

Kingdom Business Coaching Intro

Purpose, Culture, & Cash Flow in Your Business

Watch the [Video Summary](#)

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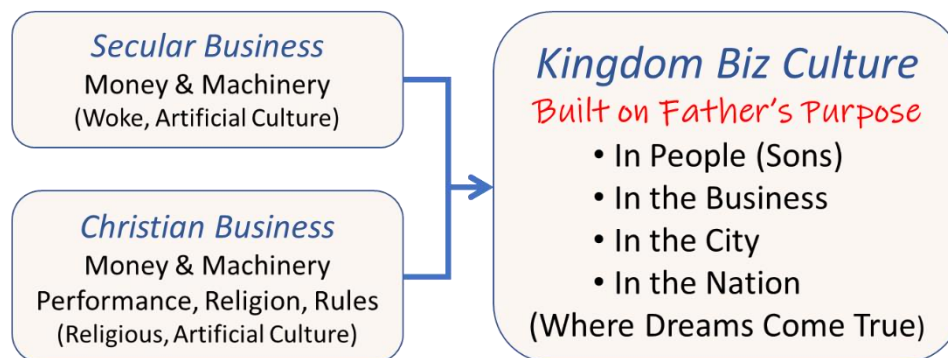
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We want a well-managed business to increase revenue, scale our value, build a leadership team, and not work crazy hours. But at a higher level:

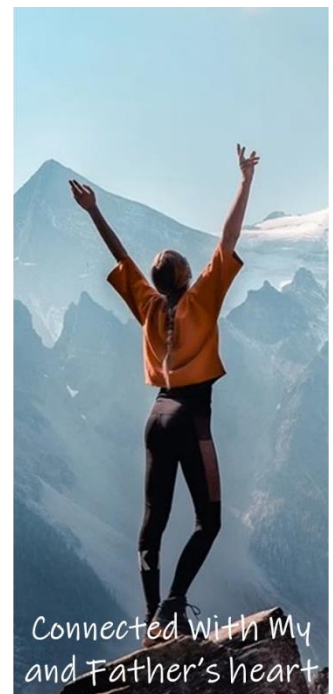
- 1) We want to avoid the bigger barns syndrome and be “*Rich Toward God*” (Luke 12:16-21)
- 2) We want to “*Store Treasures in Heaven*” and have an infinite/eternal perspective (Mt 6:19-21)
- 3) We want the *flow* from putting God’s Purpose first and Him adding “*All these Things*” (Matt 6:28-34)
- 4) We want to know what Father is doing and do it with Him (Jn 5:19)
- 5) We want to be part of “*Blessing and Making Disciples of Nations*” Reformation (Gen 12:2, Mt 28:19)

We believe sound business practices include a spiritual perspective. Kingdom Purpose makes it fun!

Build a Business That Runs on Purpose



Marketers say there is tons of money to be made. Business coaches tell of optimized systems.
Business has to be about more than money and machinery.
Does a business have a soul?

