

LEVEL 1 – Embracing the Entrepreneur Detour Transcript (Edited for Clarity)

Welcome back to the Generous Entrepreneur Program. We are wrapping up Module One, the Business Model. It is at the beginning of the Foundation portion of the Wealth Roadmap and I'm really looking forward to today's lesson.

It's something that I have thought a lot about over the last few years...

Chances are, the road you're currently on (with your business) is not exactly the one that you had envisioned. Am I right?

Maybe you're on the road that you thought you'd be on but the progress seems to have slowed down or stalled. (Your journey seems to have become a drudge.)

Or worse yet, maybe you feel like the path you're on is going in the opposite direction than where you think it should be going.

If you can relate to any of this, I want to welcome you to "the entrepreneur detour."

As I said, I have thought a lot about this over the last several years. So much so, I wrote my first secular book and titled it "*The Entrepreneur Detour: What they Can't Teach You in Business School*." It was fun laying out this book because I just went through a lot of the detours I have taken in my entrepreneurial journey.

I'm going to go ahead and read a couple of the chapter titles so you get a little bit of feel for the book:

The Journey of an Entrepreneur.

The Definition of an Entrepreneur.

The Dream of an Entrepreneur.

The Perspective of an Entrepreneur

The Choices of an Entrepreneur.

The Economy of an Entrepreneur.

The Relationships of an Entrepreneur (which I think is probably the most important chapter).

The Legacy of an Entrepreneur.

I wrote the whole book just to get to that last chapter so I could share my heart and where I'm "really coming from" in light of my faith. I did weave my faith all throughout the book as a believer, as a follower of Christ.

We can make plans for the future but as Proverbs 16:9 says, "*we can make plans for our lives but the Lord chooses the steps we take in order to get there.*"

When I wrote this book, the hashtag I put everywhere (book's website www.entrepreneurdetour.com, and social media) was #EmbraceTheDetour. I did this because I know how critical mindsets are when it comes to our entrepreneurial journey... and how we are to embrace the detours that come our way.

The whole book is about how I would recommend emotionally dealing with our challenges and setbacks as business owners. The book ended up being a “launching pad” into me being invited to speak about this subject at events.

There were very different reactions from people who had read the book: Some couldn't even comprehend or grasp what I was trying to communicate... Some readers would tell me that they felt “normal” when they read what I went through... And others were like, “*Kevin, I have changed everything about my business, everything.*” – Those were the kind of the testimonials and reviews I particularly liked.

Our messy minds must be trained to embrace the wisdom of God while we loosely hold onto the business God has entrusted to us to steward.

Science tells us, you can look this up, that it takes 63 days to change a habit or a pattern of thinking (actually three cycles of 21 days). Most of us have heard that it only takes 21 days to break down a core habit and replace that habit with something new. But to avoid falling back into that habit, what the studies tell us is that we need to practice that new way of thinking for at least another 42 days.

So, as the example, you've been going through this this program and it's designed for you to go through one Lesson per week. Since you're on week four or five, it's important to realize that there needs to be another few weeks in order for some of the things I'm talking about to really be established in your heart.

Of course, I know God can change everything in an instant (I'm not doubting that one bit). But what I'm saying is that most people will need to go through about two Modules before they can establish right patterns of thinking in certain areas of their lives (areas that were contrary to the way God thinks about those areas).

Can we all agree that our messy minds need to be renewed?

That's why I spent so much time in previous lessons talking about casting down imaginations and bringing every thought into the obedience of Christ... why I talked about spirit, soul, and body... and about that gift that is within you (that you need to acknowledge that God has put there) which is every bit as important as the fivefold ministry (the apostle, prophet, evangelist, pastor, and teacher) ... Your gift is every bit as supernatural as those gifts...

As we are wrapping up this Module, I want to emphasize for you to relax and step back to reflect. If certain things are coming up and your brain is being wrinkled, practice this new way of thinking for at least another 42 days.

When I feel like I need to get ahold of something, I will go back and rewatch (or relisten) the Lesson. Maybe I will review what I wrote in my journal. You may want to stop and do the same right now.

We have thousands and thousands of messages competing for our attention every day... All these things trying to get us to go this direction, trying to get us to go in that direction... trying to get us to believe in this... or trying to get us to not believe that.

Everything is inundating our senses... We must be willing to stop and embrace what God is saying... I believe God is raising up entrepreneurs in the marketplace right now that know how to embrace and steward what he is saying. Right? That #1 trait I talked about having in order to be a blessed entrepreneur—have a hearing heart, a heart that listens and obeys.

