 3) **For whom do we do it?** – Biz or entrepreneurial people (difference makers and institutional leaders) who value Biblical spirituality coupled with practical initiatives that get results. Rick put "action" right between Kingdom and groups for a reason!
- 4) **Why do we do what we do the way that we do it?** – it takes 6-8 weeks for people to iterate to their purpose and year to implement the direction. Monthly group interaction plus personal interaction forms a tribe with a guide.
- 5) **How are we different from others providing this service?** – We see spirituality as a combination of business wisdom and revelation from Father. We value prophetic inputs and cash flow at the same time. We don't hide Jesus, yet we don't wear religion or pseudo-spirituality on our sleeves. Practical, credible, experiential, and Biblical spirituality get results that speak louder than words.
- 6) **Why do we get up in the morning to do this?** – When we help people get clarity on what God wrote in their hearts (find themselves), they fall in love with Jesus, us, their manager, and one another (tribes form and businesses blossom).
- 7) **What are we passionate about?** – Co-laboring with Father on Reformation to redeem people, businesses, and nations. Sons are instilling the value of purpose in business cultures and mountains worldwide.

What Makes us Tick – Our Top Secrets!

- 1) **Purpose** - **People don't want to be fixed; they want to be found** – We all drag some baggage, but the purpose in our book (that God wrote in the desires of our hearts) is what motivates “sons” to fix themselves so they can do great things. We focus on your purpose and greatness, so does God. Accountability for performance, apart from purpose, is a tiring form of religious works; a dog that doesn't hunt.
- 2) **Connection** – What Father wrote in your heart is also in His Heart. He wants to make your dream come true! He has chosen us to co-labor with Him; the *sense of His wind in your sails* even in business.
- 3) **People buy your why** – People don't want to know what you do or how you do it. They want to know why you do it? Their heart is asking, “Can you help me answer my why? Attain my aspiration? Help me make my dream come true?” The charisma of guiding a sale starts when others *hear* your why, and you can *hear* theirs.
- 4) **Seers and Doers** – Seeing what the Father is doing in Heaven is a prophetic skill that can be learned. It's for everyone **so that** we can do it too; we can co-labor & co-create with our Father (Jn 5:19).
- 5) **Tribe (a culture of Fathering Dreams)** – Show your tribe of friends, employees, or coworkers their purpose, and it will liberate the motivation and creativity God wired into their hearts. They will love you for it.
- 6) **We're Not Afraid to Fail** – The heroic believer's journey isn't all success and victories. The stuff of leadership is built on brokenness & resurrection, the fragrance of following the lamb wherever.
- 7) **Transparency** – We all have a book, a mind map of goals, and a biz plan that we share with others so they can resonate with our vision and help us navigate our assignment from Heaven.
- 8) **Authenticity (Translate purpose to profit)** – Your unique, spiritual purpose *works & multiplies*. It creates biz value and has cash flow. We are transparent with one another and celebrate what works. Vulnerability is right where we need to be.
- 9) **Intentional Reformation** – Businesses and Nations have unique Kingdom Books (purpose) that we can get in writing and implement. We are already in another great reformation that will bless nations and people. We wrote the book on being intentional sons who bring Heaven to earth.

The KAG Survey

How can we help make your dream come true?

Note: will make this an online survey with scoring linked on the KAG website.

1. Is my Kingdom purpose clear? Am I connected to it, authentic, intentional? Is that purpose and where it leads in writing? In a business plan?
2. Is the purpose of my business clear? Do I have a story? Is it inspiring anyone? Can other people see it? Are they attracted to it?
3. What's the probability of achieving my purpose or reaching my dream with what I have now? Would outside eyes or a guide help discover what's missing? Am I able to ask for help?
4. Does my company create value that others want to buy? Does it scale? Am I measuring cash flow and growth metrics?
5. Am I growing other leaders? Creating a Team? Do they share the corporate purpose? Is there room for their vision?
6. Do I know the Kingdom purposes, and aspirations in the hearts of the 4-6 people I work with most closely?
7. Is my marketing inspiring customer to buy? Can I assess or explain why they buy?
8. Can I see what Father is doing (His purpose)? Can I co-labor, co-create things that flow from that purpose? Can I see where my Kingdom business is going?
9. Do I have a sense of what is in the book for my nation? Where is it going? What is its purpose?
10. Am I a son? Does Father take me with Him? Am I doing what He is doing? Is my business part of His Kingdom initiative?

For more information about being part of a Kingdom Action Group:

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outline for Video

#1. Context – The 3-day workshop reveals the Betenbough Culture and Values (why it works)

1st week in May www.KingdomatWork.com (two more in the fall)

Kingdom Action Groups are the follow-up for a year (usually on zoom)

- the KAG targets your culture and Values in your business
- Rick put “action” in the middle because he didn’t want theories and Bible studies – We want Results
- We’re not trying to be a “Christian” business; we want “Kingdom businesses”
- Not preachers of a message; we’re targeting business leaders who make a difference, Reformation

Foundation (abc’s) – build your Kingdom culture in side your business

- A. Ask God... Ascend and ask
- B. Build a Leadership Team around your business book
- C. Commit to a relational style of Leadership

When you ask – “come up here and I will show you things to come”

1st door – Father will show you what’s in your heart – your book, your sonship

2nd door – He will show you what’s in the hearts of those around you (Tribal culture, ecclesia)

3rd door – He will show the book/purpose of your business (Cash flow and Culture)

a. your staff will see what’s in the book and get excited

4th door – He will show books for your city and your nation (outside the walls of your business)

First, it’s build your tribe, culture, value, and cashflow; make your Kingdom business “work”

Second, it’s inherit what’s in your book, the land in your dream

We want to help you become the hero of your story, we can guide you into your heart and your culture and get the results written in your book.

How do you know you can do that? Is this just bravado?

- We don’t know all the details; it’s not a recipe.
- It’s what Father is doing. He will show us how so we can do it with Him.
- We’re the guide helping you become the hero