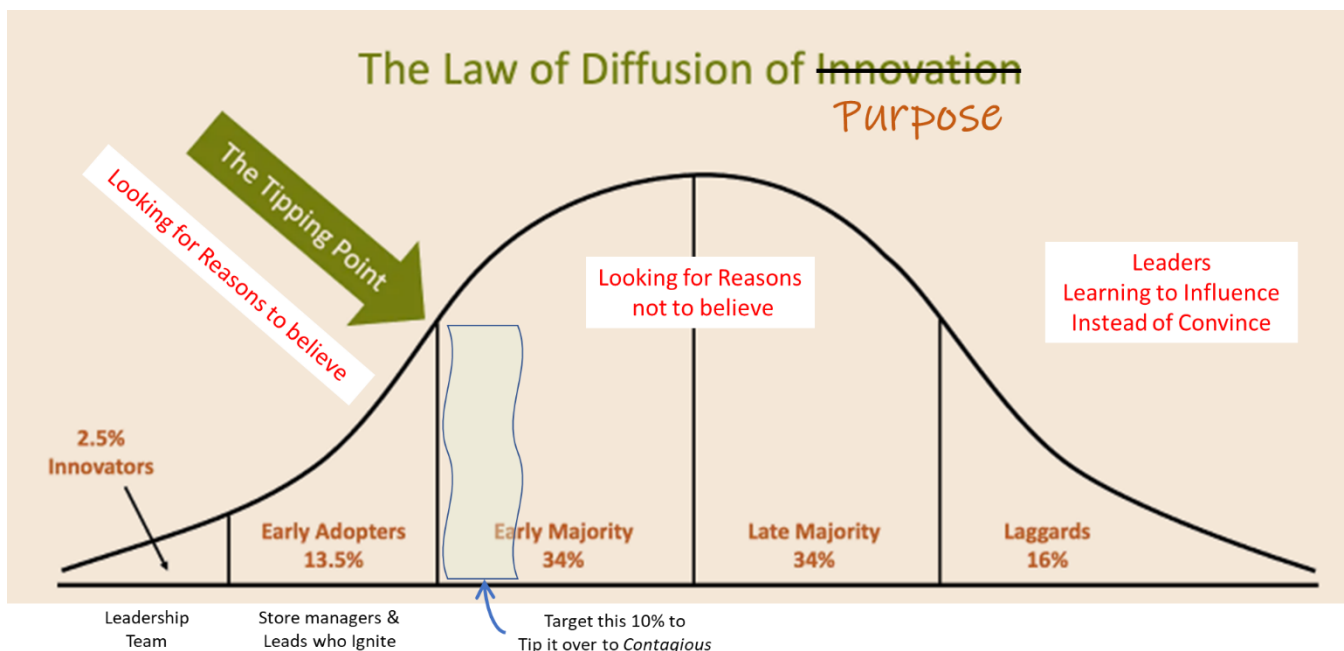


Executive Summary

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. The woke government and media agendas don'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. We realize it's working in a significant business we can call (a reference)
 - b. We can see a strategy that connects our business culture with Reformation via Purpose
 - c. The next steps are outlined (Chapter 5)
 4. **We can help you migrate purpose in your staff.**

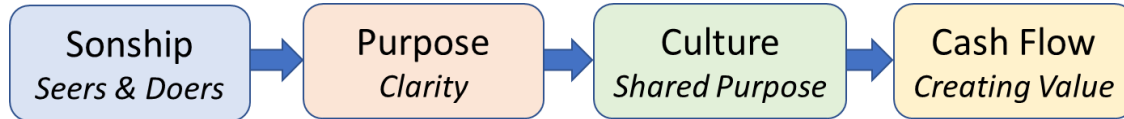
Purpose is also contagious. You can change your business culture with early adopters (~15-20% of your staff). They are the ones who will inspire the majority of your staff to *catch the excitement of Purpose*.
Our **Goal** – A business that knows its Kingdom purpose with a staff engaged to make it happen.



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



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:

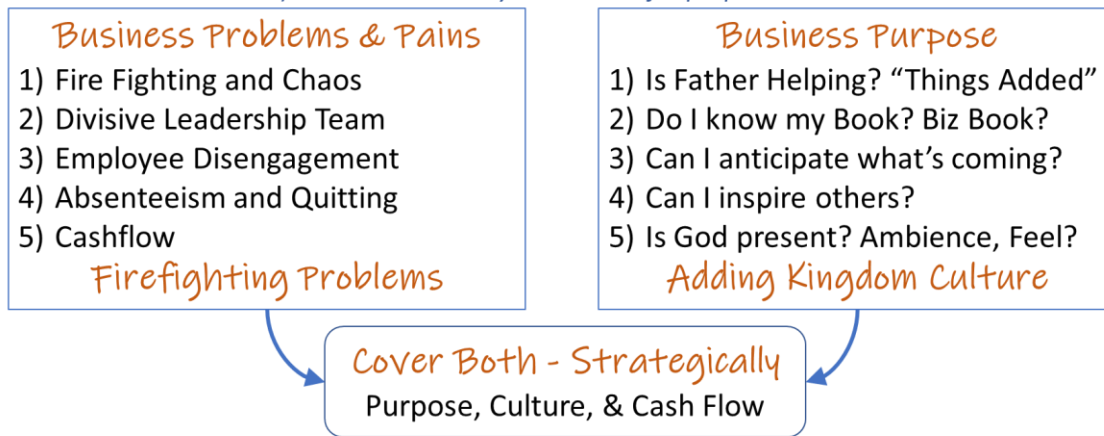
- #1) The practical business challenges you face..... (everything you can do)
- #2) Instilling a Business culture built around Kingdom purpose.... (everything God can do)

