

# Building for Christ in business

How Christians can make a difference

**Jeremy Peckham**

South West Gospel Partnership

Men's Convention

15 October 2022



# A changing workplace

- Work from home
- Virtual communications
- Economic pressures
- Loss of trust
- Short termism
- Loss of loyalty
- Silent quitting
- Woke thinking
- Automation

**Permanent work from home  
damaging for workers' well-being:**  
Microsoft CEO Satya Nadella

Covid has had a devastating impact on many small businesses, forcing hundreds of thousands of them to shut down.

Harvard Business Review  
**When Quiet Quitting Is  
Worse Than the Real Thing**  
by Anthony C. Klotz and Mark C. Bolino  
September 15, 2022

BBC NEWS  
Recession risk rises as economy unexpectedly shrinks

If someone would have told me I was going to spend 10-12 hours in front of a computer most days to do my job, I would never have chosen my current occupation, but it seems like most jobs these days require constant computer use.

CAROLYN HEINRICH

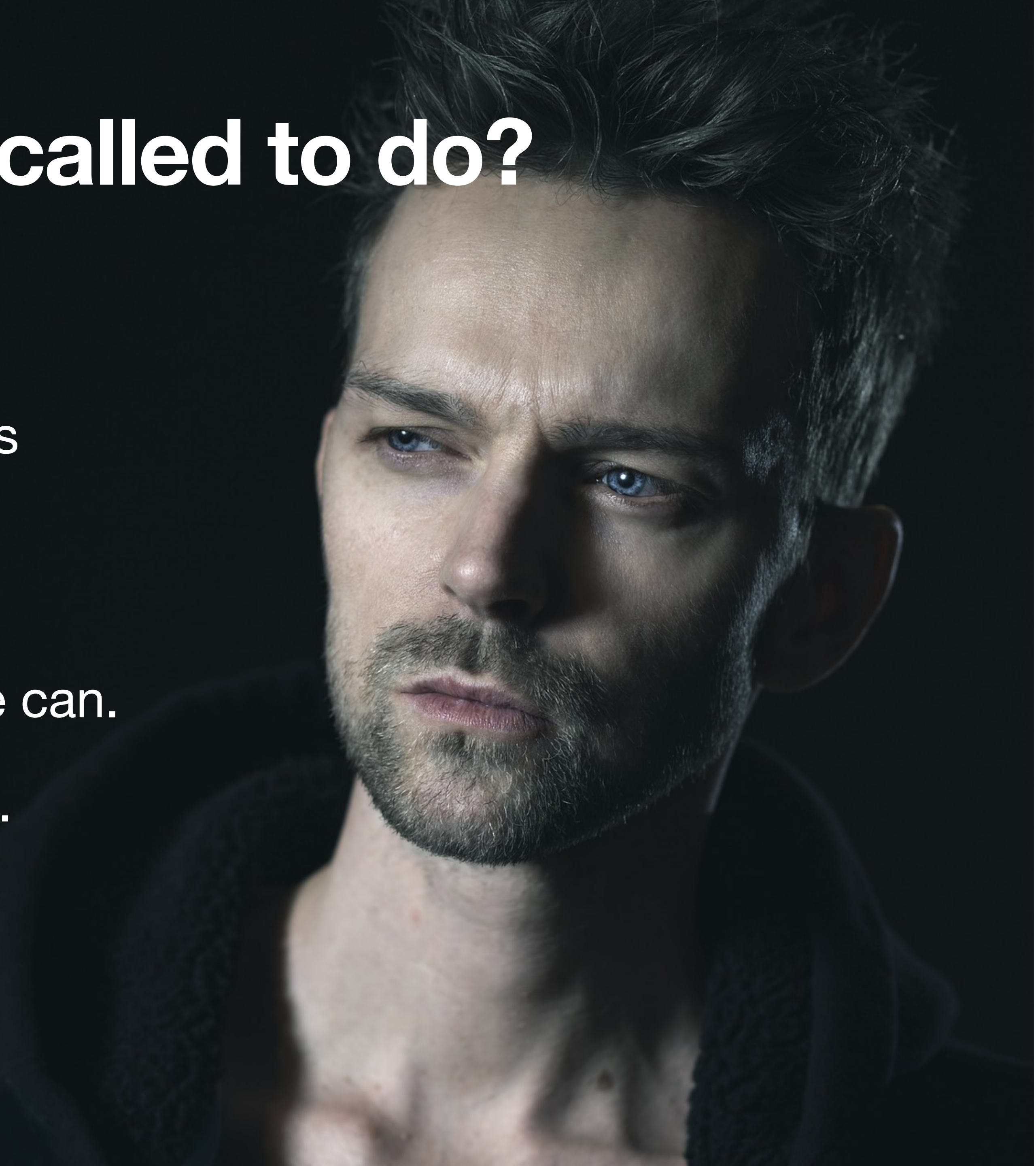
Professor of public policy, education and economics at Vanderbilt University

The Guardian  
**Robots: stealing our jobs  
or solving labour  
shortages?**

# What are Christians called to do?

## In workplace & business

- Avoid the business world unless it's Christian.
- Find our service in the church.
- Earn a living and witness where we can.
- Redeem business & the workplace.



