

# Kingdom Business Coaching Field Guide

Purpose, Culture, & Cash Flow in Your Business

Watch the [Video Summary](#)

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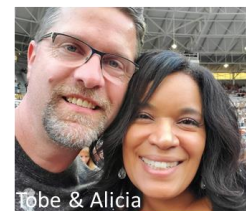
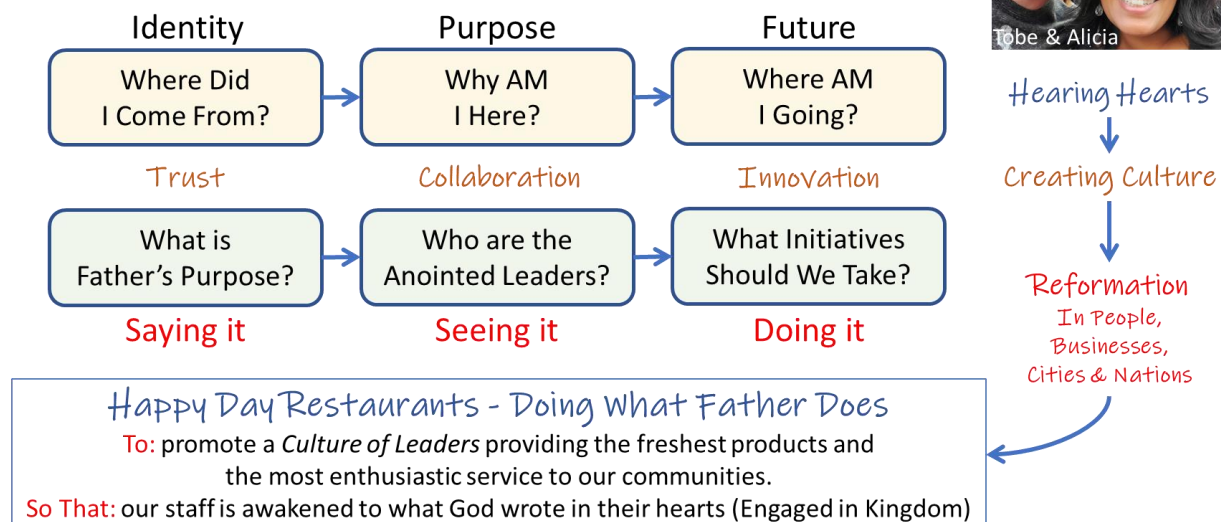


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## Doing What Father is Doing (in Business)

To: Bring Many Sons to Glory Heb 2:10-11,  
So that: They bring many Nations to Reformation Mt 28:19-20



## Executive Summary

### Background

- a. Generally – Reinvent Kingdom Business Culture (Putting life in Business)
  - b. Specifically – Happy Day Restaurants (13 stores, 550 employees, 3 Key leaders)
  - c. Coaching – Build a coaching business that repeats for other businesses and Cities
1. **Who is this Coaching for?** – Existing businesses (CEO's, Owners, Presidents) with a staff of least 20
    - a. Not primarily for individuals or startups with urgent business issues
    - b. Most will be at least nominal Christians in a stable business with an awareness of wanting to please God, just not knowing how practically.
  2. **Need/Pain/Goal** – What are business leaders looking for?
    - a. **Need** – they are weary of the strictly secular or new age influences on business and culture. It doesn't engage their hearts or their staff (not exciting).
    - b. **Pain** – They know they have a calling from God, but no clue how to express it in business. The business has to be about more than money!
    - c. **Goal** – They would like to inject practical, Biblical spirituality into their business culture (Minister life to their staff)
    - d. **Purpose** – They look at culture events like the Ashbury revival and wonder if they should go. Bringing a version of that into their own business is a concept they haven't entertained. Meanwhile, they feel FOMO; a captive of secular business culture without a higher purpose.
  3. **What happens after Biz Leaders read this ebook** or watch the video?
    - a. They realize it's working in a significant business they can call (a reference)
    - b. They can see a strategy that connects their business culture with Reformation via Purpose
    - c. The next steps are outlined (Chapter 6)
      - i. Complimentary coaching session
      - ii. The CEO/Corporate purpose is identified
      - iii. Holistic coaching on both the culture and cash flow
      - iv. Opportunity to participate in a tribe of other business owners who see Reformation
      - v. Play a role in reformation of Nations
  4. **Example** of how I introduce the ebook in a blog:

**Reformation** – For the last three weeks, a spontaneous, 24-hr youth revival has happened in Ashbury University in Wilmore, Kentucky. As of this writing, it has spread to 10 other universities and churches and even other nations. There is a business mountain version of the same thing, which I call Reformation, that can happen when your staff is heart-connected and becomes an Ecclesia with a shared Kingdom purpose that multiplies all by itself, just like the gospel. It takes a CEO who is intentional about creating Reformation. Then, you can have a Kingdom Business Culture energized by your unique purpose. We can show you how, provide the references, and help you through the transition – [details here](#).

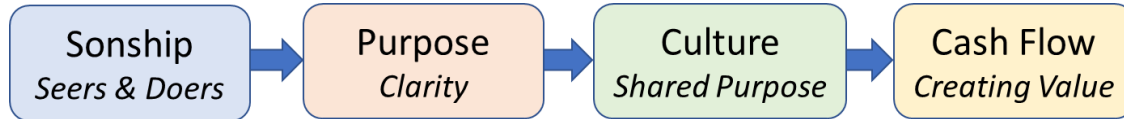
**PS:** it will strengthen your cash flow, be more fun and passionate, and not feel *religious*! Ashbury is a spiritual jailbreak into freedom in Jesus. A Kingdom Culture in your business will feel the same; a work atmosphere focused on building His Kingdom around a specific and shared assignment from Heaven. Sharing a meaningful purpose with talented people who own the vision and help one another succeed – releases glory. That's when your staff ignites around purpose, and work becomes worship. The Kingdom CEO's new assignment from Heaven is to translate sporadic youth revivals into lasting Business Reformation that pulls nations into blessing. Decree it! Reformation is intentional and viral. You're perfectly positioned in business.

**2 Cor 3:17** – *Now the Lord is the Spirit, and where the Spirit of the Lord is, there is freedom.*

## 1) The “Why” in Kingdom Business Coaching

There are some considerable benefits in turning the corner from a Christian business to a Kingdom business:

**Reformation** - The business mountain is vital to city and national Reformation. Businesspeople are invited to play their role in transforming people, businesses, cities, and nations. It’s exciting, way more than money alone! We are not trying to make businesses look like a church. We want to pull the curtain back on what Reformation looks like in the Business Mountain, practically.



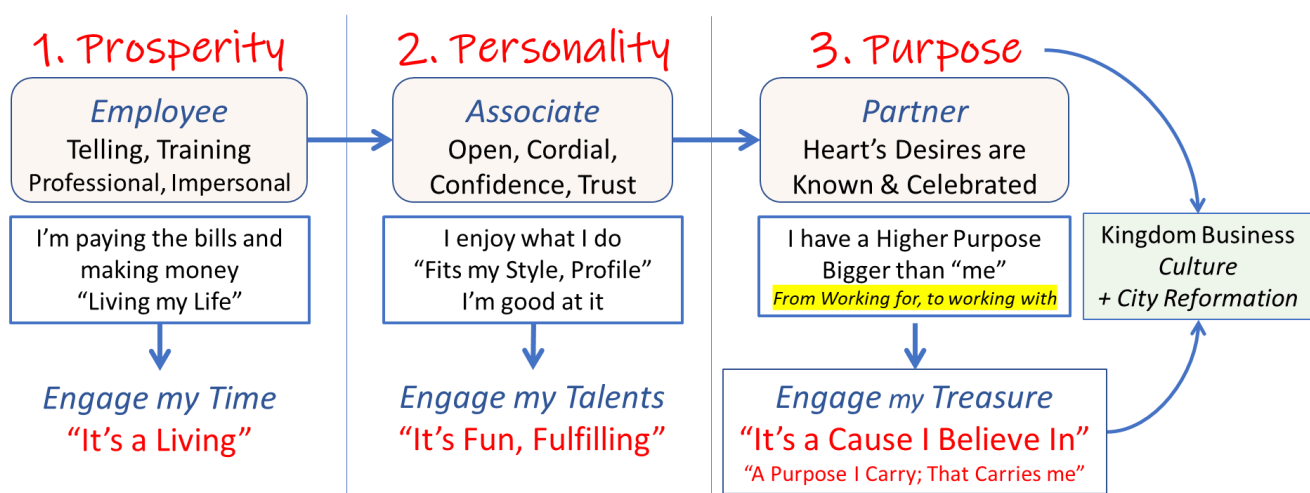
**Your Book** – You and your business have a unique assignment from God. Your heroic story makes sense of your past, present, and future. You are a son with a purpose and a mandate. Your business will flow when you are clear on that purpose.

