

FAITH TO FORTUNE

**Take a Lesson from Incredible Stories of
Business Leaders Who Stayed
True to Their Beliefs**

By Dr. Michael Thompson

Faith to Fortune: Take a Lesson from Incredible Stories of Business Leaders
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DR. MICHAEL THOMPSON

*For my dear wife, Deborah; and my daughter,
Savannah:*

*I love you always. May you continue to stay true to your
faith in Christ Jesus and His love for you.*

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Tips

How to Use the Tools in This Book

This book features 14 Chapters, each focused on a different company and providing actionable steps that you can take to improve your own business. You'll find helpful tools such as discussion questions, guidelines for developing a customer service plan, philanthropy plan, ethics audit report, scripture walk, value assessment, and reflection prompts. These resources can serve as a guide to help you apply the lessons learned in each chapter to your own organization and improve your business practices.



This symbol is a helpful tool placed throughout the book to indicate when an activity is designed to assist you in using social media to connect with like-minded individuals who share your values and beliefs. By participating in these activities, you can cultivate a supportive community that will aid you in growing your business while remaining true to your faith.

In addition, each chapter concludes with scriptures that will motivate you in business and in life.

Introduction

The intersection of faith and business has long been a topic of interest for entrepreneurs and business leaders. So, get ready to embark on an exhilarating journey of discovery and inspiration from businesses like Chick-Fil-A, The Hershey Company, and Bridgestone!

Each chapter will leave you on the edge of your seat as you dive into the riveting story of a successful business. Along the way, you'll gain valuable insights from the visionary leader behind the company and be treated to thought-provoking opportunities for reflection.

Brace yourself for the impact of powerful Bible scriptures that are perfectly tailored to each chapter's theme. Different versions of the Bible have been used, so you will sometimes see a Bible scripture listed twice. You'll also discover clever ways to engage with the content through social media, ensuring that your experience is every bit as dynamic as the stories you'll encounter.

Get ready to be transformed by the electrifying pages of this must-read faith-based book for entrepreneurs and business leaders!

Chapter 1

Chick-fil-A

Truett Cathy's Recipe for Success

When we think of fast food, we often think of greasy burgers, salty fries, and sugary sodas. But what if there was a fast-food chain that offered something different? Something that was still delicious, but also wholesome and healthy. What if there was a fast-food chain that was founded on Christian principles, and that put customer service and giving back at the forefront of its business model? That chain is Chick-fil-A.

Chick-fil-A was founded in 1946 by Truett Cathy, a devout Southern Baptist who believed that running a business was a calling from God. Cathy's first restaurant, the Dwarf Grill, was a humble diner in Hapeville, Georgia that served burgers, fries, and milkshakes. But Cathy was always looking for ways to innovate and improve his business. In 1964, he came up with the idea of serving boneless chicken breast sandwiches, which he called "Chicken Fillets." The sandwiches were an instant hit, and soon became the restaurant's signature dish.

But it wasn't just the food that set Chick-fil-A apart from other fast-food chains. Cathy believed that customer service was just as important as the food itself. He famously said, "We're not in the chicken business, we're in the people business." Chick-fil-A's employees, who are known as "Team Members," are trained to go above and beyond to make customers feel welcome and appreciated. They greet customers with a smile, offer to refill drinks and clear tables, and even carry trays to customers' tables.

For Cathy, this commitment to customer service was not just good business sense, but also a reflection of his Christian faith. He believed that serving others was a way of serving God, and that by treating customers with kindness and respect, he was living out his faith. "We should be about more than just selling chicken," he once said. "We should be a part of our customers' lives and the communities in which we serve."

This commitment to community involvement is another hallmark of Chick-fil-A's business model. Cathy believed that businesses had a responsibility to give back to the communities that supported them. In 1984, he founded the WinShape Foundation, a non-profit organization that provides scholarships, youth camps, and foster care services. The foundation is funded by a percentage of Chick-fil-A's profits, and

today, it has impacted the lives of thousands of young people across the country.

Of course, Chick-fil-A's success hasn't come without controversy. The company's staunch Christian values, including its opposition to same-sex marriage, have made it a lightning rod for criticism from some quarters. But for many others, Chick-fil-A's commitment to its principles is part of its appeal. As one customer put it, "I don't agree with everything they believe, but I respect that they're not afraid to stand up for what they believe in."

Tragically, Truett Cathy passed away in 2014 at the age of 93. But his legacy lives on in the company he founded. Today, Chick-fil-A is the third-largest fast-food chain in the United States, with over 2,600 locations and \$12 billion in annual revenue. And while the company has certainly grown and changed over the years, its commitment to customer service, community involvement, and Christian values remains as strong as ever.