# Survive or Transform?



# What were we created for?



Ch. 1:26-27 Then God said, “**Let us make man in our image, after our likeness.** And **let them have dominion** over the fish of the sea and over the birds of the heavens and over the livestock and over all the earth and over every creeping thing that creeps on the earth.” So **God created man in his own image**, in the image of God he created him; **male and female** he created them.

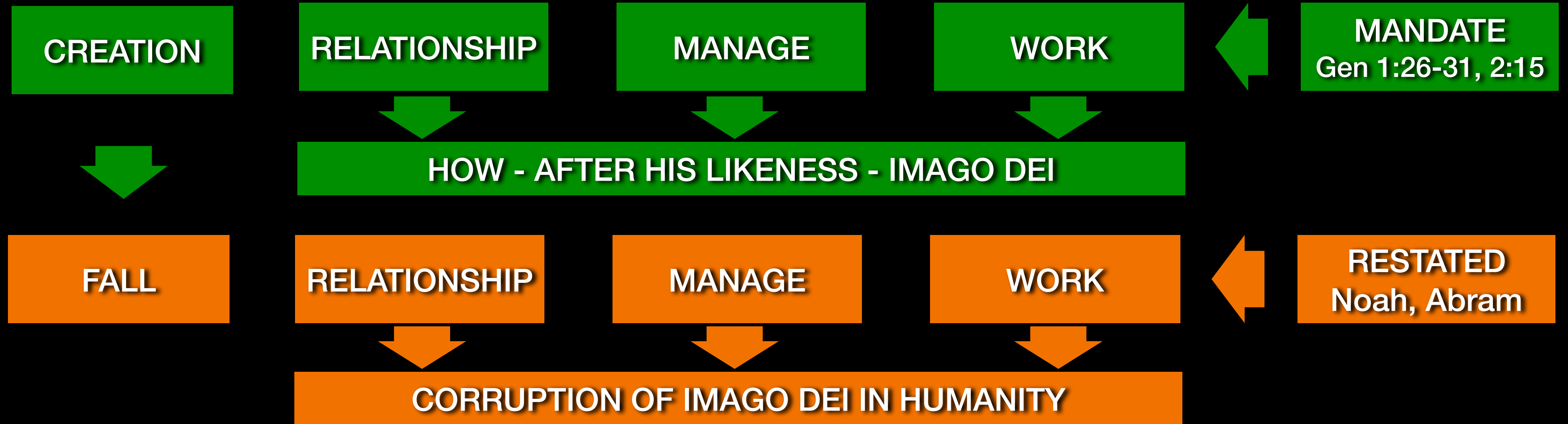
Ch. 2:8 The Lord **God took the man and put him in the garden of Eden to work it and keep it.**

