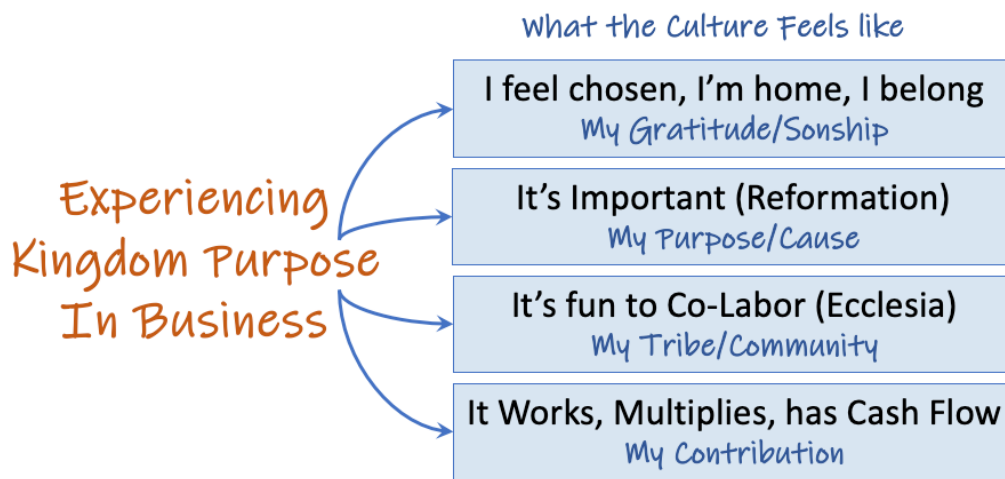


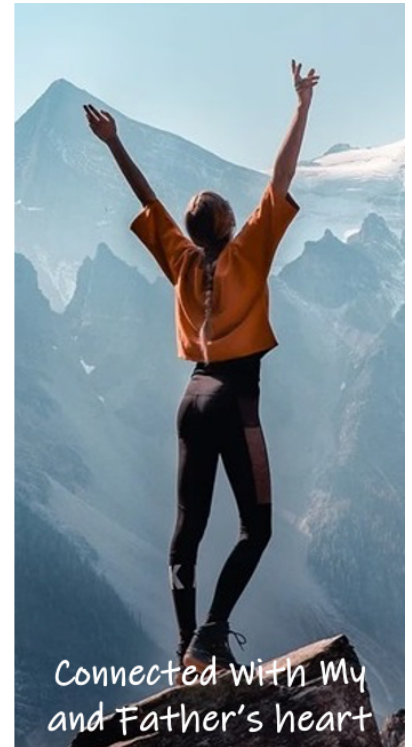
# Kingdom Business Playbook

## Why Build a Kingdom Business Culture ?

What's in it for Me? ...my Staff? ...Customers? ...Bottom line?



My professional Superpower is the Kingdom Purpose in my Book



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):

- 1) Other people share your purpose,
- 2) They help build your business culture,
- 3) and increase your cash flow.

All because they know and share your "why." It's a progression of blessing.

## Why We Do It – Intentional Reformation

*My business exists for* Intentional Reformation – Create a movement among leaders and fathers to mentor sons into their books, so they can bring Heaven to earth and create value in business to bless people, businesses, and nations. We're scaling Reformation through sons and daughters in business.