- Business is not just about making money. There is a spiritual dynamic that causes money to fly away (Pro. 25:5). There is another dynamic that allows God to add what’s missing (Mt. 6:33).
- Your purpose is the spiritual and practical leverage to solve real-world business issues that hold you back. Financial, systemic, and personnel problems are easier to resolve in a Kingdom Culture.

**People** – Your staff can be a powerful *Ecclesia* who share a common Kingdom purpose. That’s the juice that motivates them to be on the same page and pull in the same direction with you (and God). We can be intentional about cooperating with talent and anointing once we understand Kingdom Purpose. *Employee Disengagement* is a chronic issue Worldwide ([Gallop polls](#) indicate ~70%). Your business can leverage *their* Kingdom purpose. Culture and cash flow grow organically around intentional your business purpose.

- 1) Hearts don’t engage in “work” or “Corporations” without a good reason (Money doesn’t motivate)
- 2) Alignment with a personality profile or a management directive is not a “reason”
- 3) The trademark of “Reformation” is people engaged in Their Purpose (Book). Work becomes fun when it has meaning (higher purpose that expresses *my* purpose)

### Levels of Work-Life Engagement That Build Purpose, Culture, & Cash Flow



"The purpose of our work can be much bigger than providing for our needs or personal fulfillment"

## 2) Benefits From Having a Kingdom Business Culture

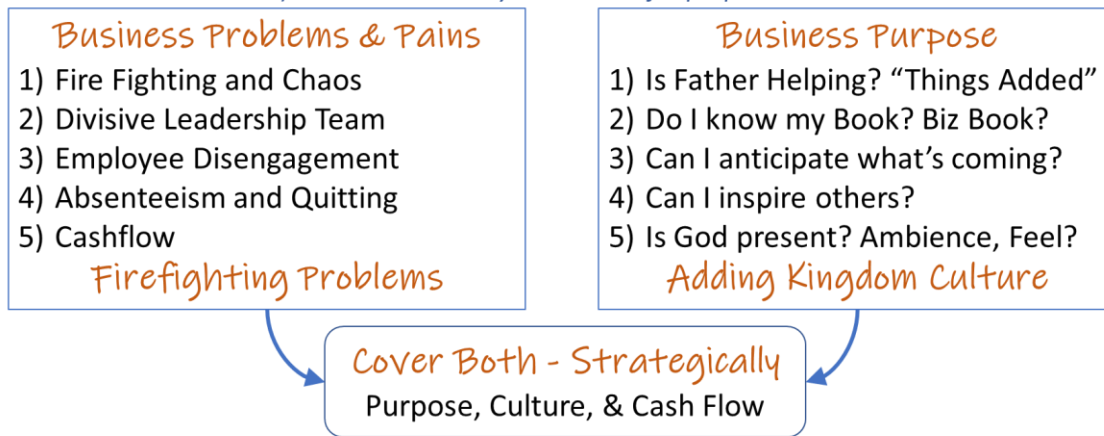
Kingdom Business Coaching pays for itself in cash flow and/or cost avoidance. There is chaos in every business that can tap our firefighting skills and keep us awake at night. However, there is also a Kingdom purpose that will motivate your staff; engage them to help you stay out of chaos. The frosting is community and culture – it's fun!

Our intention is to cover both:

- #1) The practical business challenges you face..... (everything you can do)
- #2) Instilling a Business culture built around Kingdom purpose.... (everything God can do)

### Problems, Pain, and Purpose

- a) *The existence of a problem doesn't define a purpose.*
- b) *Solutions apart from purpose have a short half-life.*
- c) *Chaos is the enemy's substitute for purpose.*



*Your Business can have a Kingdom Culture that Improves your Cash Flow*

Businesses don't run themselves. Every successful business has great people working to make it all possible. You are not alone in facing your challenges (if) other people share your purpose, help build your business culture, and increase your cash flow. All because they know and share your "why." It's a progression of blessing.

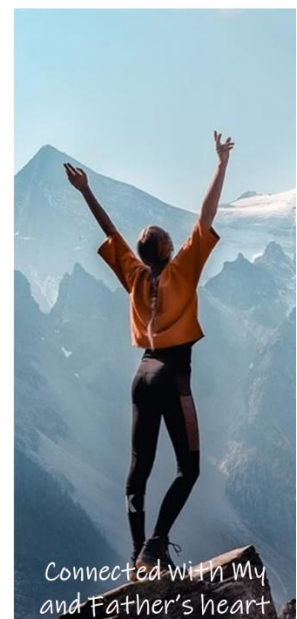
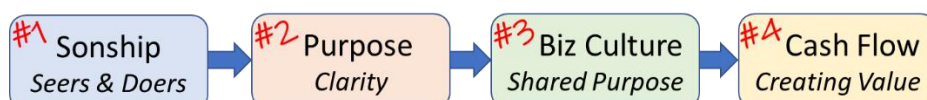
## Kingdom Business Coaching

Purpose, Culture, and Cash Flow

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Leads to 4 Experiences:

- 1) *Sonship* – Books, Seeing What Father is Doing..... *Ascending*
- 2) *Kingdom Purpose* – Bringing Heaven to Earth..... *Descending*
- 3) *Biz Culture* – Tribes sharing Kingdom Purpose..... *Ecclesia*
- 4) *Cash Flow* – Purpose bears fruit, Abundance..... *Fullness*



### 3) Approach – Reinvention (Corporate Agility)

**Change is a constant** – Internal growth and external market fluctuations are common challenges to cash flow. Our goal is to help you build the Culture and systems that anticipate change, design solutions, and implement course corrections effectively. Then we rinse and repeat. The cycle time for change has gone from a few decades to a few years for all businesses. It's not necessarily bad; it just is. The speed at which new opportunities coming to us is also much faster. The glass is half full!

**Wholistic and Holistic** – Our business model is organic and holistic. The Culture includes an agile mindset, we mentor intentional creativity, and we engage leaders in purpose-driven systems that lead to “Life” in the business. A healthy, living business has an engaging purposeful culture *and* a healthy cash flow. Those dynamics of Culture and cash flow complement more than compete. Businesses that create value is the result.

**Cash Flow** – How we manage money mirrors the current purpose of our heart. We don't manage cash flow mechanically. Cash flow is the lifeblood of a business that reflects your purpose, priorities, and the prosperity God is adding to your enterprise. Cash flow is practical and spiritual; there is a message in your current cash flow that we'll help you discover. Business owners are not necessarily fluent in the financial jargon that goes with being a business major, nor do they have the appetite to crunch all the numbers themselves. Accountants and bookkeepers can do that for us when we know what to ask for. Projecting future cash flow is an expression of your future business dream that becomes fun when it's connected to your purpose.

## 7 Pillars of Reinvention

### The Actions

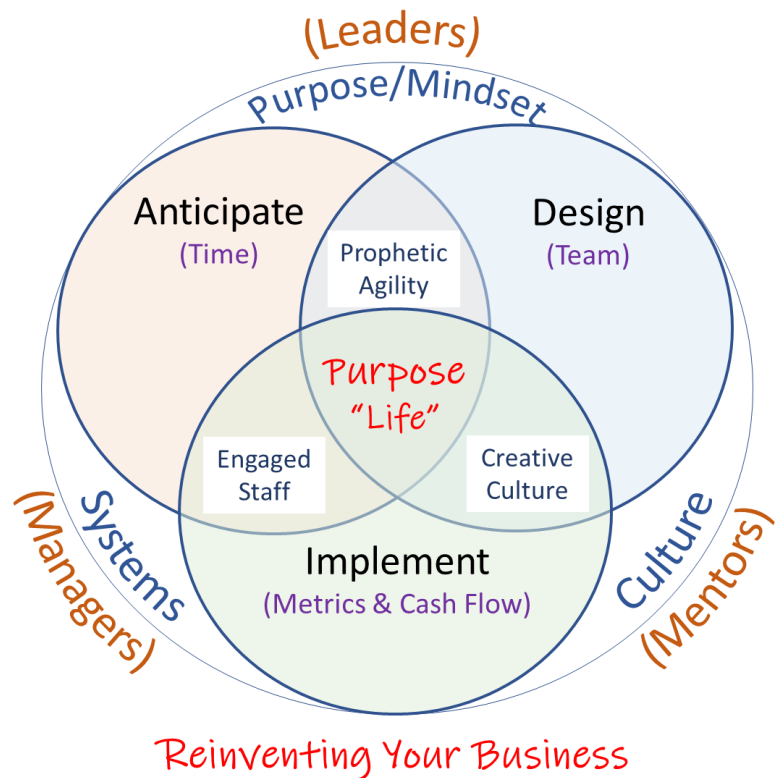
- 1) Anticipating Change
- 2) Designing Response
- 3) Implementing Change

### The Culture

- 4) Mindset – Prophetic Agility
- 5) Creativity – Cultural Mentors
- 6) Systems – Engaging Leaders

### Reinvention “Add Life” # 7

- Preserve life
- Protect life
- Create Life





## 4) How We Build Kingdom Culture in Business

**Business purpose** – We start with the business owner, CEO, or president and find their purpose. We use a mind map and aspirations to get there (see examples linked in the graphic). The process isn't mechanical. It's a prophetic experience that discerns the Father's heart for the business and the leader. It's also a relationship builder between the business and the coach. Sharing your Kingdom Purpose on a mind map opens a window into that person's heart. It makes a case for *honoring* what God has called that person to do.