# What were we created for?

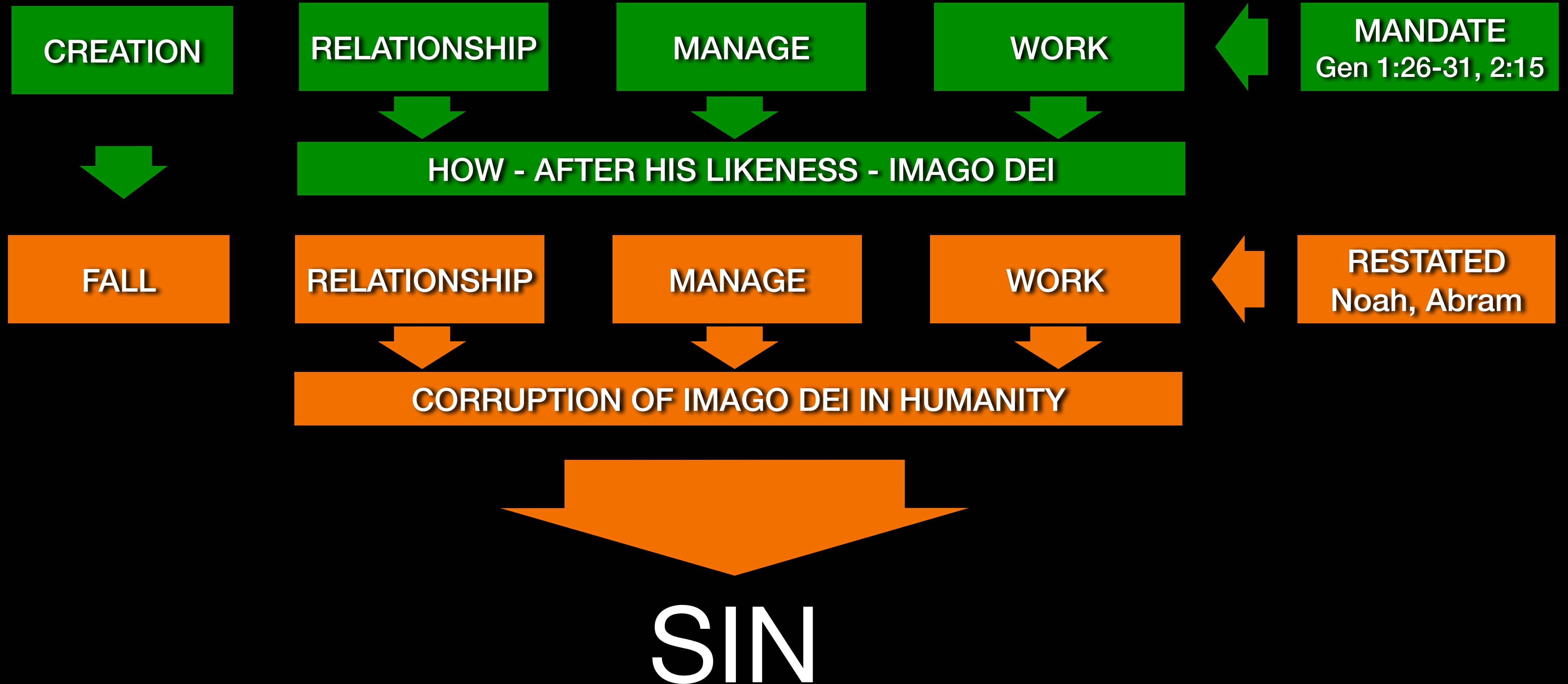


TO GLORIFY GOD AND ENJOY  
HIM FOREVER

# The impact of the fall

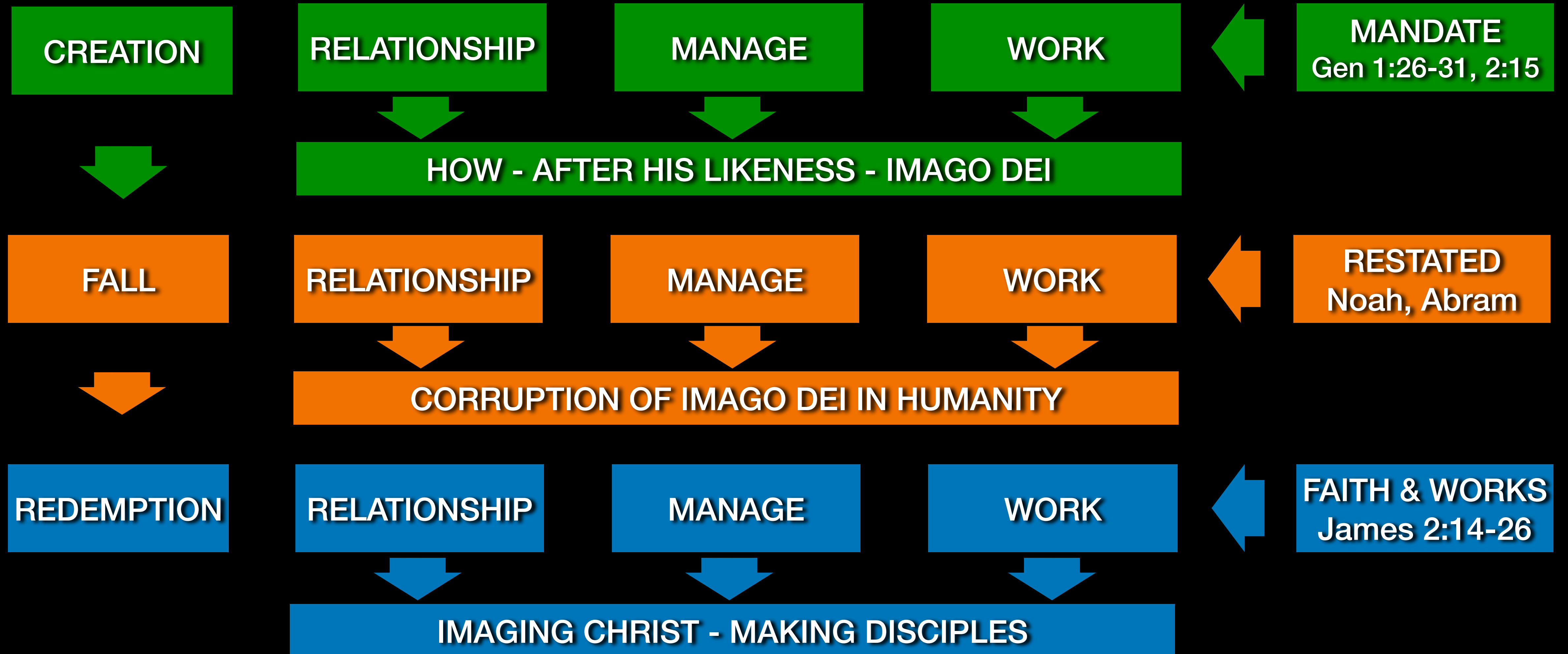


# The impact of the fall





# Redemption through the cross



# Exercising the Creation Mandate

REDEMPTION

RELATIONSHIP

MANAGE

WORK

FAITH & WORKS  
James 2:14-26

IMAGING CHRIST - MAKING DISCIPLES

Love God and our  
neighbour. Luke 10:27

UNTIL HE COMES

# TRUTH - Colossians 1:13-23

He has delivered us from the domain of darkness and transferred us to the kingdom of his beloved Son, in whom we have redemption, the forgiveness of sins. He is the image of the invisible God, the firstborn of all creation. For by him all things were created, in heaven and on earth, visible and invisible, whether thrones or dominions or rulers or authorities—all things were created through him and for him. And he is before all things, and in him all things hold together. And he is the head of the body, the church. He is the beginning, the firstborn from the dead, that in everything he might be preeminent. For in him all the fullness of God was pleased to dwell, and through him to reconcile to himself all things, whether on earth or in heaven, making peace by the blood of his cross. And you, who once were alienated and hostile in mind, doing evil deeds, he has now reconciled in his body of flesh by his death, in order to present you holy and blameless and above reproach before him, if indeed you continue in the faith, stable and steadfast, not shifting from the hope of the gospel that you heard, which has been proclaimed in all creation under heaven, and of which I, Paul, became a minister.

# COMMAND - Colossians 3:5-10, 12-17

Put to death therefore what is earthly in you: sexual immorality, impurity, passion, evil desire, and covetousness, which is idolatry. On account of these the wrath of God is coming. In these you too once walked, when you were living in them. But now you must put them all away: anger, wrath, malice, slander, and obscene talk from your mouth. Do not lie to one another, seeing that you have put off the old self with its practices and have put on the new self, which is being renewed in knowledge after the image of its creator. ...