- 1) *What we do?* – Live conferences, business coaching, and interactive courses on Zoom to clarify purpose, access Heaven to open books (Ps. 139:15-16) and implement that purpose in life and business to create value and cash flow.
- 2) *Why do we do it?* – To help people fulfill their heart's desires, Kingdom purpose, and grasp why they are chosen. We see sons and daughters in the Kingdom bringing Heaven to earth. We're helping them experience the courts of Heaven to deal with accusations and to participate in God's Council to hear and see what Father is doing so we can do it with Him (Jn 5:19). We want to give businesspeople full access to Heaven's Courts and Council to open their books and play their role in a Reformation of Nations (Intentionally).
- 3) *For whom do we do it?* – We coach business / entrepreneurial people (difference makers and institutional leaders) who value Biblical spirituality coupled with practical initiatives that get results.
- 4) *Why do we do what we do the way that we do it?* – It takes about six weeks for people to iterate to clarity and get their personal or business purpose in writing with a [Purpose Profile](#). Personal interaction on Zoom with a prophetic facilitator who can hear your heart will get you there.
- 5) *How are we different from others providing this service?* – We see spirituality as a combination of business wisdom and revelation from the Holy Spirit, a conversation with the Spirit of Wisdom. 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 business 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, and one another. Tribes form, and Ecclesia happens in the business culture around shared purpose.
- 7) *What are we passionate about?* – Co-laboring with Father on Reformation to redeem people, businesses, and nations. We're instilling the *experience* of Kingdom purpose in business cultures and mountains worldwide.

Want to be part of a movement?

# Intro to Kingdom Business

Purpose, Culture, & Cash Flow in Your Business

Watch the [Video Summary](#); [Who is John, Really?](#)

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## Contents

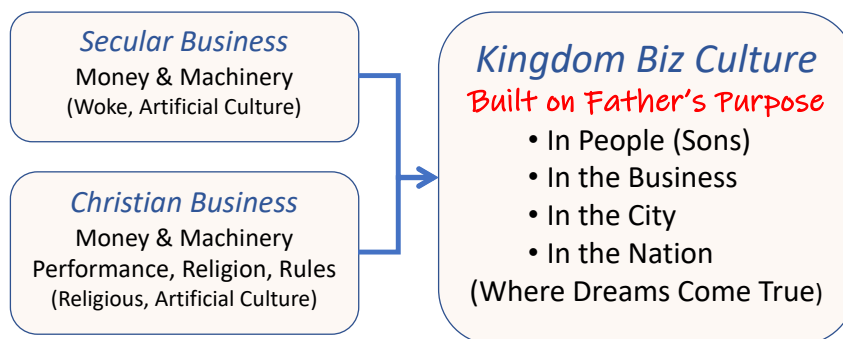
|   |    |
|---|----|
| Executive Summary .....   | 4  |
| 1) The 3 Big Why's in Kingdom Business.....                       | 5  |
| 2) Your Staff – Sons and Daughters with Kingdom Purpose Too ..... | 6  |
| 3) Benefits From Having a Kingdom Business Culture .....          | 7  |
| 4) Approach – Reinvention (Corporate Agility).....                | 8  |
| 5) Five Ingredients that Grow a Business .....                    | 9  |
| 6) Sign Me Up – How Does This Work? .....                         | 10 |
| 7) Your Questions .....   | 11 |

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:

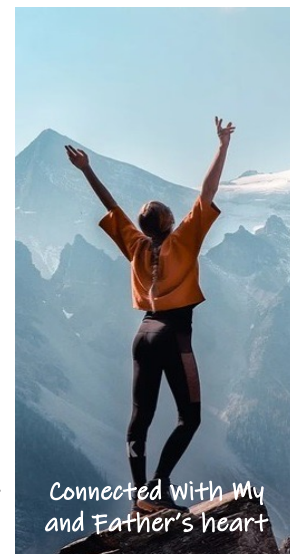
- 1) We want to avoid the bigger barns syndrome and be *“Rich Toward God”* (Luke 12:16-21)
- 2) We want to *Store Treasures in Heaven* and have an [infinite mindset](#) (Mt 6:19-21)
- 3) We want the *flow* from putting God's Purpose first and Him adding *“All these Things”* (Matt 6:33)
- 4) We want to 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?

