

Growing a Business that Glorifies God Metrics



© 2021 William C. Peel

This study gives you a template that allows you to evaluate, brainstorm, prayerfully plan' listen to the Holy Spirit, and take strategic steps that will help you both do business and grow a business in ways that fulfill God's kingdom purposes for you and His world.

How Is Your Business Doing?

Take a few minutes to look over the six instrumental values of business and use the Likert scale to evaluate where your business is today. Jot down any thoughts/ideas you want to refer to as you pray about changes God may want you to make as you seek to bring Him glory in these areas.

1. Creative Opportunity. Business provides opportunities to create products and services that promote human flourishing. Do your products and/or services foster human flourishing?

10 9 8 7 6 5 4 3 2 1
STRONGLY AGREE STRONGLY DISAGREE

Seek the peace and prosperity of the city to which I have carried you into exile. Pray to the LORD for it, because if it prospers, you too will prosper.
—Jeremiah 29:7

2. Economic Opportunity. Business provides opportunities to create wealth to be enjoyed and used to enrich the lives of many. Are you generating wealth and using it well?

10 9 8 7 6 5 4 3 2 1
STRONGLY AGREE STRONGLY DISAGREE

3. Ethical Opportunity. Business provides opportunities to reflect God’s character by operating in an ethically upright manner in both word and deed. Are you reflecting God in your words, deeds, and daily decisions?

10 9 8 7 6 5 4 3 2 1
STRONGLY AGREE STRONGLY DISAGREE

What metrics can you put in place to measure your progress?

4. Relational Opportunity. Business provides opportunities to create workplace environments where people can flourish and use their unique God-given abilities. Does this describe the workplace at your business?

10 9 8 7 6 5 4 3 2 1
STRONGLY AGREE STRONGLY DISAGREE

5. Evangelistic Opportunity. Business provides opportunities to make faith attractive by how we act and speak, and can open doors for gospel conversations. Are you fostering the spiritual development of people associated with your business?

10 9 8 7 6 5 4 3 2 1
STRONGLY AGREE STRONGLY DISAGREE

6. Social Opportunity. Business provides opportunities to leverage resources and influence to address social needs in the community and around the world. Are you seeking the peace and prosperity of your community and the world?

10 9 8 7 6 5 4 3 2 1
STRONGLY AGREE STRONGLY DISAGREE