Put on then, as God's chosen ones, holy and beloved, compassionate hearts, kindness, humility, meekness, and patience, bearing with one another and, if one has a complaint against another, forgiving each other; as the Lord has forgiven you, so you also must forgive. And above all these put on love, which binds everything together in perfect harmony. And let the peace of Christ rule in your hearts, to which indeed you were called in one body. And be thankful. Let the word of Christ dwell in you richly, teaching and admonishing one another in all wisdom, singing psalms and hymns and spiritual songs, with thankfulness in your hearts to God. And whatever you do, in word or deed, do everything in the name of the Lord Jesus, giving thanks to God the Father through him.

# **ACTION in the workplace - Colossians 3:22-4:1**

Bondservants, obey in everything those who are your earthly masters, not by way of eye-service, as people-pleasers, but with sincerity of heart, fearing the Lord. **Whatever you do, work heartily, as for the Lord and not for men**, knowing that from the Lord you will receive the inheritance as your reward. **You are serving the Lord Christ**. For the wrongdoer will be paid back for the wrong he has done, and there is no partiality.

Masters, treat your bondservants **justly and fairly**, knowing that you also have a Master in heaven.

# Work in action in Old Testament

- A good man **leaves an inheritance** to his children's children Proverbs 13:22
- The wisest of women **builds her house** Proverbs 14:1
- Blessed is he who is **generous to the poor**. Proverbs 14:21
- Whoever multiplies his wealth by interest and profit gathers it for him who is **generous to the poor**. Proverbs 28:8
- Whoever **works his land** will have plenty of bread. Proverbs 28:19
- **Build houses** and live in them; **plant gardens** and eat their produce. Take wives and have sons and daughters; take wives for your sons, and give your daughters in marriage, that they may bear sons and daughters; multiply there, and do not decrease. But **seek the welfare of the city** where I have sent you into exile, and pray to the Lord on its behalf, for in its welfare you will find your welfare. Jeremiah 29:5-7

# Work in action in New Testament

- But if anyone does not **provide for his relatives**, and especially for members of his household, he has denied the faith and is worse than an unbeliever. 1 Timothy 5:8
- And let our people learn to devote themselves to **good works**, so as to help cases of urgent need, and not be unfruitful. Titus 3:14
- Aspire to live quietly, and to mind your own affairs, and to **work with your hands**, as we instructed you, 1 Thessalonians 4:11
- Whoever has two tunics is to **share with him who has none**, and whoever has food is to do likewise. Luke 3:10-11