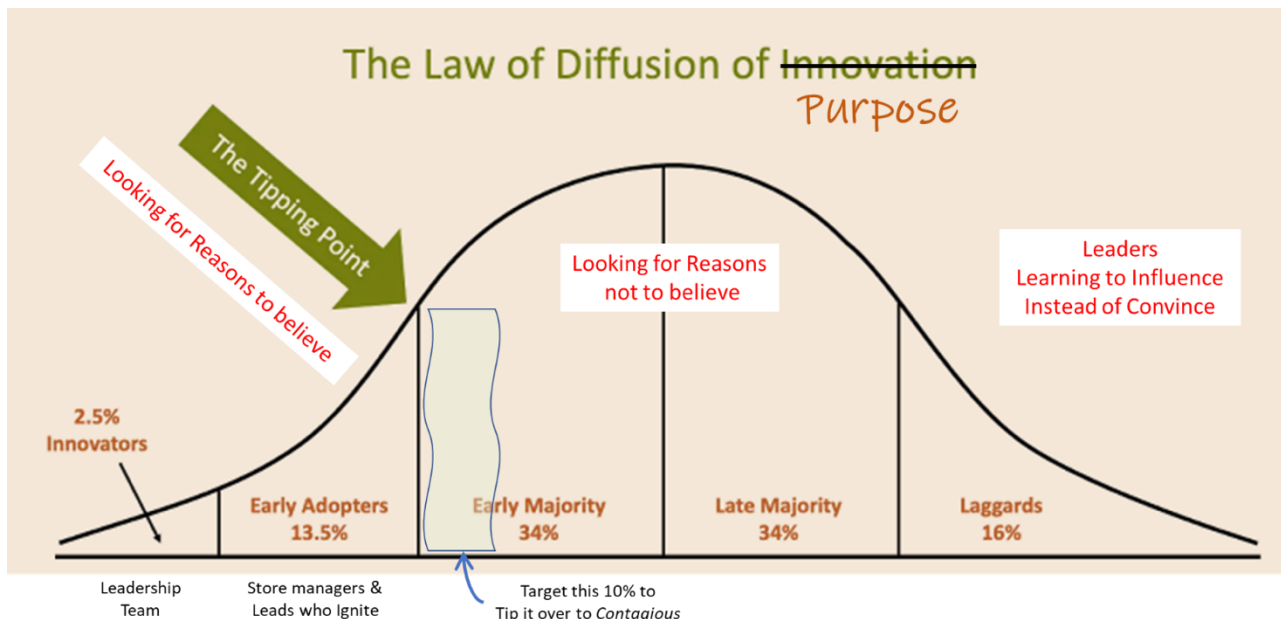


# Executive Summary

## Background

- a. Generally – Reinvent Kingdom Business Culture (Putting life in Business).
  - b. Specifically – Happy Day Restaurants (13 stores, 550 employees, 3 Key leaders).
  - c. Development – Build a Kingdom business template that works for other businesses and Cities.
1. **Who is this for?** – Existing business CEO’s, Owners, Presidents, and leaders (both men and women).
    - a. We have tracks and coaches for small to mid-size businesses as well as individuals.
    - 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 must be about more than money!
    - c. **Goal** – They would like to inject practical, Biblical spirituality into their business culture (Minister life to their staff), without being “religious.”
    - 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 most 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.