I've always been surprised after helping someone open their book (their Kingdom purpose, Ps 139:15-16). They love you for doing something no one else has ever touched. And you see how important they are to God.

**Staff (learning to listen)** – The second step is migrating the Culture of Kingdom purpose through the leadership team and the staff with three questions and their mind map:

- 1) What resonates with you regarding the business purpose?
- 2) what's your dream, the desire God wrote in your heart?
- 3) how can we help you take the next step?

**1-on-1's** – Adding relational purpose to a business culture is more than a staff meeting. It requires a routine, personal interface on a weekly basis. That might seem pricey in terms of time. But the impact on Culture and performance pays that investment back with an employee who shares your purpose and has your back. Once people connect with their purpose, they become their Father's sons instead of our servants. Their creativity, initiative, and industry go way up. They go far beyond just doing what they are told, solving problems, and creating solutions you never thought of because they contribute from the well of what God has given *them*.

### Overall roadmap for staff/culture

[PDF with live links](#) to examples

#### Kingdom Business Coaching

Sonship, Purpose, Culture, and Cash Flow

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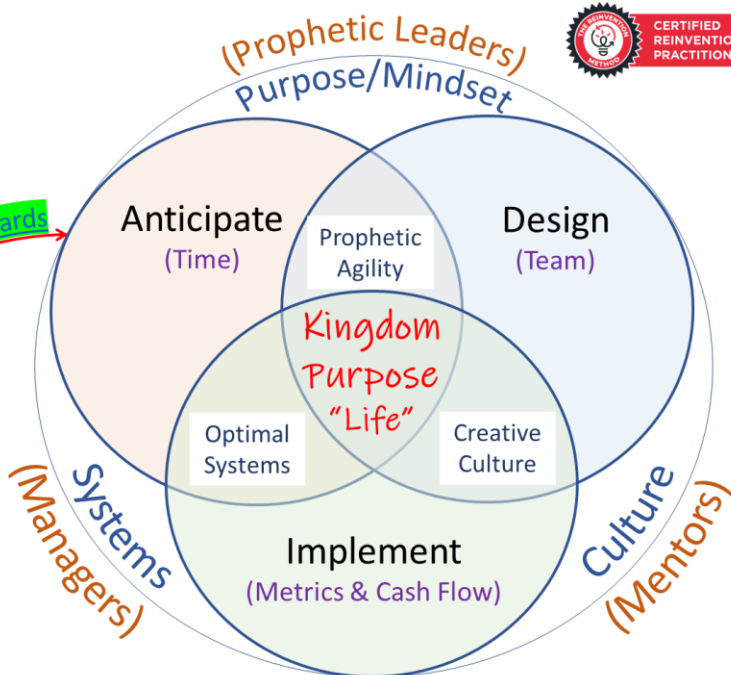
Examples

- John's [Story](#) and [Aspirations](#)
- Tobe's [Story](#) and [Aspirations](#)

[Kingdom Biz Culture Field Guide PDF](#)



Personal Kingdom Purpose



Implementing Kingdom Business Culture

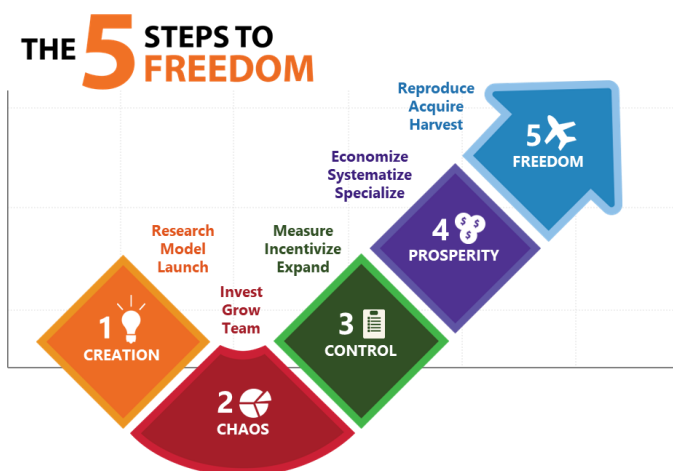


## 5) Five Steps to Freedom

Building a Kingdom culture is an investment in your future that takes some time. What if we have an immediate problem that needs fixing right now? We fix it immediately! We have 21 Silver Bullets for typical challenges and an array of outside expertise that can be brought to bear on any issue.

Every business goes through these five steps to freedom from startup to exit. The issues at each of these maturity levels are somewhat predictable; every business faces them.

Our 21 silver bullets come from experience with thousands of businesses and hundreds of coaches. They are practical tools, templates, and wisdom for many things. A few of these will probably be on your priority list and can be helpful on a breakthrough level. BTW, we have some great resources (People and software) to help you monitor cash flow.



## Our 21 Silver Bullets



1. Time Management Plan
2. Operations & Training Manual
3. Apprenticeship Plan
4. Comprehensive Exit Strategy



1. Strategic Plan
2. Team Building System
3. Key Performance Indicator System
4. Performance Incentive Plan
5. Employee Acquisition Plan
6. Psychometric Profiling Process
7. Team Meeting Rhythm
8. Lean Program
9. Organizational Plan
10. Leadership Development Plan

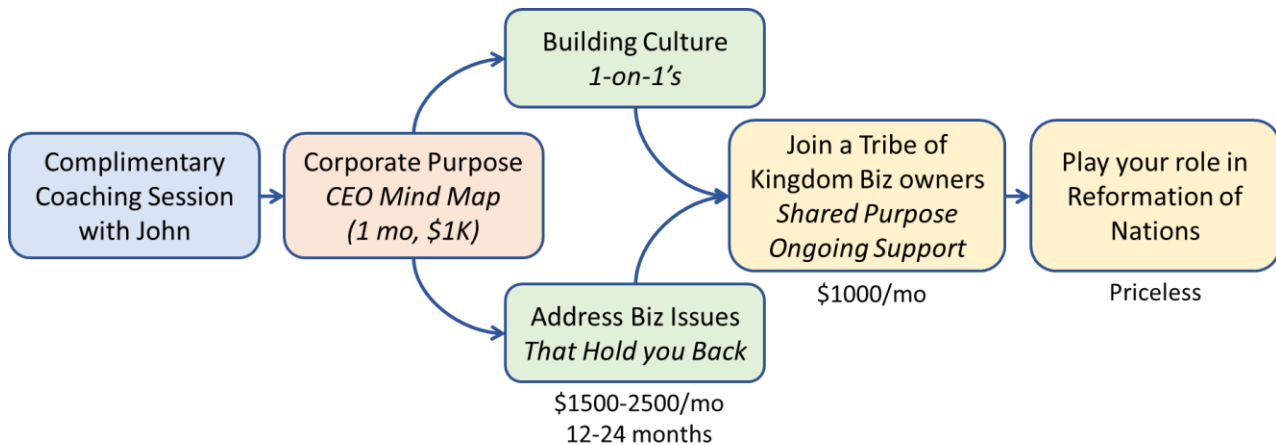


1. USP & Guarantee
2. Revenue & Profit Budget
3. Current Business Plan
4. Break-Even Plan
5. Tactical Marketing Plan
6. Sales Management System
7. Cash Gap Plan

## 6) Sign Me Up – How Does This Work?

Finding your personal and business purpose is a foundation for an exciting and prosperous future.

- 1) We start with a Complimentary coaching session to hear your story to see if this is a fit.
- 2) The second prelude is a month of coaching to get your purpose on paper. We use a mind map, aspirations, and story to get that clarity (Examples are [linked](#)). This phase lets you get comfortable with our relationship. I've never helped someone get in touch with their Kingdom Purpose without making a life-long friend.
- 3) The coaching process addresses your Kingdom culture and traditional business coaching topics. That's what is unique about our strategy for multiplying your business; it's holistic (practical and spiritual).



- 4) **Questions** – Kingdom Business coaching answers some tough questions and provides some practical answers.