In fact, Chick-fil-A's commitment to these values has only deepened under the leadership of Truett Cathy's son, Dan Cathy, who took over as CEO in 2013. Dan Cathy has continued his father's legacy of giving back to the community and has expanded the company's philanthropic efforts to include causes such as education and homelessness.

But perhaps most importantly, Dan Cathy has also continued his father's commitment to customer service. In a 2015 interview with CNBC, he said, "We've always been very intentional about creating an environment that is welcoming, that is hospitable, that is respectful, that is dignified. We want to make sure that every person that comes into our restaurants feels loved, feels respected, feels valued."

This commitment to customer service has helped Chick-fil-A to build a fiercely loyal customer base. In fact, according to a 2019 survey by the American Customer Satisfaction Index, Chick-fil-A has the highest customer satisfaction rating of any fast-food chain in the United States.

So how has Chick-fil-A managed to achieve such success, both in terms of its business model and its customer loyalty? According to Truett Cathy, it all comes down to leadership. He believed that a successful business was built on a foundation of strong leadership, and he made it a priority to invest in the development of his employees.

"We believe in leadership development, and we believe in people development," he once said. "We believe that if we take care of our people, our people will take care of our customers, and our customers will take care of our shareholders."

This philosophy has been key to Chick-fil-A's success. The company has a reputation for treating its employees well, offering competitive wages and benefits, and providing opportunities for growth and advancement. This has helped to create a culture of loyalty and dedication among Chick-fil-A's employees, which in turn has translated into exceptional customer service.

In the end, Chick-fil-A's success is a testament to the power of a strong business model built on a foundation of Christian values, exceptional customer service, and a commitment to giving back to the community. As Truett Cathy once said, "We're not just in the chicken business, we're in the people business." And it's this focus on people that has helped Chick-fil-A to become one of the most successful and beloved fast-food chains in the world.

Take Action:

Develop A Customer Service Plan

1. Start with the foundation of your business: If you're running a business with Christian principles, it's important to make sure your customer service plan is built on that foundation. Consider how your

values and beliefs can inform the way you interact with customers.

2. Identify your target audience: Understand who your customers are and what their needs and expectations are. Make sure your customer service plan is tailored to meet those needs and exceed their expectations.

3. Train your team members: Just like Chick-fil-A, ensure that your team members are trained to provide exceptional customer service. Teach them to greet customers warmly, to listen actively, and to respond to customer needs with empathy and compassion.

4. Empower your team members: Give your team members the tools they need to provide excellent service. This includes providing them with the resources they need to answer customer questions and resolve issues, as well as giving them the authority to make decisions that will benefit the customer.

5. Encourage feedback: Create a culture of continuous improvement by encouraging feedback from your customers. Solicit their input on how you can improve your service, and make changes based on their feedback.

6. Give back to the community: As a business with Christian principles, it's important to give back to the community. Consider how you can use your business to make a positive impact on the lives of those around you.

7. Lead by example: Finally, as a business owner or manager, lead by example. Model the behavior you want to see in your team members, and make sure your actions align with your beliefs.



Share quotes and insights from this chapter on Instagram and encourage your followers to share their own experiences and insights in the comments. Use the hashtag #Faith2Fortune.

Divine Direction

1. "For no one can lay any foundation other than the one already laid, which is Jesus Christ." - 1 Corinthians 3:11

2. "Do to others as you would have them do to you." - Luke 6:31

3. "In everything, therefore, treat people the same way you want them to treat you, for this is the Law and the Prophets." - Matthew 7:12
4. "Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves." - Philippians 2:3
5. "Love your neighbor as yourself." - Mark 12:31
6. "Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms." - 1 Peter 4:10
7. "Be devoted to one another in love. Honor one another above yourselves." - Romans 12:10
8. "Therefore each of you must put off falsehood and speak truthfully to your neighbor, for we are all members of one body." - Ephesians 4:25
9. "Finally, all of you, be like-minded, be sympathetic, love one another, be compassionate and humble." - 1 Peter 3:8
10. "And if anyone gives even a cup of cold water to one of these little ones who is my disciple, truly I tell you, that person will certainly not lose their reward." - Matthew 10:42

11. "Give thanks in all circumstances; for this is God's will for you in Christ Jesus." - 1 Thessalonians 5:18

12. "Therefore, if you are offering your gift at the altar and there remember that your brother or sister has something against you, leave your gift there in front of the altar. First go and be reconciled to them; then come and offer your gift." - Matthew 5:23-24

13. "So in everything, do to others what you would have them do to you, for this sums up the Law and the Prophets." - Matthew 7:12

14. "Whoever oppresses the poor shows contempt for their Maker, but whoever is kind to the needy honors God." - Proverbs 14:31

15. "Whatever you do, work at it with all your heart, as working for the Lord, not for human masters." - Colossians 3:23