



Course 1, Kingdom Foundations: God's Design for Work, Wealth & Value Creation

Block 1 of the Crown Revenue Academy · A free, bi-weekly teaching series for entrepreneurs, marketplace believers, and anyone who wants to build with God at the center.

Course Overview

Most people are taught that faith and business live in two separate rooms, God on Sunday, money on Monday. Scripture tells a different story. From the first chapter of Genesis to the parables of Jesus, work and wealth are God's idea, given for stewardship, service, and mission.

Course 1 lays the foundation. Before we ever talk tactics, funnels, offers, sales, we establish *why* we build, *who* we build for, and *whose* resources we're actually managing. Get this foundation right and everything tactical that follows has somewhere solid to stand.

Who it's for: Christian entrepreneurs and business owners, side-hustlers, employees who want to see their work as calling, and anyone curious about a biblical view of money and value. No church background required, come as you are.

Format: 6 sessions, every other week (about 12 weeks total). Each session runs 60 to 75 minutes: teaching, a real biblical case study, a live application exercise, and open discussion. Always free.

What you'll walk away with: - A clear, biblical answer to "why does my work matter to God?" - A reframe of business as **value creation**, solving real problems as an act of love - A working understanding of **stewardship**: you're a manager, not an owner - Practical guardrails for **integrity** in pricing, marketing, and dealmaking - A **generosity model** built into your business, not bolted on - A simple, God-centered **plan** for the venture you're building

The rhythm of every session: 1. **Big Idea**, one sentence that anchors the night 2. **Anchor Scripture**, the text we build on 3. **Biblical Case Study**, a real person or parable, studied closely 4. **Teaching Points**, 3 to 4 core truths 5. **Real Application**, an exercise to do in the room and a "This Week" assignment 6. **Discussion**, questions to wrestle with together 7. **Go Deeper**, one book and one podcast to take it further

Session 1, Work Is Worship: The Theology of Vocation

Big Idea: Work isn't a result of the Fall, it's part of God's original, "very good" design. Your business can be an altar.

Anchor Scripture: Genesis 1:28; 2:15 ("The Lord God took the man and put him in the garden of Eden to work it and keep it"); Colossians 3:23 ("Whatever you do, work heartily, as for the Lord and not for men").

Biblical Case Study: Bezalel & Oholiab (Exodus 31:1 to 11; 35:30 to 35). When God needed the tabernacle built, He didn't only call prophets, He called *craftsmen*. God says He "filled [Bezalel] with the Spirit of God, with ability and intelligence, with knowledge and all craftsmanship." Notice: the very first person Scripture describes as "filled with the Spirit" was filled **for skilled work**. God anointed business and craftsmanship as holy long before He anointed a single sermon.

Teaching Points: 1. Work predates the Fall (Genesis 2:15). It's a gift, not a punishment. 2. The "creation mandate", to cultivate and build, is still in force. Entrepreneurs are sub-creators. 3. Skill and excellence are spiritual. Bezalel's craftsmanship was Spirit-empowered. 4. "Secular" and "sacred" is a false divide. Done unto the Lord, your work *is* worship.

Real Application: - *In the room:* Write a one-sentence **Kingdom Purpose Statement** for your work, "Through my business, I serve God by ___ **for** ____." - *This week:* Identify one task you usually dread and do it "as unto the Lord." Notice what changes.

Discussion: - Where have you treated your work as "just a job" instead of a calling? - What would change Monday morning if your business were an altar?

Go Deeper: **Read:** *Every Good Endeavor* by Timothy Keller · **Listen:** *Faith Driven Entrepreneur* podcast (start with any "calling" episode)

Session 2, Value Creation: Solving Problems as an Act of Love

Big Idea: Profit is what happens when you solve a real problem for real people. Business, done right, is loving your neighbor at scale.

Anchor Scripture: Mark 12:31 ("Love your neighbor as yourself"); Proverbs 31:10 to 31; Deuteronomy 8:18 ("It is He who gives you power to get wealth").

