

10 Elements of a Kingdom Business Plan for a Christian Small Business

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In the modern entrepreneurial landscape, Christian small business owners are seeking ways to align their enterprises not just with profitability, but with eternal purpose. This has given rise to what is often referred to as *Kingdom Business*—a business that not only thrives economically but also advances the Kingdom of God. A Kingdom Business Plan goes beyond traditional business planning by incorporating faith-based principles into every component. It serves both as a roadmap for success and as a spiritual covenant between the business and God.

Below are the key elements of a Kingdom Business Plan designed to help Christian entrepreneurs build a business that honors God while serving people and generating profit.

1. Mission Statement Rooted in Biblical Values

Every business needs a mission statement, but a Kingdom Business has a higher calling. The mission should reflect a commitment to glorify God through the business. It might include language around serving others, practicing integrity, promoting justice, and advancing the Gospel.

Example:

"Our mission is to honor God by providing high-quality services with integrity, compassion, and excellence, while using our resources to impact our community and support Gospel-centered initiatives."

Key Scriptures:

- Colossians 3:23 – "Whatever you do, work heartily, as for the Lord and not for men."
 - Matthew 6:33 – "But seek first the kingdom of God and his righteousness, and all these things will be added to you."
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2. Vision That Extends Beyond the Bottom Line

The vision should describe what the business aims to become in five to ten years—not only in terms of market share, but also spiritual and social impact. A Kingdom vision sees success as a blend of financial growth, community transformation, and spiritual fruit.

Example Vision:

"To become a leading provider of eco-friendly products while creating jobs, mentoring youth, and funding missionary work in underserved regions."

3. Kingdom Core Values

Kingdom Businesses must be founded on core values that reflect biblical truth and moral character. These values should guide decision-making, shape the workplace culture, and be consistently communicated to all stakeholders.

Common Kingdom Core Values Include:

- Integrity
- Stewardship
- Servant Leadership
- Excellence
- Generosity
- Humility

These values should be more than aspirational—they must be operational and embedded into HR policies, marketing strategies, and customer service practices.

4. Prayer-Centered Strategic Planning

Traditional strategic planning focuses on market research, SWOT analysis, and forecasting. While these are still important, a Kingdom Business integrates prayer and discernment into the strategic planning process.

Before major decisions, time should be set aside to seek God's guidance. This could involve:

- Personal prayer
- Fasting
- Corporate prayer with the team
- Consultation with spiritual mentors

Proverbs 16:3 advises, "Commit your work to the Lord, and your plans will be established." A Kingdom strategy is Spirit-led, not merely data-driven.

5. Products and Services with Purpose

A Kingdom Business evaluates its offerings through the lens of purpose. What needs are being met? How do these products or services bring value to others and glorify God?

This doesn't mean every product must be religious in nature, but it should:

- Add genuine value to customers' lives
- Avoid promoting sin, addiction, or exploitation
- Be created and sold with honesty and fairness

For instance, a Christian-owned clothing brand might focus on ethical sourcing and modest designs, while a tech firm may create apps that promote mental well-being or education.

6. Biblical Financial Stewardship

Finances in a Kingdom Business are managed with an understanding that all resources belong to God. The financial plan should include:

- Tithing from business profits
- Transparent accounting practices
- Budgeting that prioritizes both growth and generosity
- Savings for future investment and emergency needs
- Avoidance of excessive debt or risky speculation

Generosity is not just a by-product of success but a core component. This could include regular giving to missions, supporting employees in need, or investing in community projects.

7. Marketing with Integrity and Witness

Marketing in a Kingdom Business should reflect honesty, clarity, and respect for the dignity of all people. Manipulative or deceptive tactics are inconsistent with biblical values.

Kingdom marketing may include:

- Sharing the story of faith behind the business
- Highlighting ethical practices
- Promoting messages of hope and encouragement
- Avoiding fear-based or lust-driven messaging

Social media, email, and print materials can also include Scripture, prayer requests, or testimonies—subtly or overtly—depending on the audience.

8. People-Centered HR Policies

Employees are not just assets; they are people made in God's image. A Kingdom Business Plan must include a human resources strategy that values, equips, and supports team members.

This may involve:

- Fair wages and benefits
- Regular training and development
- Spiritual support (e.g., prayer meetings, chaplain access)
- Conflict resolution that reflects Matthew 18 principles
- Opportunities for advancement and calling discovery

Ephesians 6:9 reminds business owners: “Do not threaten them, since you know that he who is both their Master and yours is in heaven...”

9. Community Engagement and Social Impact

A Kingdom Business is not isolated from its community but seeks to be a beacon of hope and blessing. The business plan should outline initiatives for local and global outreach.

Possible actions:

- Partnering with local ministries or nonprofits
- Offering job opportunities to marginalized populations
- Hosting community events
- Supporting education, housing, or healthcare access

This transforms the business into a platform for justice, mercy, and love (Micah 6:8).

10. Metrics for Kingdom Success

While revenue, growth rate, and customer retention are important, a Kingdom Business should also track spiritual and social impact. Key performance indicators might include:

- Number of lives prayed over or impacted through outreach
- Amount given to charity or missions
- Employee satisfaction and spiritual engagement
- Testimonies from customers or clients

These metrics remind business owners that eternal impact is just as vital as earthly success.

Conclusion

A Kingdom Business Plan is more than a document—it is a declaration of intent to steward a business for God’s glory. It requires a deep commitment to Scripture, prayerful discernment, and a heart for service. When done faithfully, Christian small businesses become modern-day ministries—serving customers, transforming communities, and pointing people to Christ through everyday commerce.

As Proverbs 3:5-6 teaches:

“Trust in the Lord with all your heart and lean not on your own understanding; in all your ways acknowledge him, and he will make your paths straight.”

Christian entrepreneurs, then, are not just building businesses—they are building God’s Kingdom, one transaction, one relationship, and one act of faith at a time.

ASK YOUR MENTOR

1. Is a Kingdom Business Plan or something like it something that you have thought about or done?
2. Whether you've created a Kingdom Business Plan or not, if you were me, what you do to get started?
3. What barriers would you imagine occurring if I were to fully press into this idea? How might I overcome those barriers?

Reflect & Respond/Self-Rate (Mentee)

Rate the degree to which you do these things. 1-Not yet, 5-Consistently

	1	2	3	4	5
Mission Statement Rooted in Biblical Values					
Vision That Extends Beyond the Bottom Line					
Kingdom Core Values					
Prayer-Centered Strategic Planning					
Products and Services with Purpose					
Biblical Financial Stewardship					
Marketing with Integrity and Witness					
People-Centered HR Policies					
Community Engagement and Social Impact					
Metrics for Kingdom Success Used					

Go Do

1. Ask God, "Where should I start? What do you want for the business you've given me to steward?"
2. What would it look like to trust God for creating and implementing a Kingdom Business Plan?
3. Use Baton Exchange's one page Redemptive Entrepreneur's Kingdom Business Audit to assess your business.
4. Practice. One thing that I will do this month related to a Kingdom Business Plan is:

Sources & Resources

The Center for Faithful Business, videos of Christian entrepreneurs <https://cfb.spu.edu/>

7 Markers of a Kingdom Business, <https://businessasmission.com/7-markers-kingdom-business/>

A small family-owned business with a Kingdom mission: find it in their "Why we do what we do."

<https://www.signaworks.com/about-us.html>

Association Of Consecrated Companies, His Way At Work, <https://hwaw.com/about/>

Video: How to Trust Jesus With Your Business - My Faith Journey,

<https://www.youtube.com/watch?v=AcgmnyOxnFE>