- 1) *I want a “done for you” provision. I don’t have time to wade through the research on my own.*
  - *We’ve done all that for you, and we bring years of hard-earned experience to the table.*
- 2) *I want to see if a Kingdom Business Culture is possible. Prove it!*
  - *It is! We will show you practical examples and how to get there.*
- 3) *I want to see what it would be like to work with you before I commit.*
  - *Great point. We offer a starting point for a month that does just that (see #2 above)*
- 4) *I want to get step-by-step guidance so we don’t make mistakes and waste time.*
  - *Our approach is personal yet strategic. Therefore, we can give you a reasonable estimate of the duration and approach.*
- 5) *Is there a place to ask questions and not feel stupid?*
  - *Kingdom Business is new territory for all of us. Our most significant value is the relational safe space to work through the issues and obstacles.*
- 6) *I want to feel like we have a plan and are in control.*
  - *This process can be implemented intentionally on a schedule with discreet activities.*
- 7) *I want accountability for results.*
  - *At the beginning, it’s done for you until you see that it’s possible to do it yourself (not that hard when you know how).*
- 8) *I would like a sense of belonging & community.*
  - *We can connect you with other CEO’s and owners going through the same process. It’s very encouraging!*
  - *We also use 1-on-1’s and small working groups inside your corporate culture to build that relational connection.*



## 7) How do we Measure “Culture” with Metrics?

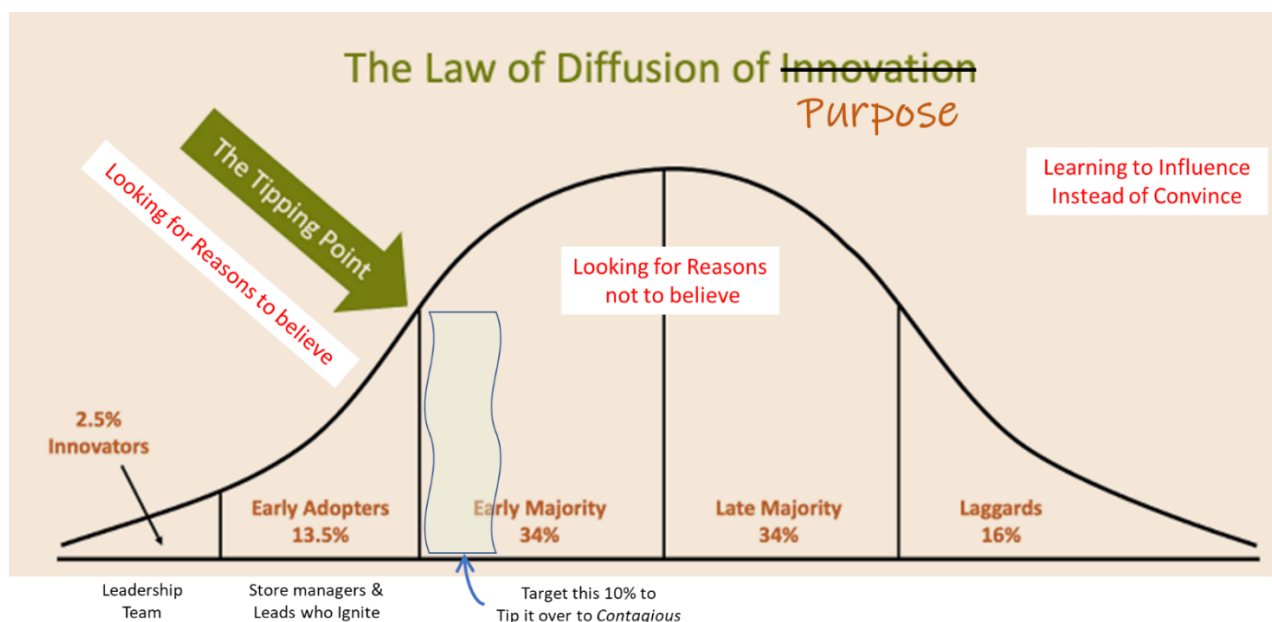
How do we know we’re making progress? The following are seven of the tools we like to use.

- 1) Does the corporate book (the CEO mind map) resonate?
- 2) Do they have a Purpose / book? ...in writing? Access to 1-on-1’s for help?
- 3) Are there small groups, or teams that mentor? Are “stars” encouraged to mentor?

## Metrics and Tools for Kingdom Culture

Area Measured	Metric	Tools
Happy Day Book Known & Engaged by staff “Taste and See”	<ul style="list-style-type: none"> <li>Corporate book in writing</li> <li>See myself in Corporate vision</li> <li>Share/Own an aspiration</li> </ul>	<ul style="list-style-type: none"> <li>Tobe’s Mind Map</li> <li>Tobe’s <a href="#">Aspirations</a></li> <li>Tobe’s <a href="#">Story</a></li> </ul>
Personal Book is Known 1) Home office leads 2) Store managers 3) Area Leads, Staff	<ul style="list-style-type: none"> <li>Purpose in Writing</li> <li>Mind Map</li> <li>Aspirations</li> <li>Story</li> </ul>	Weekly 1-on-1’s with Managers <a href="#">Nail Your Purpose Field Guide</a> Workshops, Zooms with John
Small Group Work Team “Leaders Create Experiences” “Transformation”	<ul style="list-style-type: none"> <li>Manager volunteers</li> <li>Peer evaluation (Sinek)</li> <li>Reinvention Ideas/Initiatives</li> </ul>	Staff meetings Priestly Flavor (Caring, Pursuit) <a href="#">Let’s Build a Kingdom Business</a>
Voluntary Sonship “Priestly Function in Leaders”	<ul style="list-style-type: none"> <li>Can take others to Courts</li> <li>Fluent in Council</li> </ul>	<a href="#">7 Spirit Cue Cards</a> <a href="#">Lead your Tribe Field Guide</a>

Purpose is also contagious. You can change your business culture with early adopters (~15-20% of your staff). They are the ones who will inspire the majority of your staff to *catch Kingdom Purpose*.



## Tool #1 – I Can See Your Purpose (On a mind map)

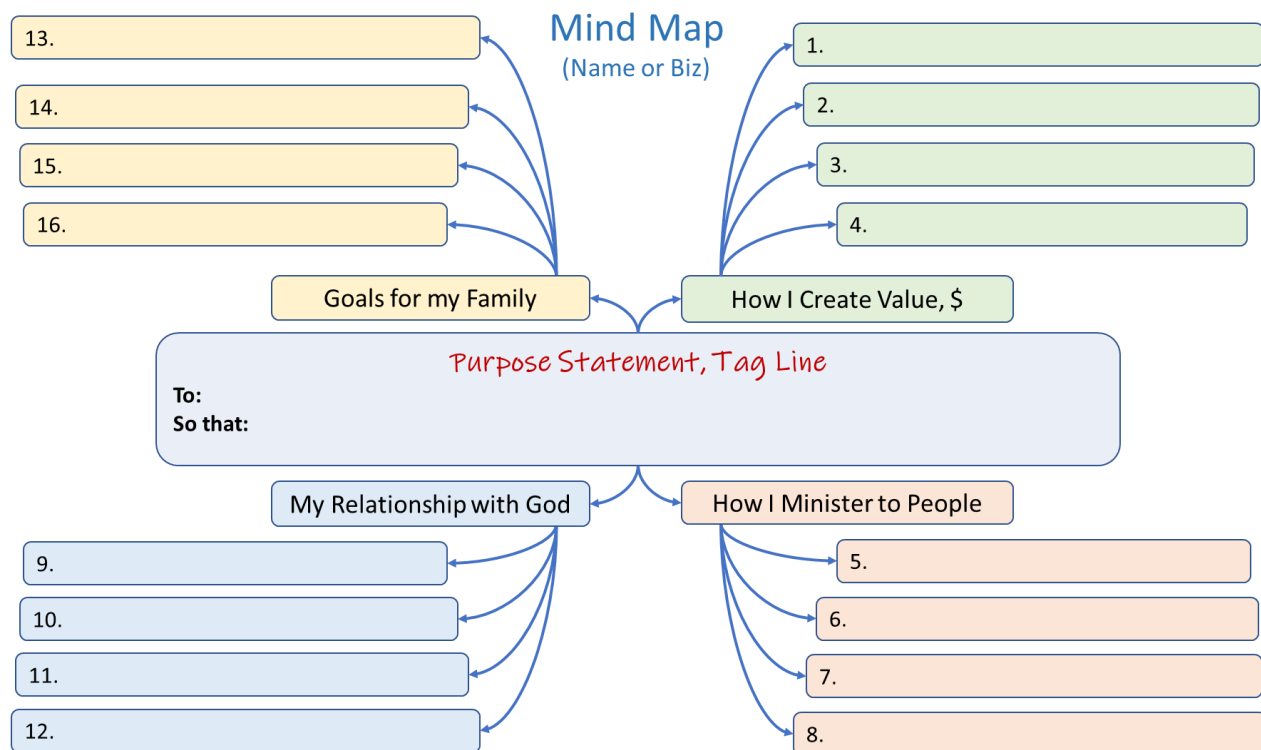
- 1) **(Engagement)** What stands out to you on Tobe's Purpose / mind map? Why?  
 Premise - Questions are more transformative, and engaging than answers
  - Can you see yourself in one of the aspirations?
  - Is there something important missing?
- 2) **(Purpose)** What does your mind map look like?
  - **#1 What's your life purpose?** To \_\_\_\_\_ (Mission), So that \_\_\_\_\_ (Purpose)?  
 Where does it lead? Your aspirations (on a mind map)?
  - **#2 How can I help you take the next step?**  
 Who is on your Team? How many see your heart's desire and have your best interests in mind?
- 3) **(2 Observations Coaching with a Seer Gift)** – help people see their chosen-ness (Mirror them)
  - We all need to know “why” to start
  - We all need to see evidence of our progress to believe
  - We all need to be seen, to feel the wind of God provisionally choosing us for our Purpose