# Building for Christ in business

How we make a difference





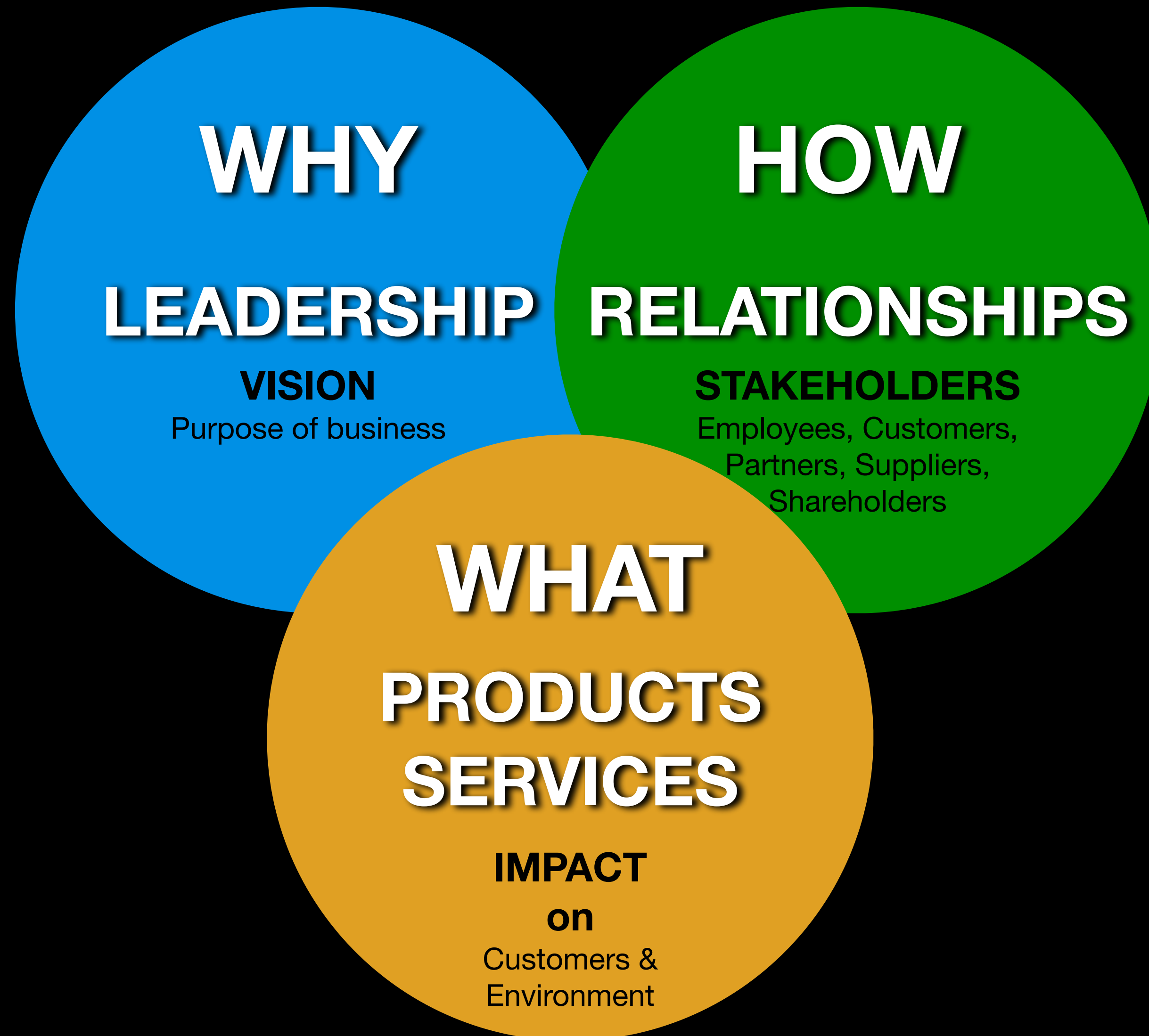
# Every day we live out the narrative of our worldview - our beliefs and values.

What is our narrative - a Christian worldview or secular ?

- When someone turns up late
- A customer is late paying
- Cash is running low
- When you are writing a press release or crafting an advert
- When you are designing a product, coding some software

# Building for Christ in business

Working it  
out in  
practice



# Leadership

## WHY

- Why are we in business?
- What is the purpose of business?
- What is our model of leadership?
- What are our drivers?



# Leadership

## WHY

BUSINESS  
DRIVERS

CHRISTIAN

Meet needs ,  
address problems in  
virtuous way

FALLEN WORLD

Make money,  
success, progress

MOTIVES

Glorify God, serve,  
mentor, create  
employment

Ambition, control,  
money, power,  
prestige

CULTURE

Honesty, integrity,  
love, stewardship,  
service, sacrifice,  
valuing people

Hustle, exploit,  
maniacal focus,  
maximum velocity,  
ruthless competition

IDENTITY

In Christ  
*(We are prepared give a  
reason for hope within us)*

Organisation  
Position

**WHY**  
**LEADERSHIP**

**VISION**  
Purpose of business

**The Guardian**  
Pay gap in UK between bosses and  
workers likely to widen in 2022  
FTSE 350 chief executives are expected to collect 63 times the  
average median pay of workers at their companies , according to  
the High Pay Centre think tank, which campaigns for fairer pay  
structures.

