



CULTURAL

Business provides opportunities to produce goods and offer services that promote human flourishing



RELATIONAL

Business provides opportunities to create workplace environments where people flourish and use their unique abilities



ETHICAL

Business provides opportunities to reflect God's character by operating in an ethically upright manner



EVANGELISTIC

Business provides opportunities to make faith attractive by how we act and speak, and to open doors for gospel conversations

GROWING A BUSINESS THAT GLORIFIES GOD



SOCIAL

Business provides opportunities to leverage influence and resources to address social needs in the community and the world



ECONOMIC

Business provides opportunities to create wealth to be enjoyed and used to enrich life for many

Business is morally good and significant in and of itself. It has intrinsic, not just instrumental, value. Through business we can immerse ourselves in God's work every day.