**#1 This is an aspect of the favor you carry (purpose)**  
**#2 Here's what I see already happening in your life that expresses your DNA**

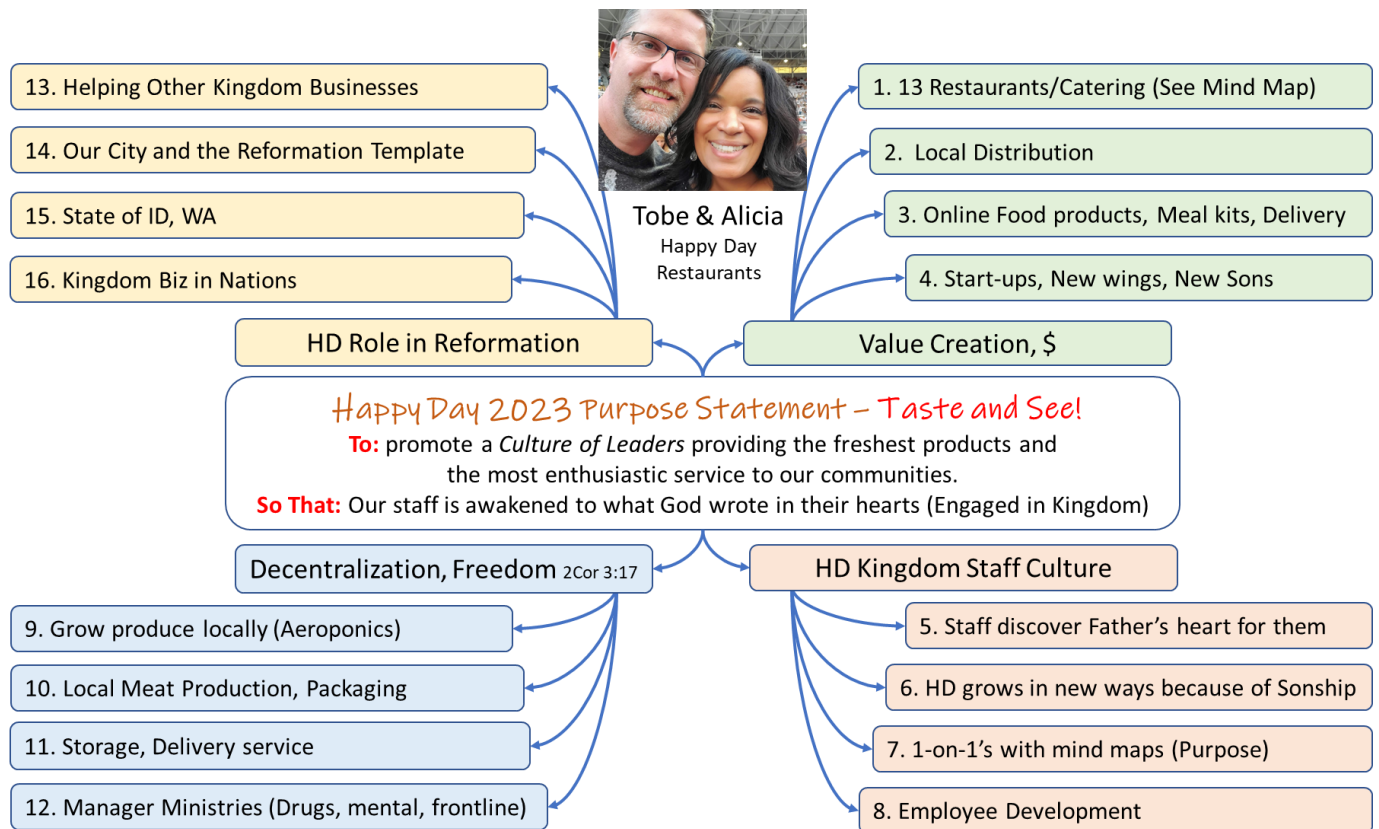
The goal – populate their mind map with conversational iterations over a 4 to 6-week period

- Invite them to dream and hear their Father
- As a coach, give yourself permission to share what you hear
- Quarterly updates when it's done – because it's never done!

Template



## Example - Tobe's Corporate mind map / Purpose (Happy Day Restaurants)



## Happy Day Restaurant and Catering Operations mind map



## Tool #2 – Where are we now? ...Starting from?

Titanic Syndrome diagnostic for 7 Pillar status (a handout for your staff to gauge progress over time)

- Context could be the *Kill Your Company* exercise,
- What should we reinvent? Where should we go? - Business Model Cards

### Titanic Diagnostic – Measure Culture

Name: \_\_\_\_\_

0 – nothing like us  
5 – fits us perfectly



#### Anticipating Change

Purpose Led

Our company has a purpose and a corporate mindset that resonates and can be seen in the leaders. It has a prophetic ring that our staff shares and finds engaging.

0 1 2 3 4 5

Staff and managers have identified their personal purpose and aspiration. It resonates, they share it with others, and we support them in their dream and their portion of the corporate dream/purpose.

0 1 2 3 4 5

Other employees and I are often asked to share insights and reflections on potential threats, disruptions or opportunities for our business.

0 1 2 3 4 5

In our company we usually anticipate possible threats or opportunities and respond proactively, rather than reacting when we are pressed by an unfolding crisis.

0 1 2 3 4 5

We take enough time for reflection, strategizing, creative thinking, and proactive actions.

0 1 2 3 4 5

#### Designing Change

Creative Culture

I have a mentor that "gets me," shows me the ropes and is interested in my success. They know how to listen, give directions, share the why behind the what.

0 1 2 3 4 5

I have a regularly scheduled meeting with my mentor or manager called a 1-on-1 where we talk through *my list* of questions and the aspirations in my heart. They *hear me* and even if they can't do everything I suggest, they do listen and respect what I share.

0 1 2 3 4 5

In our company, leaders seldom justify their decisions using past experience as the main argument. For example: "Trust me, I've done it a million times."

0 1 2 3 4 5

When we fail, our company owns the misstep and avoids blaming somebody on the outside (competitors, suppliers, government, consumers).

0 1 2 3 4 5

We get an opportunity to actively engage in developing new products, processes, and strategies - and learn about improvements well in advance of rollout.

0 1 2 3 4 5

#### Implementing Change

Engaged People; Systems that Multiply

I received training and instruction for how to start and implement change in our company. I (and most others) are willing to introduce changes that improve our company and our culture.

0 1 2 3 4 5

There are no significant gaps between what we say about our company's commitment to change and how we actually work, allocate our resources, spend our time at meetings, award bonuses, etc.

0 1 2 3 4 5

In our company, we welcome "practice rounds" or experimentation. We don't feel at risk by making improvements.

0 1 2 3 4 5

We celebrate good ideas and the people who create them. Improvements that help both the company and the staff are sweet! We are "corporately agile."