**Forbes**  
**Toxic Work Culture Is  
The #1 Factor Driving  
People To Resign**  
Mark C. Perna Jun 1, 2022,07:00pm EDT

# Entrepreneurs

Have unique opportunity

## CHRISTIAN

### VISION

Make a positive impact on people and world we live in.

### MISSION

Opportunity to shape how the business reaches its goals.

### CULTURE

Set and role model values & behaviours.



# Leadership

## We attend to our walk with God

Give time to our own Spiritual and Moral formation

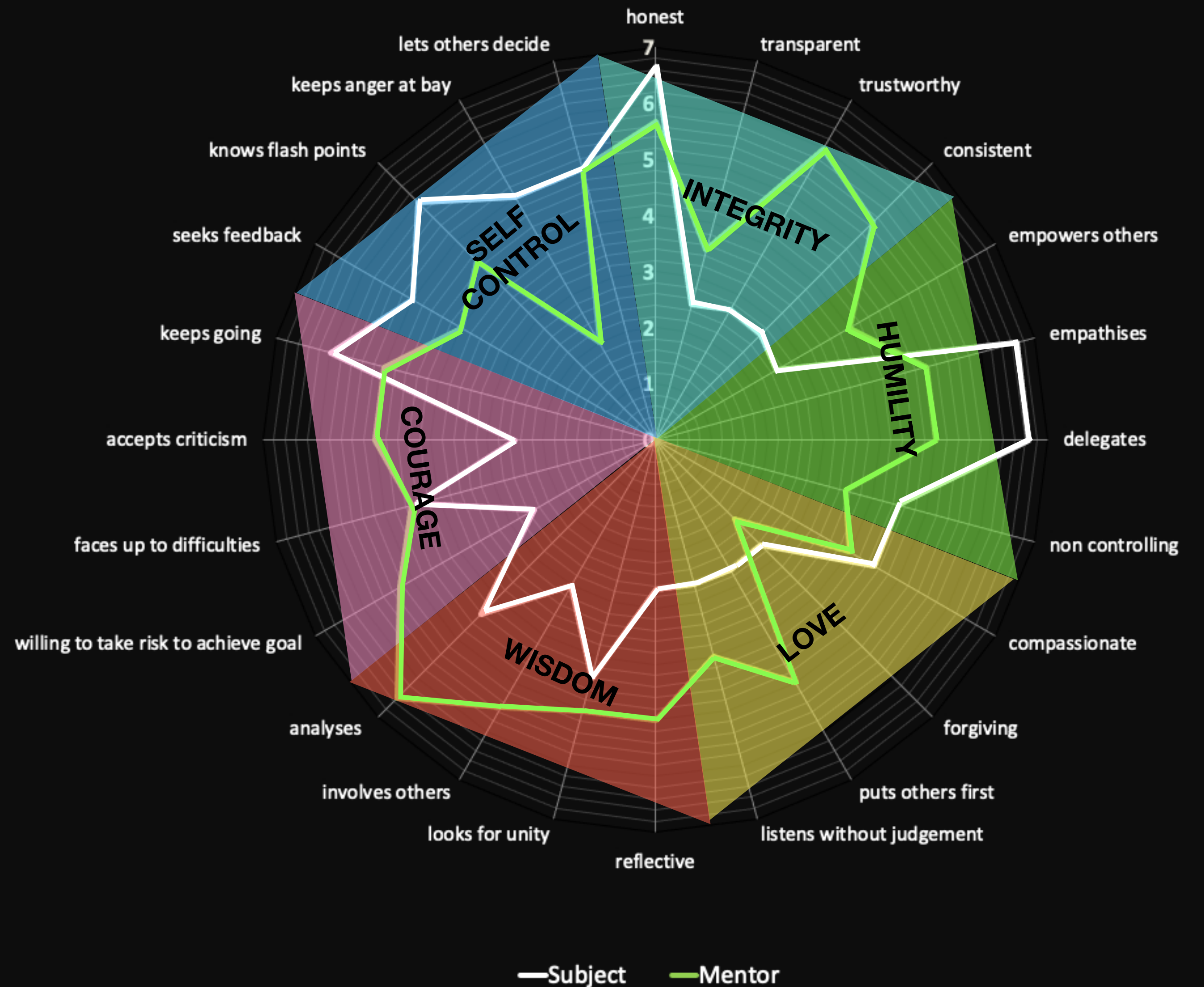
- Personal time in God's word.
- Prayer.
- Fellowship with others.
- Accountability - find a mentor.