To give you a little bit of context, the example of how my detour went up and down... and sideways... and back and forth... was covered in the book I wrote.

Remember, growing up I didn't even know that the word “entrepreneur” existed. When I was young, I only had heard about being a business person.

Business owners were my heroes. Hearing all those stories about grandpa Joe and our family business had impacted me. I wanted to be a business owner.

The natural thing that I thought I needed to start off on this journey was to go to college and study business. So, I went to California Polytechnic State University, in San Luis Obispo and I took every business class I could.

As a little side note, I didn't qualify to get in to Business School because that was too hard. So, I picked an easier major and then took all the business classes as my electives (and I ended up taking the 400 level courses that the Seniors took) and it was pretty fun. So that's what I did.

But two weeks before I graduated from the college, I got set up on a blind date for my fraternity formal. The girl who I got set up with was an on fire, spirit filled, Christian. When her friend asked her if she would go to this formal dance with me.

She told me later that her immediate thought was, “*I don't even date so the answer is 'no way.'*” But something inside her told her to go. She went with me and ended up sharing Christ with me—and I got radically saved. Then off I went to Bible college... because I didn't know what else to do. (I just was so on fire for God!)

I thought I was going to go into the business world (and eventually have my own business) but now I figured that I had to go into the ministry. That's what I thought.

For the next eight years, I (went to Bible college for 2 years) worked full-time for this ministry. I was able to be a part of watching it grow and become the second largest ministry in the world.

At that time, I had gotten to a position within that organization where I had the best job ever. There again, I wrote a little bit about this in my book "*The Entrepreneur Detour*." If you're interested, check it out...

During this time, I still had leanings towards business and entrepreneurship.

I mentioned in a previous Lesson that I published a Christian organizer called "*The Overcomers Organizer*." It was the first Christian organizer that I know of. Way back then (1985) it was even before Franklin Covey's organizing system.

I guess I did have "entrepreneurship" in my heart even during this time.

Then when my son was three-years-old and daughter was a newborn, I believed God spoke to my heart and led me to go back to California to go into the family business.

In my mind, let me tell you, this was the worst detour I thought I could ever have been asked to take... Not only was I giving up an incredible job that paid a lot more than what I would be making, I was in the ministry. I thought my life was rocking and rolling but I decided to obey and go into the family business.

Two weeks later, after I moved, the entire ministry that I had worked for those eight previous years imploded. Wow, I was so thankful that I had taken that step to move back to California.

But now I am in a beer, wine, and liquor distributorship out in the middle of nowhere (in Bishop, California in the Owens Valley). When people ask me where's Bishop is located, I say, "*You can't get there from here*." That's how I explain where it's at.

I ended up going to a little church (which was really a Bible Study) for a few years. As I attended church with those few dozen people in this small little town, I was thinking, "*What Egyptian did I kill to be sent to this backside of this desert?*"

As I'm trying to be faithful in what God had led me to do, a friend of mine came out to speak at the church. I had invited him after telling him a little bit about what was going with the leadership void in the church. In my mind I thought he should just come out and "*kill this thing*." I know that sounds bad but that's what I thought.

My friend came out to speak to the church and elders but he also pulled me aside and ended up confronting me. He said, "*Kevin, you've been hiding in the cave. You need to step out and assume the leadership of this church*." Apparently, the elders had told him that they were leaning towards asking me to assume the pastorate.

I said "yes." But I didn't know what I was getting myself into...

The whole thing didn't make sense. I realized Paul had a tent making job and also proclaimed the gospel (so I got that part). But working in the particular business I was in didn't make sense.

The question I had struggled with over those few years was, “*How do I ask God to bless this type of business?*” Right?

What do I do? Do I go out into the facilities and say, “*God, I put you in remembrance of Your word and You said that no person should judge another person according to food or drink... I just want to make sure that you know, God, that I'm not coming to You with a judgmental attitude... but God, how can I pray for you to even bless this?*”

How do I pray? I know the business is going to be selling a new line of wine, so do I find the scripture where Paul told Timothy to “*drink some wine for his stomach*” and stand on that, in Jesus’ name? Nothing fit into my theology.

It was very unusual situation. As I began to step out there by writing some books, producing teaching resources, and speaking at places, I became a little bit of an oddity... as you can imagine.

In fact, this first book (that's no longer in print), talks a lot about that part of my journey. It's called “*Annihilating the Spirit of Compromise*.” And the Forward of that book was written by John Bevere (who was the person that confronted me to step out there and assume the pastorate of the church I had been attending). I've known John since 1983 when we worked of the same ministry staff for 4 ½ years. If you know who John Bever is, you don't tell him no (he's a big deal now, but back then he wasn't).