Biblical Case Study: The Proverbs 31 Woman (Proverbs 31:10 to 31). Strip away the greeting-card version and you find a serious entrepreneur. She evaluates a field and **buys it** (v.16). She plants a vineyard from her **profits**. She manufactures linen garments and sashes and **sells them to the merchants** (v.24). "She perceives that her merchandise is profitable" (v.18). She is a manufacturer, a real-estate investor, a trader, and an employer, and she is praised, not rebuked, for it. Her enterprise also reaches "her hands to the needy" (v. 20). Profit and generosity in the same person.

Teaching Points: 1. Money is a *receipt for value delivered*. Chase value; money follows. 2. The bigger the problem you solve, and the more people you solve it for, the more value you create. 3. **Myron Golden's Four Levels of Value** (lowest to highest paid): *Implementation* (doing the work), *Unification* (managing those who do), *Communication* (selling/marketing), *Imagination* (creating and inventing). Moving up the levels multiplies your impact and income. 4. Wealth is a tool God entrusts so you can do more good, not a trophy to worship.

Real Application: - *In the room:* Finish this sentence with brutal clarity: "The real, painful problem I solve is ___, **for** ____." If you can't, that's your homework. - *This week:* Interview 3 customers/prospects. Ask only: "What problem were you really trying to solve?" Write down their exact words.

Discussion: - Which of the Four Levels of Value do you operate at most? Which scares you? - Is it more "spiritual" to be poor? What does Proverbs 31 say to that?

Go Deeper: **Read:** *B.O.S.S. Moves* by Dr. Myron Golden (and *Thou Shall Prosper* by Rabbi Daniel Lapin) · **Listen:** *B.O.S.S. Moves Podcast* by Dr. Myron Golden

Session 3, Stewardship: You're a Manager, Not an Owner

Big Idea: You don't own anything, you manage everything. God measures us by what we do with what we've been given.

Anchor Scripture: Psalm 24:1 ("The earth is the Lord's, and everything in it"); Matthew 25:14 to 30 (the Parable of the Talents).

Biblical Case Study: The Parable of the Talents (Matthew 25:14 to 30). A master entrusts three servants with different amounts and leaves. Two put their capital to work and **double** it; the master calls them "good and faithful." The third, paralyzed by fear, **buries** his and returns it untouched, and is rebuked sharply. The lesson is bracing: God expects multiplication, not preservation. Playing it safe with what He gave you is not humility; it's the one posture the master condemns.

Teaching Points: 1. Ownership belongs to God; we are stewards/managers (Psalm 24:1). 2. God gives *unequal* starting amounts and that's okay, we're judged by faithfulness with *our* portion, not someone else's. 3. Fear buries talent. Faith deploys it. Calculated risk is a form of obedience. 4. "Talents" = capital, skills, time, relationships, platform. All of it is on the books.

Real Application: - *In the room:* List your five "talents" (money, skills, time, network, influence). Beside each, write one way you're currently *burying* it. - *This week:* Pick the most-buried talent and take one concrete step to put it to work.

Discussion: - Where are you "burying" out of fear and calling it caution? - How does seeing yourself as a manager (not owner) change how you'd run your business?

Go Deeper: **Read:** *The Treasure Principle* by Randy Alcorn · **Listen:** *EntreLeadership Podcast* (Ramsey)

Session 4, Integrity: Honest Scales and the Long Game

Big Idea: Your reputation is your most valuable, least-protected asset. God watches the scales.

Anchor Scripture: Proverbs 11:1 ("A false balance is an abomination to the Lord, but a just weight is His delight"); Proverbs 16:11; Leviticus 19:35 to 36.

Biblical Case Study: Joseph (Genesis 39 to 41). Sold into slavery, Joseph runs Potiphar's household with such integrity that "the Lord caused all that he did to succeed." Falsely accused, he keeps his integrity in prison and ends up administering it. Finally he's promoted to manage all of Egypt, and designs a **multi-year supply-chain and famine-reserve strategy** that saves nations. The throughline: integrity in small, hidden roles is what qualified him for enormous stewardship. God built the executive in the basement.