# Leading virtuously

Tools to help us assess & identify areas for growth, preferably with a mentor.

[www.virtuesassessment.com](http://www.virtuesassessment.com)



# Relationships

How should we relate to people in workplace?

- What are the principles for Christian engagement?
- How do we resolve conflict?
- What does it mean to be meek?
- Do we turn the other cheek?





# Relationships

## Christian principles

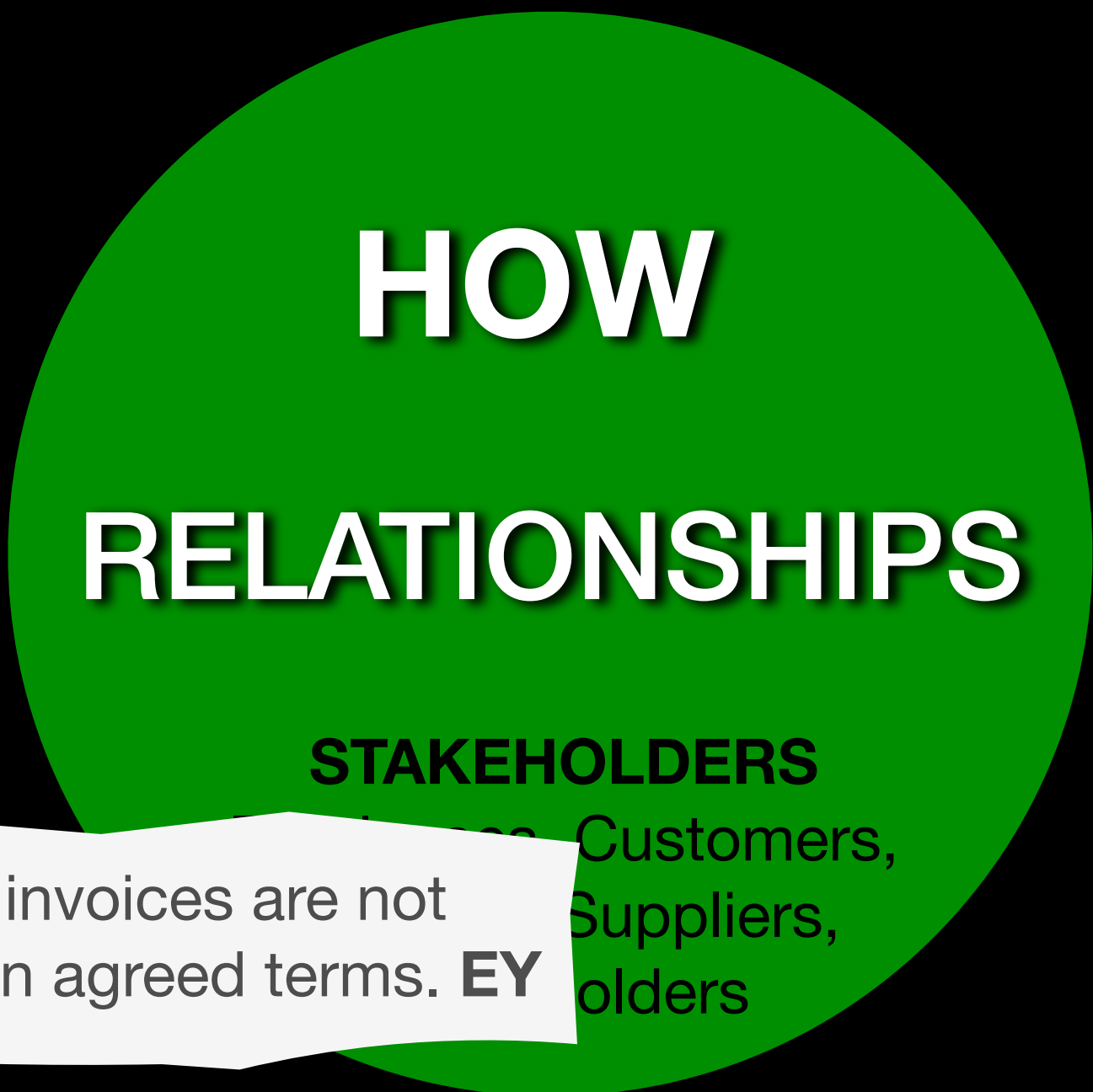
- Love our neighbour.
- Display fruits of the Spirit and virtue.
  - Self control, kindness, empathy, patience, generosity, humility, forgiveness, justice, grace, dignity, service, peace makers.