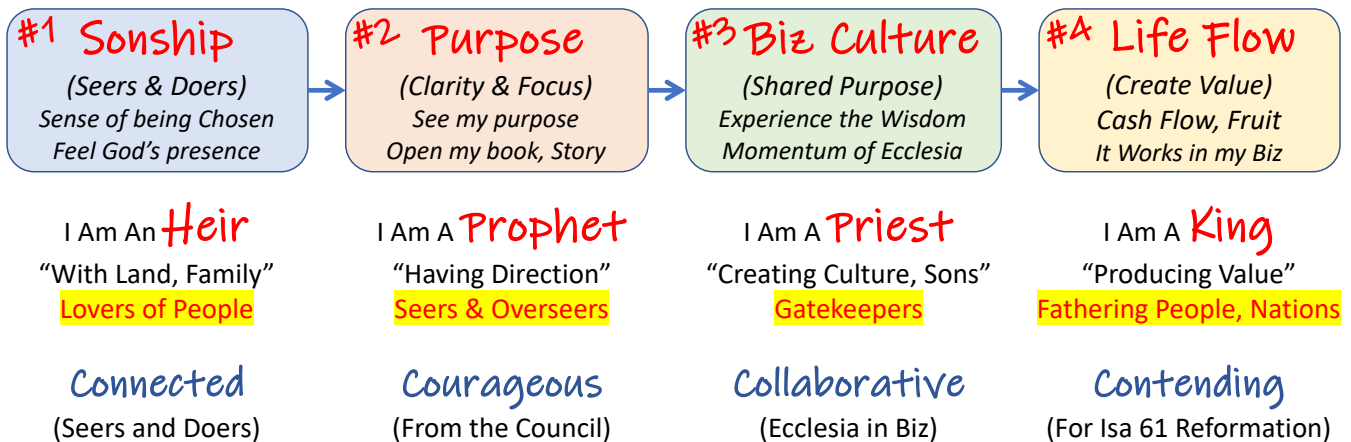


# 1) The 3 Big Why's in Kingdom Business

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

**#1. 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.

## Creating Value, Experiencing Flow (The Isa 61 Intentional Reformation of Nations Via Sons)



**#2. 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.

**#3. People.** It's so important we gave this topic its own chapter.

30 Minutes on  
"What is Kingdom Business?"



## 2) Your Staff – Sons and Daughters with Kingdom Purpose Too

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 intentionally working on your business purpose.

- 1) Hearts don't engage in business 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 secret Sauce of Kingdom business

Like any business, our staff have good resumes, work ethics and performance. But our real goal is connecting them with the purpose God wrote in their heart. When that happens, they can become self-motivated. They are working on their dream too. We don't just get what they can do, we get what God can do through them. Kingdom leadership is inspiring because we're leading people toward Kingdom purpose. They can tell it's not just our dream, God originated it!

**How?** – Managers in a Kingdom business have periodic 1-on-1's just to listen and hear what those dreams and desires are. No one expects you to take responsibility for making their dream come true. But if we make the effort to understand their Purpose Profile, we are honoring how God wired them and who they are in His bigger plan. It feels like respect and love. In effect we are using 40 hours a week on the job to disciple sons into their own hearts and identity. That is the birthplace of Kingdom culture, an ecclesia in the business mountain built around shared purpose. It's powerful spiritually and it's practical regarding our cashflow. We can't afford to do business any other way!

Kingdom culture is not an accident. We're intentionally helping our staff through a natural [progression to sonship](#).

### 3) Benefits From Having a Kingdom Business Culture

A Kingdom Business Culture 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.*

**Business Purpose**

- 1) Is Father Helping? “Things Added”
- 2) Do I know my Kingdom purpose?
- 3) Can I anticipate what’s coming?
- 4) Can I inspire others?
- 5) Is God present? Ambience, Feel?

*Adding Kingdom Culture*

**Business Problems & Pains**

- 1) Fire Fighting, Chaos, too busy
- 2) Division on the Leadership Team
- 3) Employee Disengagement
- 4) Absenteeism, Quitting, low morale
- 5) Cashflow, Quality, Growth

*Firefighting Problems*

*Cover Both - Strategically*  
Purpose, Culture, & Cash Flow

*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.

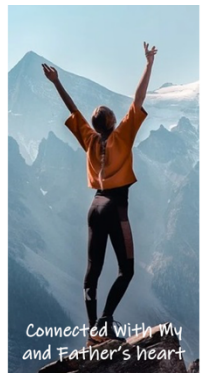
#### The 4 Challenges of Business

Even in a Kingdom business we deal with four basic challenges:

“And” we all need comprehensive strategies to make our business *Work!*

*Natural and Spiritual*

- 1) **Time** – There are never enough hours in the day to do everything yourself. Busyness translates to family pressures, no vacations, and stress.
- 2) **Team** – The leaders on your team aren’t always on the same page. They occasionally leave for greener pastures, and you get to start over.
- 3) **Money** – It’s easy to make money and hard to manage cash flow... 80% of business fail in the first two years navigating this issue.
- 4) **Motivation** – Money won’t motivate you to run a business for a lifetime. There has to be a higher cause.