0 1 2 3 4 5

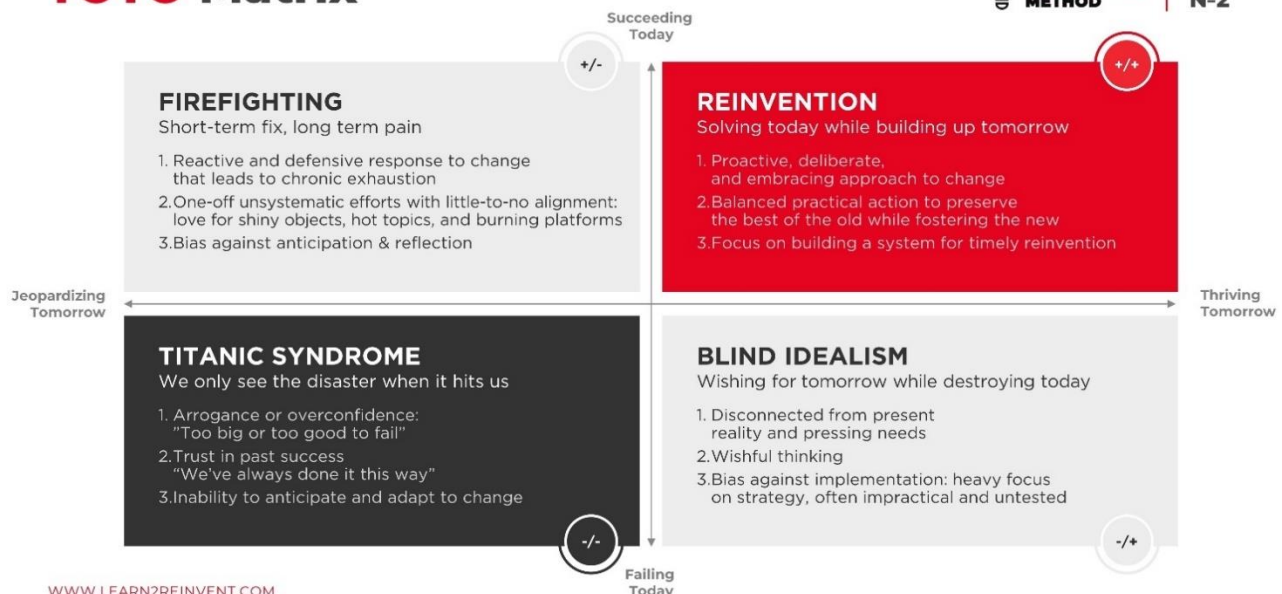
We pride ourselves in overcome red tape, budgets, and schedules to implement a great idea. Everyone gets behind it. We plan to be successful.

0 1 2 3 4 5

Today and Tomorrow (TOTO) matrix. Where is our Culture now? Facilitate discussion on perspectives.

### TOTO Matrix

THE REINVENTION METHOD | TOOL N°2



## Tool #3 – Corporate Agility as a Cultural Value

How to promote / celebrate the “stars” who volunteer and take initiative

- Without overstepping existing manager scope, roles, job descriptions
- Without violating existing procedures and policies

Have a value for *Reinvention Culture*

- Where change is expected, celebrated, talked about
- Improvements are expected and celebrated, planned
- People that create and design new approaches are honored

Model **Agility** – make it a cultural value, prophetic agility is a spiritual value

- Minor reorganizations of the leadership team are periodic and healthy
- They can be suggested by staff, not just imposed from above
- Rewrites of procedures and job descriptions are fluid (owned by staff)  
They fix themselves (all by itself the soil produces Mk 4:27-28)

## 7 Pillars of Reinvention

Avoiding Titanic Syndrome  
Leveraging Life

### The Actions

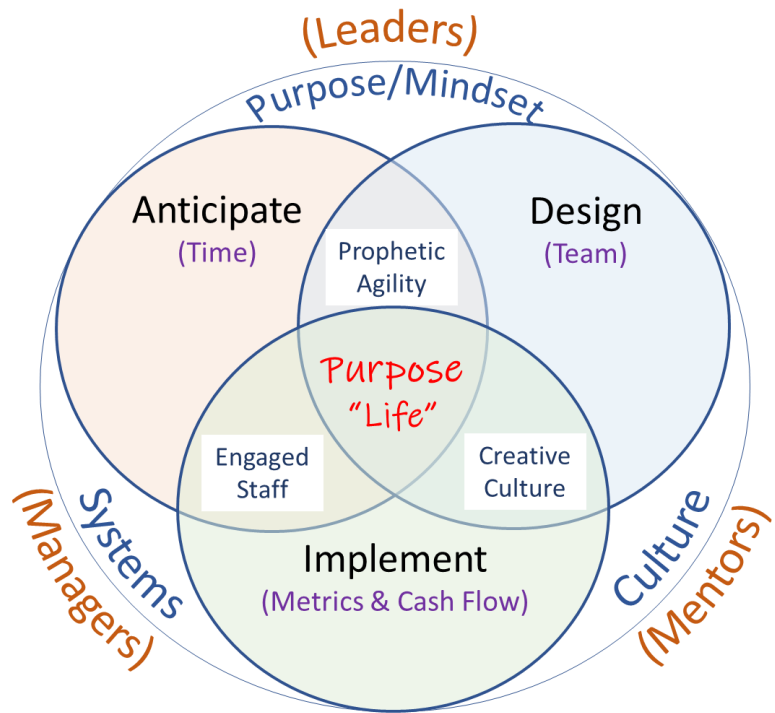
- 1) Anticipating Change
- 2) Designing Response
- 3) Implementing Change

### The Culture

- 4) Mindset – Prophetic Agility
- 5) Creativity – Cultural Mentors
- 6) Systems – Engaging Leaders

### Reinvention “Add Life” # 7

- Preserve life
- Protect life
- Create Life



Reinventing Your Business

## Tool #4 – Metrics for Kingdom Purpose? (Indexed to 7 Pillars)

- 1) What our (and your) Kingdom **Purpose** looks like on a mind map, in [Aspirations](#) and [Story](#)

To: \_\_\_\_\_ (Mission, what)

So that: \_\_\_\_\_ (Purpose, why)

- 2) How we “**Lead People**” Mindset, Anticipation, prophetic agility

- 
- 
- 

- 3) How we “**Mentor our Culture, Creativity**”

- 
- 
- 

- 4) How we “**Manage Systems**” implementation, Operations, Optimize systems

- 
- 
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## Tool #6 - Metrics for our Kingdom Purpose?

- 1) What our (and your) Kingdom **Purpose** looks like on a mind map, in [Aspirations](#) and [Story](#)

To: \_\_\_\_\_ (Mission, what)

So that: \_\_\_\_\_ (Purpose, why)

- 2) How we “**Lead People**” Mindset, Anticipation, agility

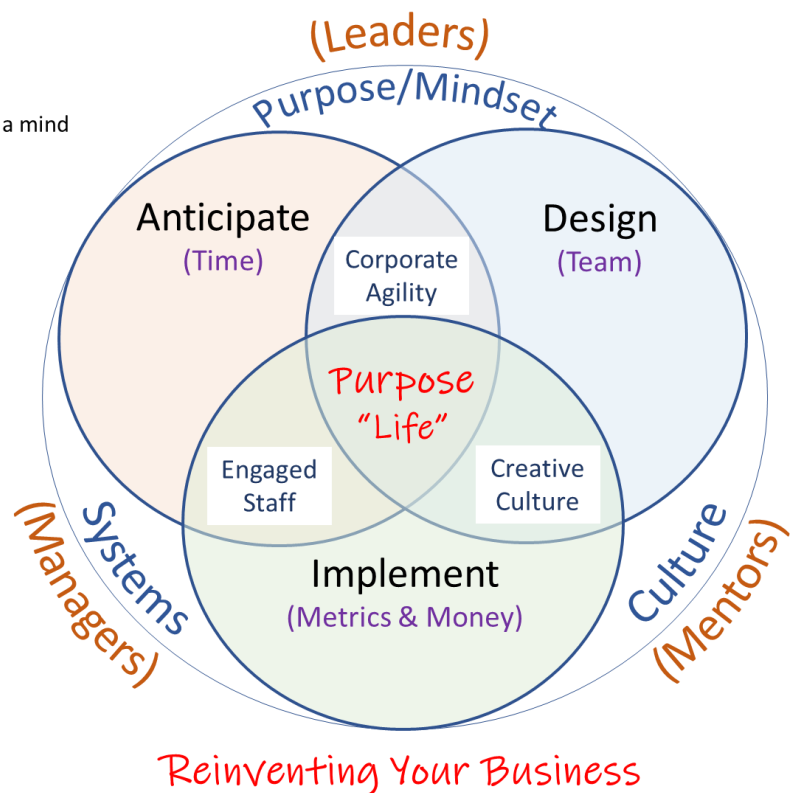
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- 3) How we “**Mentor our Culture, Creativity**”

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- 4) How we “**Manage Systems**” implementation, Operations, Optimal systems

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- 





## Tool #5 – HD Metrics (Indexed to Tobe's Kingdom Purpose)

- 1) **What our (and your) Kingdom Purpose** looks like on a mind map, in [Aspirations](#) and [Story](#)

**To:** create a Culture of Leaders providing the freshest products and the most enthusiastic service to our communities. (Mission, what)