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.*



<https://linktr.ee/johnqarfield>

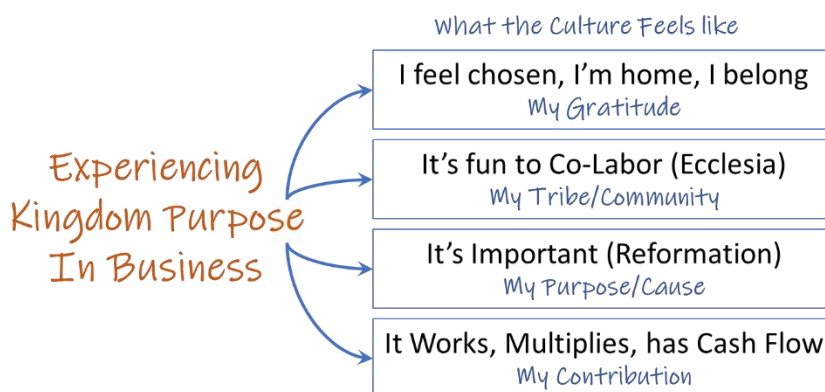


Your Business can have a Kingdom Culture that Improves your Cash Flow

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.

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*

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 are 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 for crunching 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



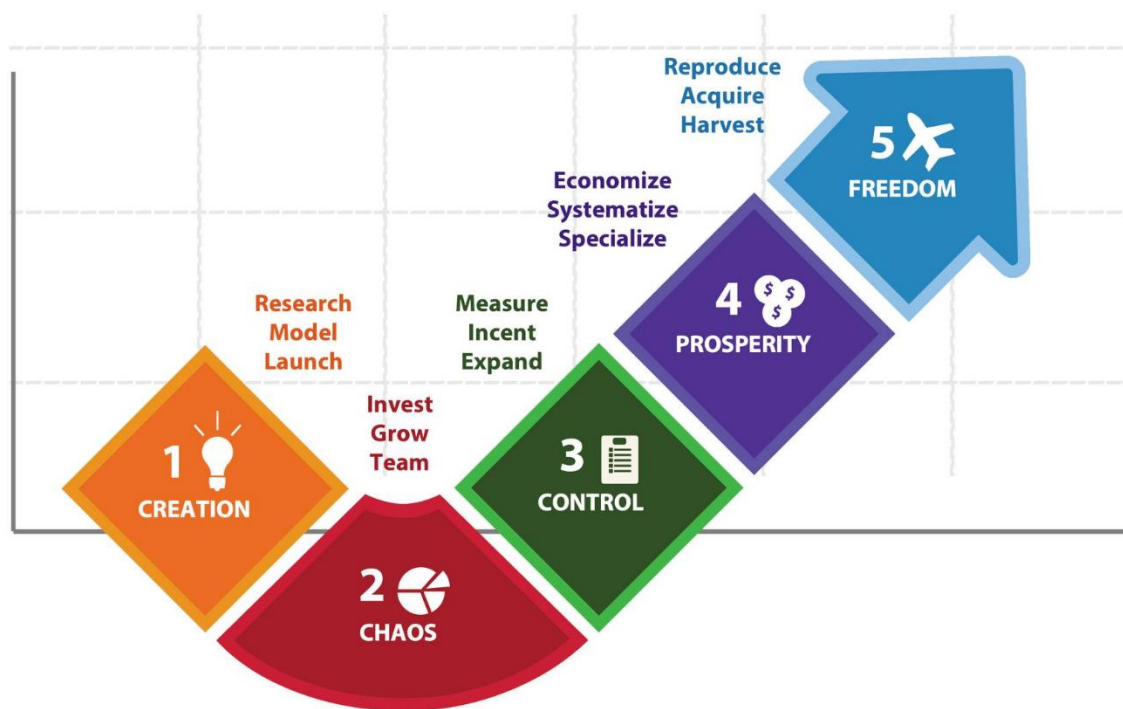
4) Five Steps to Freedom (Good Business Practices)

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.