I had documented a lot of this in the book and one of the publishers purchased some of those books to distribute. I remember asking them, “*Why would you do this?*” The gentleman in charge said “*because your testimony is just so different.*”

Here are some of the zigzags that I took: From going to study Business in college to ending up in Bible college. From working in the ministry to trying to step out there into entrepreneurship... From leaving full-time ministry and going into the family business to sell products that I had no emotional attachment to (since I don't even drink) ... And then becoming a pastor and establishing the first independent, nondenominational, church in that region. Then being led to go back to Texas and being recruited by a consulting firm... and then starting my own consulting firm. And then the 2008 financial crisis hit. And I pivoted there to starting my own marketing agency...

The detours just went on and on and on.

And here we are... going through my *Generous Entrepreneur Program*. It's been quite a lot of detours, but here we are...

I have prepared, ministered, preached, and proclaimed hundreds and hundreds of messages... But in the desk that I had while running the family business, I had taped to the inside of the main drawer just one scripture.

This scripture was Proverbs 16:3. It's from the Amplified Bible: The Classic Edition (it's a little bit modified nowadays) ... this was what I had written down. Here, I'll read it to you:

“Roll your works upon the Lord [commit and trust them wholly to Him; He will cause your thoughts to become agreeable to His will, and] so shall your plans be established and succeed.”

This was the only thing that I knew to do. This one scripture stayed taped in my desk drawer for all of the 15 years I was there... And that was my “Business Model.”

I remember thinking many times, “God, I don't know what You are doing here with me. A lot of it doesn't make sense... but I know that You have called me unto Yourself. And I just want to honor and obey You... and be a good steward of whatever You have entrusted to me. And so, I roll all this upon You and I trust You completely... I know that You will cause my thoughts to become in agreement with Your will... I'm rolling everything onto You and I know You will establish my plans and I will succeed.”

And so really, this was how I lived in this season of my life. I couldn't do things how all of the books told me to do them. It was just such a strange season.

Like I said, I wrote that “*Annihilating the Spirit of Compromise*” book to document a lot of that season (and the approach I took towards ministry). Fortunately, a lot of pastors embraced it. Although looking back, the book had a lot of “flesh” involved in it because I was a bit frustrated with some things.

Then the next book I wrote was called “*Victory through Brokenness: Finding Purpose in the Midst of Pain.*” God had to break some things out of me, big time. I had no problem looking for a fight. In fact, if I saw one coming, I just swung first...

Here's some other common Christian Business Models that I've observed over the years:

The first one I encountered was what I'm calling the “Bumper Sticker Business Model.” Some Christians that have a business think that all they have to do is put a little fish on their business card... and then slap a bumper sticker on their vehicle.

They thought that the “Jesus is Lord” bumper sticker was all there was to being a Christian that owned a business. They would run their business without God involved in any way, shape, manner, or form.

I put this picture up on my screen because this kind of sums up how that type of Business Model is displayed. Here's a work van and across the big back window, it says, “*Judge Not that Ye Not be Judged.*” Okay, whatever. Then under that window it says, “*Walk with Jesus or You Will Go to Hell.*” Under that there are a few scriptures to back it up what he wants to get across... Well, which is it? Do we not to judge or do we not judge? Which is it?

And then the next thing at the bottom of the back door on the van, in big red letters it says, “*Repent. The Kingdom of God is at Hand.*” And then, this cracks me up, to undergird this business owner's Business Model, it says, “*Get 'er Done with Jesus.*”

I found out very early in my Christian walk that if a believer that owned a business had a little fish on their business card, that was an indicator for me to run.

Anyway, here's another Christian Business Model out there: the "Evangelism Only Business Model." The business owner has a heart for souls and the loss, which is awesome, but they think God has given them their business just to be used as an evangelism tool (to be a soul winner). They have the "Romans Road to Salvation" all figured out and every person they meet, they ask those leading questions to get a person to say the Sinner's Prayer (whatever that is). If they get someone saved, then they think they are doing the will of God regarding their business.

I believe there can be an element of that in your business. For sure! I can remember walking around the facilities in the warehouse where our alcohol products were—not once or twice, but several times—praying for my customers, praying for my employees, praying over the hundreds of thousands of cans of product. I would pray, *"Whatever this product touches, God let Your will be done... and reveal Yourself to them."* So, there were times when I was led to do that, but that's NOT a Christian business model.