# Relationships

## Building for Christ against culture

	CHRISTIAN	FALLEN WORLD
STAFF	Serve others Dignity/Purposeful Balanced life	Protective Combative Aggressive goals
CUSTOMERS	Respect Honesty	Make money Exploit
SUPPLIERS	Integrity Honor creditors	Self interest
PARTNERS	Transparency Mutual benefit Trust	Transactional value Exploit Exchangeable
SHAREHOLDERS INVESTORS	Generosity Honesty	Greed Exageration



 26.2% of invoices are not paid within agreed terms. **EY**

“business is the victim of negative narratives, particularly about its character”

Rebuilding Trust in Business

**Forbes**

**CEO Who Fired 900 Employees Via A Zoom Video And Called His Employees ‘Dumb Dolphins’**

Jack Kelly March 9 2022

# Products

## What are our products for?

- Do they meet a need, solve a problem in a virtuous way?
- How do our products or services help people and our environment?
- Do they exploit or serve?
- How should products and services be designed?



# Products

What is the purpose of what we sell?

	CHRISTIAN	FALLEN WORLD
PRODUCT	Consider Impact Virtuous/Benefit Quality & durability	Market Fit - wants Manipulative Maximise profit
MARKETING	Truthful	Appealing to our greed & vulnerability
BUSINESS MODEL	Fair return Fair wages Responsible stewardship	Exploitative Maximise return Abusive Gig economy
BRAND	God glorifying Builds trust	Egotistical Erodes trust

**WHAT  
PRODUCTS  
SERVICES**

**IMPACT**  
on  
Customers &  
Environment

# Mission - but at what cost?

Our mission is to connect every person in the world.  
Mark Zuckerberg, CEO and Co-Founder of Facebook

‘We need to act now’  
Whistleblower Frances Haugen on the alliance to hold social media accountable:

Molly Russell died from an act of self-harm “while suffering depression and the negative effects of online content”

TOXIC BUSINESS MODEL

MANIPULATIVE ALGORITHMS

Free use in exchange for all your data packaged & sold to advertisers

Increase user engagement cue, nudge, filter, reward, fake me & fake news

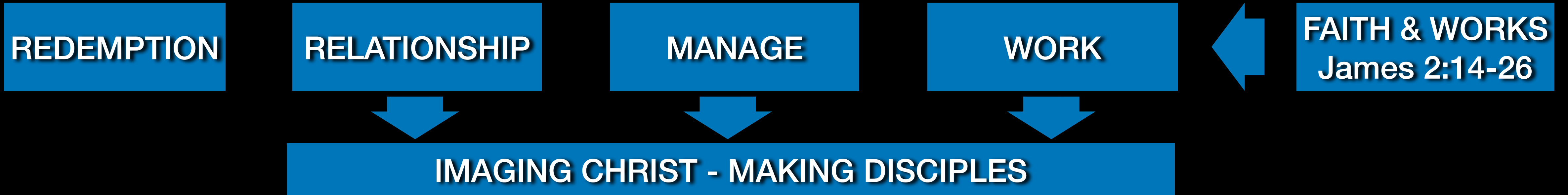
The Guardian  
“Now we know for sure that big tech peddles despair, we must protect ourselves”  
*Zoe Williams*

The New York Times  
*How Social Media Amplifies Misinformation More Than Information*  
A new analysis found that algorithms and some features of social media sites help false posts go viral.  
By STEVEN LEE MYERS  
Oct 13 2022



# Building for Christ in Business

Fulfilling the Creation Mandate - imaging Him, making disciples



Love God and our neighbour.

Luke 10:27

FOR HIS GLORY  
UNTIL HE COMES

# Building for Christ in Business

**Ultimately to glorify God - he is glorified when we:**

- ✓ put our whole selves into our work, with a view toward pleasing God, not men (Col. 3:23-24).
- ✓ are honest, even when it hurts us or prevents us from getting ahead (Ps. 15, Gen. 39).
- ✓ honour our superiors and submit to their authority (1 Tim. 6:1; Rom. 13:7).
- ✓ treat our work associates with kindness and respect (Luke 6:31; Rom. 12:18).
- ✓ expose fraud or dishonesty or unethical behaviour (Eph. 5:11-13).
- ✓ approach our work prayerfully (1 Thess. 5:17).
- ✓ avoid complaining or grumbling, even in less-than-ideal work situations (Phil. 2:14-15).
- ✓ refuse to make work and money our idols (Matt. 6:24; Ecc. 5:10-12).
- ✓ plan diligently for the future (Prov. 21:5).
- ✓ live simply and give generously (Prov. 22:9; 1 Tim. 6:17-19).
- ✓ trust him to provide today what we need for today (Matt. 6:11).
- ✓ rest from work (Deut. 5:13-15; Ps. 46:10).

# Resources

- ➔ [www.jeremypeckham.com](http://www.jeremypeckham.com)
  - download presentation
  - papers & talks on entrepreneurship & leadership
- ➔ [www.virtuesassessment.com](http://www.virtuesassessment.com)
- ➔ [www.mastersorslaves.com](http://www.mastersorslaves.com)
- ➔ **Masters or Slaves book**
  - foundations to Imago Dei, work and ethics of automation, especially use of AI.