Teaching Points: 1. "Honest scales" applies to your pricing, your marketing claims, your contracts, your taxes. 2. Integrity compounds. So does its absence. The long game always wins eventually. 3. Faithfulness in hidden, small things is the training ground for public, large things (Luke 16:10). 4. Trust is the real currency of business; integrity is how you mint it.

Real Application: - *In the room:* **Integrity audit.** Name one place in your business where the “scale” is even slightly off, an exaggerated claim, a hidden fee, a corner cut. Write the fix. - *This week:* Make that one thing right, even if it costs you.

Discussion: - Where is the pressure greatest to fudge the scales in your industry? - Tell about a time integrity cost you short-term but paid off later.

Go Deeper: **Read:** *Business by the Book* by Larry Burkett (and *God Is My CEO* by Larry Julian) · **Listen:** *TGIF, Today God Is First* by Os Hillman

Session 5, Generosity: Sowing, Reaping, and the Flow of Provision

Big Idea: Generosity isn't what you do *after* you succeed, it's a design principle you build *into* the business.

Anchor Scripture: 2 Corinthians 9:6 to 11 (“Whoever sows sparingly will also reap sparingly... God loves a cheerful giver”); Proverbs 11:24 to 25; Malachi 3:10.

Biblical Case Study: Boaz and the Gleaning Fields (Ruth 2; Leviticus 19:9 to 10). God's law commanded landowners to leave the edges of their fields unharvested so the poor and the foreigner could glean. Boaz doesn't just obey the minimum, he tells his workers to *deliberately drop extra* for Ruth and protects her. His generosity is structural: it's built into how he runs the operation, not a one-off donation. (Pair with **the Macedonian church, 2 Corinthians 8:1 to 5**, who gave generously *out of their poverty*, proof that giving is a posture, not a function of surplus.)

Teaching Points: 1. The sowing-and-reaping principle is a *law* God built into creation, like gravity. 2. Generosity breaks the grip money wants to have on your heart (Matthew 6:24). 3. Build giving into the model, a fixed percentage off the top, so it's automatic, not optional. (Crown Revenue's own covenant: at least 20% to missions.) 4. You can't out-give God (Proverbs 11:25, “Whoever waters will be watered”).

Real Application: - *In the room:* Decide your business's **giving percentage** and where it goes. Write it down as a commitment, not a someday. - *This week:* Give something this week, money, time, or value, *before* you feel “ready.”

Discussion: - What's the difference between giving from surplus and giving as a Macedonian? - What would it look like to build generosity into your business's structure?

Go Deeper: **Read:** *Fields of Gold* by Andy Stanley · **Listen:** *The Rabbi Daniel Lapin Podcast* (episodes on giving & abundance)

Session 6, Wisdom & Planning: Building Something That Lasts

Big Idea: Vision without a plan is just a wish. God honors diligent, counseled, cost-counted work.

Anchor Scripture: Proverbs 15:22 (“Without counsel plans fail, but with many advisers they succeed”); Proverbs 21:5; Luke 14:28 (“Which of you, desiring to build a tower, does not first sit down and count the cost?”).

Biblical Case Study: Nehemiah Rebuilds the Wall (Nehemiah 1 to 6). Nehemiah is a master operator. He **prays and plans** before he acts (ch. 1 to 2). He secures **resources**, getting written authorization and timber

from the king's forest. He does a quiet night **assessment** before announcing anything (2:11 to 16). He **delegates** the work family by family (ch. 3). He handles **opposition and risk** (ch. 4, "we labored... half held the spears"). And he **finishes** in 52 days. Faith and planning weren't rivals; they worked together.

Teaching Points: 1. Prayer and planning are partners, not opposites. Nehemiah did both. 2. "Count the cost" before you build, runway, resources, risk (Luke 14:28). 3. Seek godly counsel; a wise board/advisers multiplies your odds (Proverbs 15:22). 4. Expect opposition. A clear plan and a steady hand outlast it.