## 4) 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 are 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

### #7 Reinvention "Add Life, Purpose"

- Preserve life
- Protect life
- Create Life





## 5) Five Ingredients that Grow a Business



- 1) **Purpose** – You have a purpose from heaven. By extension, your business does too. We have a simple process called a Purpose Profile that helps people like Tobe get a prophetically correct purpose in writing. When we get it right, it's thrilling. Not just for the CEO but for the entire staff.
- 2) **Value** – The first connection is that your Kingdom purpose adds value to your business product or service. We're doing stuff that blesses people and meets a need. We're helping customer dreams come true... What our staff does for customers is bit like ministry, wouldn't you say?
- 3) **Marketing** – Have a prophetically correct purpose is easy to leverage in your marketing strategy. We're just blowing the trumpet on what God is doing in our business. We're telling our story and engaging our staff, customers, and community. The "get" your why; "see" the cause!
- 4) **Cash Flow** – Having a purpose, creating value, and marketing result in cash flow. We don't take it for granted. We manage the business well and expect God's wisdom to result in a cup that overflows. Our dreams grow bigger every year because now we have the resources make dreams come true.
- 5) **Culture** – The glue that makes it all work is that our staff shares our purpose like it's their calling too, because it is! We intentionally cultivate our Kingdom culture to embrace the people, talents, and anointing God has given them. Business is fun and work becomes worship when you see the amazing fruit that comes out of a Kingdom business. We're growing people, not just selling widgets.

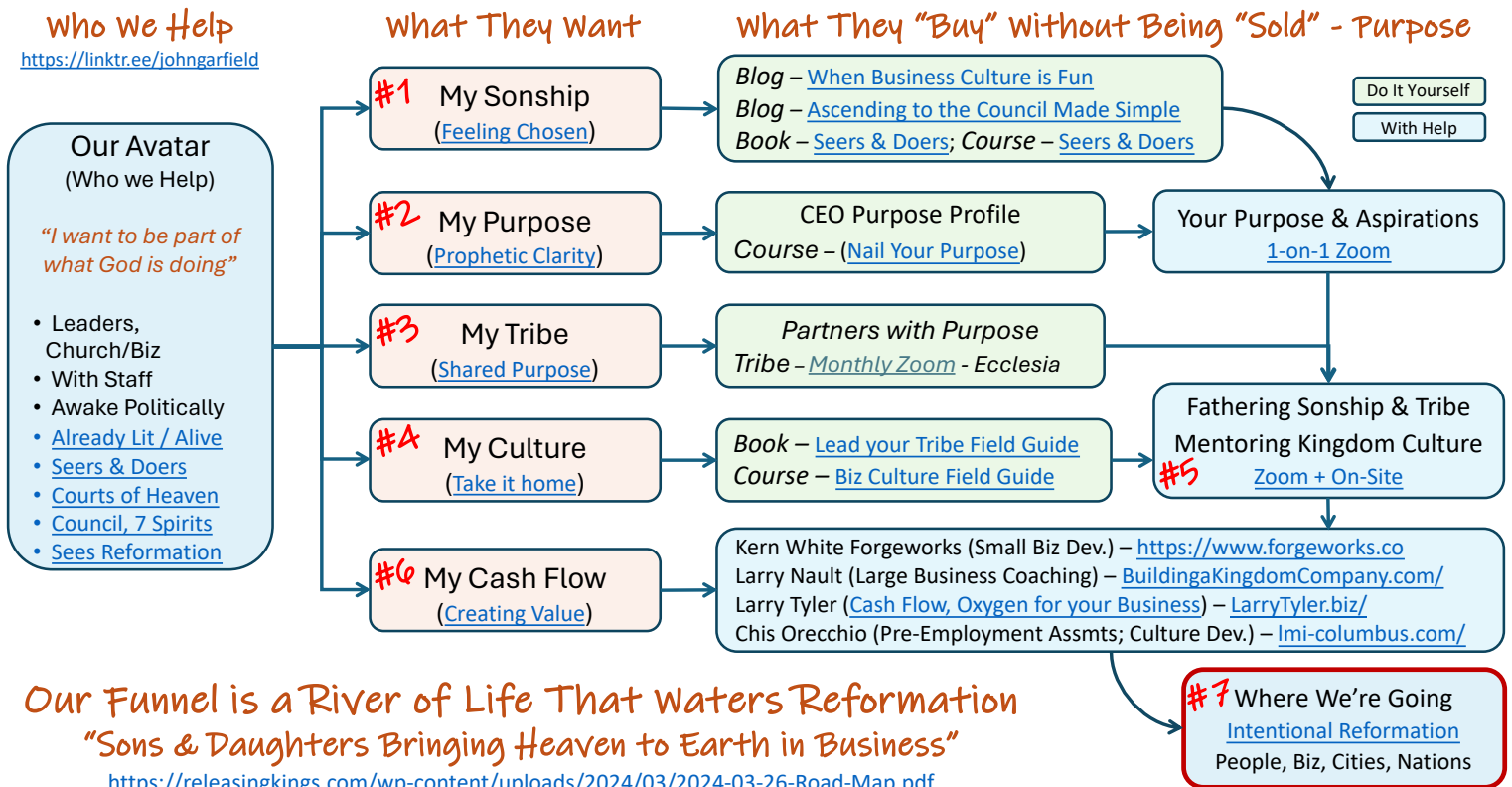
## 6) Sign Me Up – How Does This Work?