**So That:** Our staff is awakened to what God wrote in their hearts, Engaged in Kingdom (Purpose, why)

Indexed to mind map

- 1) **How we “Lead People”** Mindset, Anticipation, prophetic agility

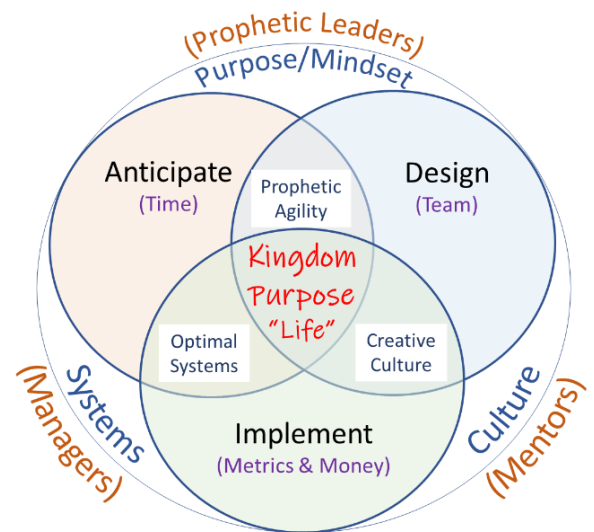
- a. Father grants heart's desires = I have mind map, story, Aspirations, development plan 5, 7, 8
- b. I'm a son; access to Father (Courts and Council), seer gift
- c. We anticipate Father's “reinvention” as part of our Culture (We create our future Ps 84:6)
- d. We see Reformation – in our People, business, Valley, Nation(s); (on our mind maps) 14-16

- 2) **How we “Mentor our Culture, Creativity”**

- a. The leadership team shares Tobe's aspirations for HD and have their own
- b. We have 1-on-1's once a week, to create mind maps, Aspirations (Quarterly to adjust)
- c. Voluntary personal mentoring (Making others successful is our Culture) 8
- d. We track metrics for mind maps, aspirations, and stories
- e. As “Priestly” leaders, we pursue the one (Captives don't set themselves free) 12
- f. We celebrate initiative, tell the stories, share the videos. We're mighty, not serfs!
- g. We're adding new sons, new wings to HD (decentralization, warehouse, aquaponics, etc) 4

- 3) **How We “Manage Systems”** Implementation, Operations, Optimal system

- a. Operations (Sales, food cost, customer count, speed of service, employee turnover, training) 1
  - i. Service type (delivery, take out, dine in, catering)
  - ii. Food type (breakfast, lunch, dinner, alcohol)
- b. P&L - Rolling cash flow projections updated monthly for emergent drivers (inflation, labor, supply chain, etc.), for 13 stores + Catering; rolled up in a summary
- c. We monitor food quality with a team
- d. Steady stream of hiring candidates, onboarding process
- e. Supply Logistics, Storage, Delivery 11
- f. Decentralization – Local Suppliers of our own produce, Meat 9-10



Implementing Kingdom Business Culture

## Tool #6 – Balance Focus on Personal, Small Groups, Biz, and City

The job of leadership is **to create Culture in small groups** (The starting place)

Business reinvention and people transformation is a grassroots process fueled by the engine of small groups. The work teams led by first-line supervisors are where business and people transform. Where books are known.

Leverage Books (for Individuals, Biz, City, Nation) into Culture movement and Reformation that people can see

- Books (Purpose) at different levels build on one another – there are interwoven themes.
- Give perspective to higher purpose, greater motivation, organic movement.

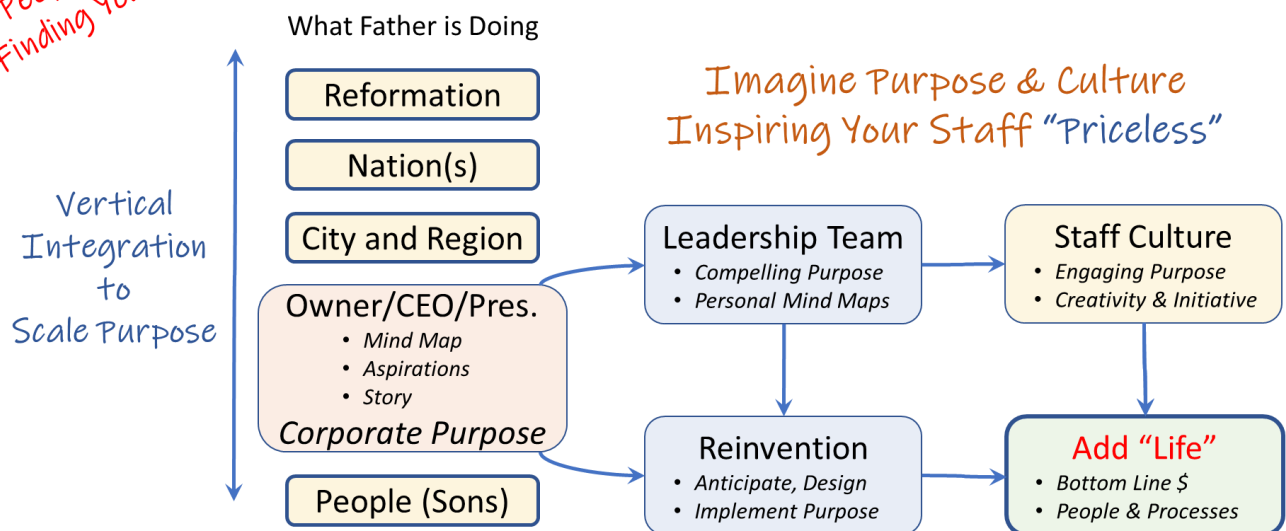
### Reinvention Portfolio Canvas



WWW.LEARN2REINVENT.COM

People & Businesses  
Finding Your Reason Why

## Scaling Life with Kingdom Purpose



## 8) More About Kingdom Business Coaching

**Background on John** (<https://linktr.ee/johngarfield>) – Career chemical engineer. 13 years as a bi-vocational pastor planted two churches (1990-2003). About 15 years ago, we started doing business conferences, mostly in church settings. In 2010, we added coaching people from the desires in their hearts to business Plans/startups. In 2018, we put our process in a Kajabi course supplemented with private and group coaching over zoom. In 2021, I *reinvented* to target businesses with staff instead of individuals.

- Seven books on [Amazon](#) (self-published)
- Courses on Kajabi – [www.OnlineHeartPlan.com](http://www.OnlineHeartPlan.com)
- Web with 500 blogs with videos [www.ReleasingKings.com](http://www.ReleasingKings.com)
- Prior conferences and speaking engagements in US, Canada, Poland, Ukraine, Netherlands, France

**Results** – I worked with Tobe Finch, a restaurant owner in Lewiston, Idaho. His testimony of a changing business culture in an atmosphere of Reformation is exciting and practical.

I have combined our prior emphasis on purpose (corporate and individual) with the seven pillars of Reinvention and the 21 Silver bullets. We try to keep a healthy balance of focus on both the Kingdom business culture and cash flow (value creation).

**Challenges** – Our niche is somewhat narrow (Kingdom Business Culture), but I am working with others already successful in the same genre [www.Kingdomatwork.com](http://www.Kingdomatwork.com). Anything close to Christian coaching and Culture sounds like it should be free. We want to bridge value creation in business with the staff culture that makes it fun. Our motto is *Have Fun, Make Money, and Love People*. We don't want to wear "religion" on our sleeves, but we do want to leverage the benefits of co-laboring with Father's purpose. SQ (Spiritual Intelligence) is knowing Father's purpose, *Spiritual Capital* that translates as God's favor when you flow with it!