Real Application: - *In the room:* Draft a **one-page Kingdom Business Plan**, Purpose, the Problem you solve, who you serve, how you make money, how you give, and your next 3 moves. - *Capstone (This Week):* Refine your one-pager and be ready to share your venture's vision at the next gathering.

Discussion: - Where have you "built the tower" without counting the cost? - Who are the wise counselors in your life, and if you don't have any, how will you find them?

Go Deeper: **Read:** *EntreLeadership* by Dave Ramsey · **Listen:** *Faith Driven Entrepreneur* podcast (planning & launch episodes)

The Academy Library (Course 1 Reading List)

Start anywhere, but if you read only three, make it the ★ titles.

- ★ *B.O.S.S. Moves*, Dr. Myron Golden (*value creation & scaling*)
- ★ *Business Secrets from the Bible*, Rabbi Daniel Lapin (*biblical wealth principles*)
- ★ *Every Good Endeavor*, Timothy Keller (*theology of work*)
- *Thou Shall Prosper*, Rabbi Daniel Lapin
- *The Treasure Principle*, Randy Alcorn (*generosity & stewardship*)
- *Business by the Book*, Larry Burkett (*practical biblical business*)
- *God Is My CEO*, Larry Julian
- *EntreLeadership*, Dave Ramsey
- *Fields of Gold*, Andy Stanley
- *Anointed for Business*, Ed Siloso

The Podcast Rotation

- **Listen:** **B.O.S.S. Moves Podcast, Dr. Myron Golden** (*value, offers, scaling with biblical principles*)
 - **Listen:** **Faith Driven Entrepreneur** (*weekly; calling, building, community*)
 - **Listen:** **TGIF, Today God Is First, Os Hillman** (*daily marketplace devotional*)
 - **Listen:** **The Rabbi Daniel Lapin Podcast** (*ancient biblical wisdom for money & business*)
 - **Listen:** **EntreLeadership Podcast** (*leadership & operations*)
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Instructor Notes (for Fred)

Suggested 70-minute run-of-show: - 0:00 to 0:05, Welcome, prayer, recap last session's "This Week" - 0:05 to 0:20, Teaching (Big Idea + Teaching Points) - 0:20 to 0:35, Biblical Case Study (read the text together, walk the story) - 0:35 to 0:50, Real Application exercise (do it live, in pairs) - 0:50 to 1:05, Discussion - 1:05 to 1:10, Assign "This Week," recommend the book/podcast, close in prayer

Tips: - Open the actual Bible text on screen each week, let people see it, not just hear it. - Keep one foot in Scripture and one in their real businesses; every principle needs a "so on Monday you..." - Collect the one-page Kingdom Business Plans from Session 6, they become your testimonials and your next course's case studies. - Record sessions (even just audio), that's your future YouTube/podcast library and your reach beyond the room.

Where this leads: Course 2 can go tactical, *Offers & Value Stacking*, *Selling with Integrity*, *Marketing That Tells the Truth*, now that the foundation is set. Just say the word and I'll build it.

Expanded Resource Pack (Course 1)

Beyond the faith and business library above, here are reputable, mainstream business resources that reinforce this course's themes. Each title links to where you can find it. Take what serves the mission and run it through a biblical filter.

Secular Business Books

- [Start With Why by Simon Sinek](#) (purpose as the root of great work)
- [Good to Great by Jim Collins](#) (what makes companies endure, and Level 5 servant leadership)
- [The Lean Startup by Eric Ries](#) (building and testing what actually serves people)
- [Drive by Daniel Pink](#) (what truly motivates us beyond money)
- [Atomic Habits by James Clear](#) (the diligence and discipline Proverbs praises)
- [Man's Search for Meaning by Viktor Frankl](#) (meaning and calling, even in hardship)

Blogs and Publications (free, reputable)

- [Harvard Business Review](#) (start with their articles on purpose driven business)
- [Stanford Graduate School of Business Insights](#)
- [First Round Review](#) (hard won startup wisdom)
- [Paul Graham's Essays](#) (foundational founder thinking)
- [Farnam Street](#) (wisdom, mental models, and clear decision making)