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

- 1) We start with a Complimentary Zoom call to hear your story to see if this is a fit.
- 2) The second step is a month of weekly Zooms to get your purpose on paper. We use a [Purpose Profile](#), aspirations, and story to get that clarity (Examples [here](#)). This phase lets you get comfortable with our relationship. Helping someone get in touch with their Kingdom Purpose makes a life-long friend.
- 3) We'll address both your Kingdom culture and typical business constraints. That's what is unique about our strategy for multiplying your business; it's holistic (practical and spiritual).
  - There are self-help blogs, books, and courses (We've been at this for 20 years!)
  - If you want 1-on-1 help we can walk you through both purpose & business development
  - We collaborate with Kingdom business development friends with specific expertise:
    - Kern White, Forgeworks (Small Biz Development) – <https://www.forgeworks.co/>
    - Larry Nault (Large Business Growth) – [BuildingaKingdomCompany.com/](http://BuildingaKingdomCompany.com/)
    - Larry Tyler ([Cash Flow, Oxygen for your Business](#)) – [LarryTyler.biz/](http://LarryTyler.biz/)
    - Chis Orecchio (Pre-Employment Assmts; Culture Dev.) – [lmi-columbus.com/](http://lmi-columbus.com/)

Click on the graphic for a PDF with live links.

## Scaling Reformation By Equipping Sons



## 7) Your Questions

Kingdom Business has practical answers for some tough questions.

- 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 have a monthly Zoom tribe that meets to share progress and off-line conversations for encouragement or to share practical business suggestions.*
  - *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** – [Conversation with John](#) on Zoom. Text a time that works for you (509) 308-6873.

More info at <https://linktr.ee/johngarfield>

### **Bonus Video Clips** from Client Interviews

David Harris interviewed Tobe about working with John and made the following 3-5 minute clips. You’ll find them helpful and insightful.

- What's exciting about Kingdom Culture Business? <https://youtu.be/4MJnJIXCXUc>
- What’s exciting about Tobe’s business? [https://youtu.be/ole8V\\_ejll](https://youtu.be/ole8V_ejll)
- What is Kingdom Business Culture? <https://youtu.be/IAD2dGfM2Vk>