### The "Value" of Culture (Why coaching is worth it!)

## Let's Build a Kingdom Business Culture

[Amazon 2022](#)

### Incentives

#### 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)----- Cash Flow
5. Competence – A Culture of Leaders----- Build a Team
6. Culture of Honor – Engaged Staff----- *Felt* Culture

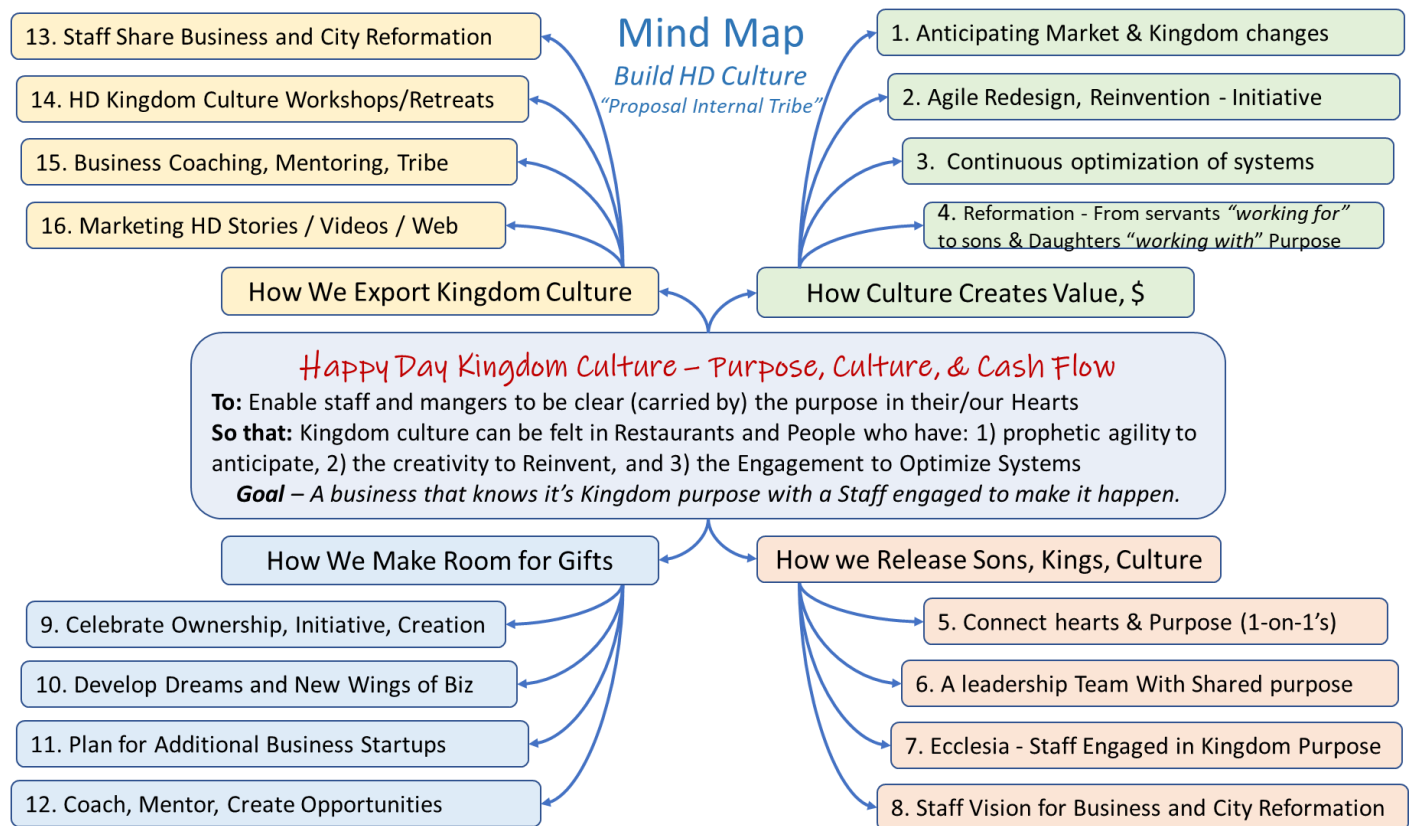
#### The Results

7. Compelling Brand – Enthusiasm----- Brilliance
8. Courts & Council – Seated in Heaven----- Offense & Defense
9. Commissioned – Kingdom Purpose----- Blessing Nations
10. Champions – Bring Heaven to Earth----- Hear "Well Done"



## John's Business Coaching Initiative inside Tobe's business

We created this for mind map for Tobe's business, but it's not too far from describing Kingdom Business Coaching in any business. I provide enough support so they can grow and maintain the Culture themselves after we find and train the key people. Kingdom Culture is contagious. People take pride in honoring one another and pursuing the corporate Kingdom Purpose. Tobe sees that level of health in his own business (13 Restaurants, catering, delivery, storage, and 550 employees). It works!



### Niche and Language

We Coach businesses with more than 20 employees to reinvent a Christian business to have a *Kingdom Business Culture* (Working now with Tobe, USA Restaurant owner, 13 stores, 550 employees).

**Language** - Birthing a Kingdom Culture in a business has a clear goal that is very much on Father's heart - Birthing sons full of life instead of servants. We are not neglecting cash flow and traditional business metrics. We are just saying the best long-term strategy for a business is its culture and staff. Metrics for Business culture and morale are important foundations for creating business value and sustainable profit. First, two definitions:

**Kingdom** (definition) – Jesus is the King of kings (Rev 17:3). We are 'kings' with a small k and "sons." We are intentionally hearing and seeing what Father is doing and collaborating with His strategy to bless people, businesses, and nations (Reformation). Kingdom is not religion or church; it is *Christianity in culture*, in this case business culture. Kingdom purpose is the context for business (the infinite game).

**Books** (definition) – People and businesses have a story or calling that we call their "book" (Ps 137:15-16). It is their purpose or assignment in God's Kingdom to which that "son or daughter" is uniquely qualified and purposefully chosen by God for such a time as this. We are intentional about opening books of people, businesses, cities and nations to cooperate with Father's strategy for Reformation.

### Levels of Work-Life Engagement That Build Purpose, Culture, & Cash Flow



"The purpose of our work can be much bigger than providing for our needs or personal fulfillment"

**Engagement** - *Employee Disengagement* is a chronic issue Worldwide (Gallop, 80%)  
(Our USP is leveraging *their* Kingdom purpose)

- Hearts don't engage in "work" or "Corporations" without a good reason
- Alignment with a personality profile is not a "reason"
- The trademark of "Reformation" is people engaged in Their Purpose (Book)
- Work becomes fun when it has meaning (higher purpose, expresses my purpose)
- Culture forms around purpose



Leading a Kingdom Business Culture also has a different focus based on a few key concepts:

**Sons** – Our staff are invited to be God’s sons and daughters. We’re releasing sons, not servants, and we place a high value on engagement, ownership, creativity, initiative, and relatability.

**Ecclesia** – Our business staff is an Ecclesia (a community assembled for shared Kingdom purpose). They have books, and so does the business. Father is spearheading a reformation of people, businesses, and nations. We’re just doing it with Him. Doing what Father does is exciting for business, people, and profit.

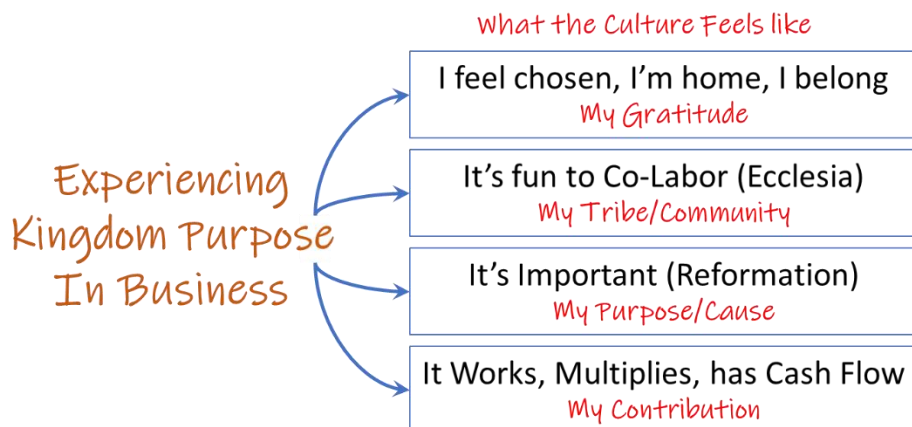
**Small Groups** – Businesses thrive with good leadership, but business reinvention and people transformation are a grass roots initiatives fueled by the engine of small groups. The work teams led by first-line supervisors are where changes in business and people occur. As leaders, our inspiration, slides, and preaching genius aren’t quite as important as we thought! The job of leadership is creating culture: transformational experiences and questions that allow work teams to choose engagement. Culture is spontaneous, enthusiasm is infectious, and people have hearts who volunteer for their books. We don’t ask people to work on the purpose in our heart without knowing something about what is in their heart.

*Mark 4:26-28 – This is what the kingdom of God (Culture) is like. A man scatters seed on the ground. 27 Night and day, whether he sleeps or gets up, the seed sprouts and grows, though he does not know how. 28 All by itself the soil produces... NIV*

**Purpose Is Heard** – Revelation and change are rooted in heartfelt experiences. The sermonic drone of intellectual exhortations irritates sons and puts servants to sleep, as do corporate procedures. Obedience is a religious motivation, not a Kingdom motivation. Love for God is the motive in Kingdom cultures. Hearts volunteer when the *why* resonates prophetically because God is saying it, too. People hear His voice mirroring what is already written in their hearts. Hearts hear Kingdom purpose. It’s *life*. Personal vitality is the engagement that brings life to our business. It intrinsically flows from purpose. Kingdom purpose is both intentional and viral.

## Why Build a Kingdom Business Culture ?

What’s in it for them? ...my Staff? ...Customers? ...Bottom line?



*My professional Superpower is the Kingdom Purpose in my Book*



*Connected with My  
and Father's heart*