5 Steps to Freedom



CREATION

- ★ USP & Guarantee
- ★ Strategic Plan
- ★ Revenue & Profit Budget
- ★ Current Business Plan

CHAOS

- ★ Break-Even Plan
- ★ Tactical Marketing Plan
- ★ Sales Management System
- ★ Team Building System

CONTROL

- ★ Cash Gap Plan
- ★ Key Performance Indicator System
- ★ Performance Incentive Plan
- ★ Employee Acquisition Plan
- ★ Psychometric Profiling Process

PROSPERITY

- ★ Time Management Plan
- ★ Operations & Training Manual
- ★ Team Meeting Rhythm
- ★ Lean Program

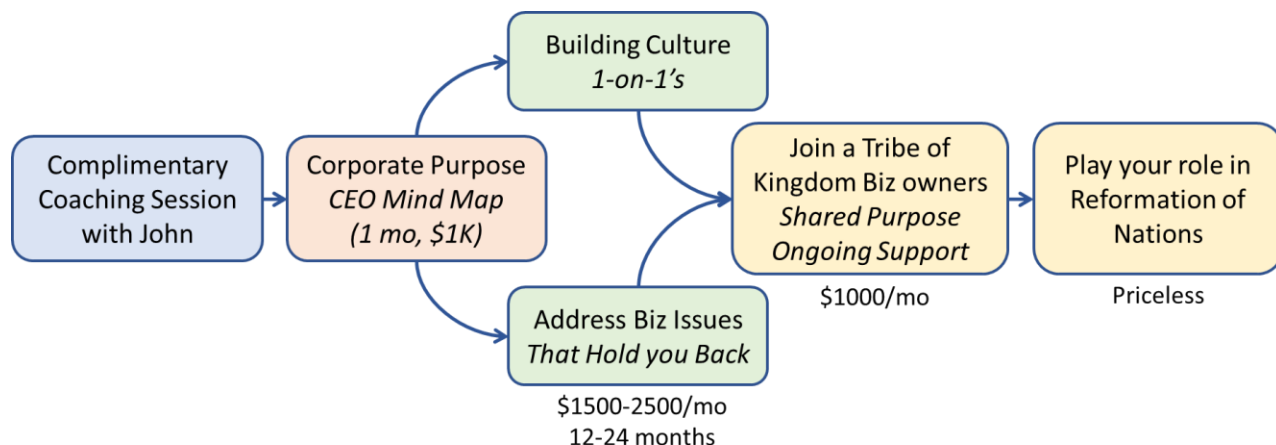
FREEDOM

- ★ Organizational Plan
- ★ Apprenticeship Plan
- ★ Leadership Development Plan
- ★ Comprehensive Exit Strategy

5) 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 with 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.*
 - 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.*

Next Step – Chat with John on Zoom. Text a time that works for you (509) 308-6873.

More info in the [Kingdom Business Culture Field Guide](#) and <https://linktr.ee/johngarfield>

6) Bonus Video Clips from Client Interviews

David Harris interviewed Tobe about coaching with John and made the following short clips. You'll find them helpful and insightful.

- 1) The Lord Sent John – <https://youtu.be/RJFh34lyKFI>
- 2) This Weekend was powerful for me – <https://youtu.be/IFhdShmNxLc>
- 3) So much Purpose in what you're saying – <https://youtu.be/n9O4CHTooSo>
- 4) The Cashflow Story – <https://youtu.be/IMauhfxFVs4>
- 5) Where's this all going? – <https://youtu.be/mlQ-zeQU-rM>
- 6) The Year From Today Question – <https://youtu.be/xto71fL7mn0>