Here's another one, the "Ethics Only Business Model." I have floated in and out of this a little bit during my early days of business... I thought if I just had integrity (didn't lie, cheat, or steal), then people will be able to see that I'm different and a good person... and they would be drawn to my beliefs. But I know a lot of good people that don't walk in the things of God. So, you know, they just think that if they just do this, that's all there is to it.

Here's one that seems to be very popular, at least in my circles right now. It's the "Fund the Ministry Business Model." They believe that God has given them their business so that He can bless it and give them money so that they can give it to ministry. Well, I believe in giving, I believe in investing, I believe in stewardship ... but that is not all our business is supposed to do. Okay. I know that's an element of it, yes. I know that is part of it but I see people get so locked in to this "Model" that they don't see anything else God wants to do with them concerning their business.

I'm walking a fine line here because I don't know people's hearts... I know some believers that flow in this Business Model with their business and they love God... and more importantly, God has told them to do this. But then I know other people that I have seen doing the same thing, but they don't have that same heart. They're trying to get a whole bunch of money for themselves and then "tip" God... Not cool.

Let me put it this way: *"A truth to the exclusion of another truth is an untruth."* Did that make sense?

You shouldn't get ahold of a truth and then exclude other truths that God's trying to establish in your life. If this happens, what you are holding onto can actually become something that is blocking what God wants to do with you and your business.

And here is the one Christian Business Model that I pretty much lived by... that I had to have broken out of me. And that is the “Dominant Focus Business Model.”

I'm competitive by nature. I wanted my business to disrupt and wipe out all my competitors... I thought that this would “bless God.” I thought that if we got to the point where we are the largest distributorship in our trading area, people would have to acknowledge it. And since I'm also pastoring a church, they would have to acknowledge God's blessing on my life.

Hey, let me just tell you something if you don't know this already, “*People are going to say and believe whatever they want and it makes no difference how great your business is doing.*”

I can remember the time my brother came to me and told me what my parents had told him (they didn't ever tell me). They told my brother that they were at a restaurant about 45 miles away from where we lived... They were at a really nice restaurant and the person at the table next to them ordered a Snapple to drink. And the other person sitting at their table said, “*Stop, do not order that.*” And the person asked, “*Why not?*” The guy said, “*Don't you know that big pro-life Christian guy down in Bishop, sells Snapple?*”

Well, number one, I pastored for over 11 years and I can guarantee you that I never brought up pro-life (and abortion) ever. People know where we stand with all that...

My parents were really taken aback. I don't know why I really got off on this tangent...

Oh, people are going to say things about you and do things anyway, in spite of what you're doing. But I was convinced that if my focus was on growing the business, I could be able to dominate and say, “*You have to listen to me now.*” That's not the right approach.

Here's what I want to say as we wrap up this lesson:

“*What you need for your life (for your business) goes far beyond what I know.*” This is important to understand. “*I don't know what you need, BUT God does.*” Did you catch that? I capitalize that word “**BUT**” because God knows what you need. (I should have bolded it and made it even maybe highlighted it.)

Have you ever been talking to someone... and you're telling them what you think about a certain situation and they reply, “*I know, yes I know*” and then they say, “**but**” ...? When they said that word “**but**,” they just negated everything that came before it.

So, I want to do that right here: I want to say, “*I don't know what you need. I really don't. But* it doesn't matter because God knows what you need.” Okay. So never doubt God's mighty power to work in you and accomplish all that He wants for your life and business.

Ephesians 3:20 “*Never doubt God's mighty power to work in you and accomplish all this. He will achieve infinitely more than your greatest request, your most unbelievable*

dream, and exceed your wildest imagination! He will outdo them all, for His miraculous power constantly energizes you."

I think a translation you might be more familiar with says, *"He can do exceedingly abundantly above all that you could ask or think according to the power that works in you."* (Something like that.)

I'm kind of struggling here because I'm trying to wrap things up...

Never doubt God's mighty power to work in you and accomplish all this. He will achieve infinitely more than your greatest request, your most unbelievable dream... and exceed your wildest imagination. He will outdo all of them for His miraculous power constantly energizes you.

Isn't that powerful? God is able to do things in our life that we can't even comprehend. What does that mean? That means that sometimes He will open doors that you didn't even know existed. That's the "flow" I want to be in... because God can do exceedingly abundantly above my plans.

The Bible says that, *"Man plans his ways but God directs his steps."* We have to be cognizant of that and realize that God wants to bring us into things that are even more exciting. He just wants to blow our minds.

