

# 9 MUST-DO ROLES FOR A CHRISTIAN CEO

## 1 CHIEF VISION CASTER

You set the vision for the company. Your people depend on you not only to communicate the direction and purpose of the company but also to make decisions that align with it. To focus your team's efforts, keep a drum-beat of reminding them why the company exists (mission) and what success will look like when they accomplish the mission (vision).

HABAKKUK 2:2

## 2 CHIEF CULTURE CHAMPION

You are the primary implementer and highly-visible model of the culture you wish to create or the one you condone. Clear core values define the behaviors you expect from your team in support of the mission and vision. Embody the culture and vigorously champion it. Be willing to confront and hold others accountable but also repent with your team if you violate the core values.

2 THESSALONIANS 2:15

## 3 CHIEF PERFORMANCE MONITOR

Once robust good health (RGH) is defined for your company, identify, benchmark, and monitor key operating metrics. Make sure all assets, resources, and leadership team members are fully aligned in creating downside company value. Incorporating both leading and lagging indicators, ensure your metrics come from the balance sheet while your leadership teams' come from the P&L statement.

MATTHEW 25:23

## 4 CHIEF PERSPECTIVE CURATOR

In the cadence of day to day operations, frequently "raise your head" to evaluate what is happening in all areas of the company. A vital step in both effective strategic planning and innovation is to be open and honest about the realities impacting your business, both positive and negative. Regularly seek wise-counsel from qualified advisors with the same worldview on how you can overcome obstacles, maximize opportunity, and plan for long-term goal achievement.

PROVERBS 27:23-24

## 5 CHIEF LEADERSHIP DEVELOPER

Hire and empower leaders who complement your weaknesses, and encourage, recognize, inspire, and reward them regularly. Avoid surrounding yourself with people who look and think exactly like you. Give your team the freedom to engage in healthy, productive conflict, but ensure everyone who is responsible for driving or managing company performance is aligned with your company's mission.

2 TIMOTHY 2:2

## 6 CHIEF FORESIGHT AGENT

You must equip the company to navigate ever-changing socio-economic, geopolitical, and general market conditions. This requires constant study of industry indicators, trends, and economic forecasts to prepare the business for agility and innovation. Always keep the leadership team looking ahead of the curve to reduce reactivity and uncertainty when circumstances change

PROVERBS 21:5

## 7 CHIEF OPPORTUNITY MAXIMIZER

You should cultivate and expect high performance from your sales team, but occasionally wielding your influence to close strategic sales, complex deals, and key accounts may be required. Assess opportunities with your sales team to determine which potential customers could significantly impact the bottom line, and call on them. Prime prospects will appreciate the attention from the top, and you will stay abreast of how your company presents its value proposition.

PROVERBS 16:23

## 8 CHIEF RESOURCE STEWARD

To maximize financial readiness and avoid burdensome debt, ensure there are always enough reserves and healthy cash flow to protect the company from the vulnerability of economic disruptions. Utilize retained earnings as your primary source of capital. Levered cash flow and performance-driven growth bypass risk when assets are enslaved to debt while knowing when to leverage assets for strategic opportunities.

COLOSSIANS 3:23-24

## 9 CHIEF MINISTRY CATALYST

Your most important role is one with the highest eternal impact potential. God put you in His business for a reason, and it wasn't to simply gain more material wealth. Your company has the opportunity to impact more people on a daily basis than most churches do on any given Sunday. Incorporate actions and activities that demonstrate the love, generosity, and truth of the gospel so others are served and Christ is honored. Instill ministry into the company operating system through delegation and empowerment. Remember, your life and testimony in following Jesus will be a critical prerequisite to success in this role.

MATTHEW 5:16