Free Online Courses (audit for free)

- [Y Combinator Startup School](#) (free, self paced founder training)
- [HarvardX on edX](#) (choose Audit for free)

- [Coursera: Foundations of Business Strategy, UVA Darden](#) (free to audit)
- [Harvard Business School Online: Entrepreneurship Essentials](#) (paid, excellent if the budget allows)

Watch (reputable YouTube)

- [TED: Simon Sinek, How great leaders inspire action](#)
 - [Y Combinator channel](#) (the How to Start a Startup series)
 - [Harvard Business Review channel](#)
 - [Stanford Graduate School of Business channel](#)
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Devotional: Working as Worship (a 6 Day Reading Plan)

Each day, read the verse, sit with the insight, answer the question in writing, then pray. Do not rush it.

Day 1: Work Was God's Idea ([Genesis 2:15](#))

Before there was sin, sweat, or a single thorn, there was work. God placed the man in the garden not to lounge but to work it and keep it. That means your instinct to build, create, and produce is not a side effect of the curse, it is a reflection of the God who worked six days and called it good. When you pour yourself into honest labor, you are imaging your Maker.

Reflect: Where have you quietly believed your daily work is less spiritual than "real ministry," and how does this verse challenge that?

Prayer: Lord, take this part of my work and my heart, and make it Yours.

Day 2: For an Audience of One ([Colossians 3:23](#))

Paul wrote this to servants doing hard, unglamorous labor, and told them to work as for the Lord. If they could turn drudgery into worship by changing their audience, so can you. Most of us work for clients, bosses, or applause. Scripture relocates your true employer to heaven, and when God is your audience, excellence stops depending on who is watching.

Reflect: If God were the only one reviewing your work this week, what is one thing you would do differently?

Prayer: Lord, take this part of my work and my heart, and make it Yours.

Day 3: Skill Comes From God ([Exodus 31:1-6](#))

The first person the Bible describes as filled with the Spirit was not a preacher but a craftsman named Bezalel, gifted for design and building. Your abilities for selling, systems, numbers, or making things are not merely secular skills you happen to have, they are Spirit given tools on loan. Stewarding them with excellence is itself a spiritual act.

Reflect: What is one skill you have been treating as ordinary that you could start offering back to God as worship?

Prayer: Lord, take this part of my work and my heart, and make it Yours.

Day 4: It All Belongs to Him ([Psalm 24:1](#))

The earth is the Lord's, and everything in it, including your business, your bank account, and your calendar. You are not the owner, you are the manager of assets that belong to Someone else. That truth is heavy and freeing at the same time: heavy because you will give an account, freeing because the weight of ownership was never yours to carry.

Reflect: If you truly believed your business was God's and you were simply the manager, what decision would you make differently this week?

Prayer: Lord, take this part of my work and my heart, and make it Yours.

Day 5: Faithful With Little ([Matthew 25:21](#))

The master does not praise the servant for being impressive, he praises him for being faithful with a little. God's pattern is almost always small before large, hidden before seen. Most people despise their small beginnings and wait for the big break, but the big break is usually just faithfulness with the little, repeated.

Reflect: What "little" has God given you that you have been neglecting or despising while you wait for "much"?

Prayer: Lord, take this part of my work and my heart, and make it Yours.

Day 6: Commit It and Watch ([Proverbs 16:3](#))

Notice the order: commit your work to the Lord first, and then your plans are established. We tend to reverse it, building our plans and asking God to bless them afterward. Committing your work means surrendering the outcome before you know how it ends, and trusting that a good Father can be entrusted with what you have built.

Reflect: What is the one part of your business you are gripping tightest and have not truly handed to God?

Prayer: Lord, take this part of my work and my heart, and make it Yours.

Crown Revenue Academy · A ministry of Crown Revenue · "Each of you should use whatever gift you have received to serve others.", 1 Peter 4:10