We are now wrapping up this Module so I want to say *"congratulations."* But I also want to say, *"keep going."*

Some of you are in the "Free Version" of this Business Model Module and that means I'm wrapping up the Program for you (in a sense) unless you want to avail yourself to the upgraded experience (and continue to the next Module).

No pressure! You can also go back and watch the materials again (as many times as you want). If you receive one word from God, it's going to change everything. That's really my heart's prayer.

You have taken an important step on your business journey. If you've gotten to this point in the program, wow, that's amazing. With all the distractions that are going on, it's a miracle. I don't care how long it took you ... or what the circumstances are, you are here. So that is super, super exciting.

I think I just mentioned this verse... Proverbs 3:5-6 highlights the fact that God wants to lead you in every decision. *"Trust in the Lord with all your heart and lean not on your own understanding; In all your ways acknowledge Him and He shall direct your paths."*

Here's a good Business Model for us to have—Trust in the Lord (with how much of our heart?) with all of our heart. We must have a "listening heart" as we trust in the Lord with all of our heart... And lean not on our own understanding (don't try to figure it all out and have all these opinions that we're counting on... that we're standing on) but in all of

our ways, acknowledge Him. The word “acknowledge” means to “act on the knowledge” of Him.

The more you know God, the more you know about Him and the more He reveals Himself to you. He will give you the strength and the enablement to act on that knowledge He reveals to you. He shall direct your paths. Isn't that a great Business Model?

I can talk about how our family's business was a “*Franchise Distribution Business Model*” or I can discuss “*Service Industry's Business Model*” or talk about “*Online Business Models*” ... I can go through all that but none of it matters if God's not in it.

We really want to invite Him into everything we do in our business.

The next Module coming up is the “*Needs Assessment*” Module...

Now we're starting to move into the next phase of the “*Foundation*” of the “*Wealth Roadmap for Generous Entrepreneurs*.”

I cannot wait because we've laid some foundational stuff down so I can really jump in.

The next Lesson is called, “*The Golden Ticket*.” For those of you that read the book “*Charlie and the Chocolate Factory*” growing up (my favorite book) ... or watched the movie “*Willy Wonka and the Chocolate Factory*,” you have a clue about how I will approach this Lesson.

In the Lesson after that, it's called, “*Clarifying Your Vision*.” You have a vision for your business, and we want to clarify that vision and really get established what you will need to move forward with God.

And the next Lesson is “*Management Self-Assessment*.” We will go through some of the things related to being a “Steward” over your business.

We're going to start getting into more business “tactics” now ... How to manage and steward...

We will go over “*Your S.W.O.T Analysis*” which is Strengths, Weaknesses, Opportunities, and Threats.

And we also have some Bonuses in that Module. I'm super excited about that too.

I want to close with this scripture. It's the scripture that I started with all the way back in the “*Start Here*” video.

The scripture is found in Matthew and it is what Jesus said as he was leaving the earth after He had risen from the dead...

The last thing He said, I believe, He wanted to emphasize the most...

And this is what he said, *“Now wherever you go, make disciples of all nations, baptizing them in the name of the Father, the Son, and the Holy.”*

Notice Jesus did NOT say to *“Make disciples of all the people in nations.”*

No, He said make disciples of all nations. And as we mentioned in the previous *“Getting Started”* video, that word *“nations”* in the Greek is *“ethnos.”* Which is defined as *“a body of persons united by kinship, culture, and common traditions.”* i.e., people that have things in common. And the example that we are using is what we're taking part of right now... Assisting in transforming the thinking of those involved in the marketplace (like entrepreneurs).

If you really want to break down this whole program, it's a discipleship program that is disguised as a business program.

I know that if I'm stepping out there and doing what Jesus said to do at the end of His earthly ministry, that's a good thing!

A *“disciple”* is a *“follower of the teachings”* of someone (like a Rabbi or Jesus).

There are all kinds of people that have disciples but we want to be a part of what Jesus is doing in the marketplace concerning the gift that he's given us as a business person (a kingdom wealth builder). I'm super excited to get into that next Module.

For those of you that aren't going to continue with us, that's okay. I just ask that you pray about continuing (maybe you should). I don't want put any pressure on you. I just want to leave this all up to the Holy Spirit. If I try to talk you into anything, chances are someone else could talk you out of it. And that someone else would probably be you in your own thinking.

Remember, there is a *“30-Day Money Back Guarantee”* and also a *“365-Day Results Guarantee.”* For more information on this, go to the website www.generousentrepreneur.com.

God bless and we will see you in Module Two.