

Is Branding Biblical?

A business grows out of the mind and heart of its founder. It's connected to the mission that God assigns to that person.

A business's primary earthly goal is to create value for the shareholders and that's done by delivering outstanding value to the consumers who are served. The basic themes that are in this business equation are service, sharing, and love.

You're probably wondering how love fits in a business model.

It's not romantic love of course but compassionate and caring love should be at the heart of all business plans. Businesses don't have to be ruthless to be successful. Examples abound of "doing well by doing good." This doesn't mean that there won't be tough decisions to make. That's the nature of business and it's the nature of life.

Where does branding come in?

A brand at its most basic element is a promise made to consumers. It represents the business' reputation in the marketplace.

Considering that definition and the fact that you are a Christian business leader, how can your brand be anything less than biblically based?

The Lord put a mission on your heart. That mission is then used to found your business. You've been entrusted with something to care for and grow just as the servants in the parable of the talents (Matthew 25:14-30) were. Growing your business involves helping consumers learn to make choices that are best for each one of them. Branding is the process used to do that.

Branding allows you to communicate what makes you different from the thousands of other businesses in your segment. It acts as a magnet to attract the consumers who most want what you provide and in the way you provide it.

Growing a profitable business allows you to serve the Lord more effectively and accomplish your mission, whatever that may be. As the business grows you don't just accumulate money. You actually change the lives of others, ranging from the customers you serve to the staff you employ. Without the jobs you provide or the products and services you deliver, people's lives would be different from the lives they have because of the business you created.

You owe it to those you serve to have a clear, strong brand and to create a business that flourishes.

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