



BUSINESS FAITH GROUPS

Identity

Matthew 3:13-4:17

I. SESSION OVERVIEW

- Mathew 3:13-4:17
- Discovery | Our Identity
- Business Application | The Identity of your business is built on Core Values

II. REVIEW (30m)

- Personal Catchup
- Review last month's outcomes
- Open in Prayer

III. DISCOVERY

- Read Matthew 3:13-4:17 (shared reading)

Set up/ We step into this story of a 30-year old who is living a quiet normal human life working as a carpenter for his dad. Jesus has not revealed himself publicly yet.

What jumps out at you?

- Give each an opportunity to share what they discovered as you keep it a conversation integrating your insights and their discoveries.

IV. AREA CHAIR INSIGHTS (30M)

1. Power of Baptism

What is baptism to you? A new start; a reset. A new belief system. It's a personal statement asserting the existence or the truth of a belief.

Q- Why do you think Jesus had to get baptized?

Wow God states a powerful truth of affirmation- "You are my son whom I am well pleased".

Q- Do you want to make affirming others, valuing others a core piece of who you are? It can be a reset.

2. Temptations Shape Us

Satan tempts Christ with Safety, Comfort & Hunger.

If He loved the world, He would chase the world, and these things would be appealing.

We find ourselves believing I'm not enough, striving, exhaustion, comparing and controlling finding ourselves lacking. These thoughts drive our feelings about

ourselves and circumstances, and others leading to anxiety, stress, striving, control and exhaustion despite worldly success. Is this you?

- Self worth measured by ability
- Self worth measured by expectation
- Self-worth measured by what we have
- Self worth measured by financial status which leads to self-sufficiency, stress, anxiety, control struggles.

**You have to know who you are or whose you are to resist temptation.
Jesus knew who He was. He knew he was loved by God.**

3. Do-Have-Be Virus

Jesus knew who He was. That isn't always the case for me and perhaps you. I think we have an Identity-drift problem that started back in the garden.

God created us in His image. There's a perfect union with him, no striving, only loving relationship. In God's perfect plan, we were meant to get our foundational sense of identity vertically. This is how we were meant to know ourselves, how we would understand their meaning & purpose and find their fulfillment. This vertical identity was to give us guidance for daily living and provide protective boundaries around our hearts.

However Adam and Eve's disobedience was a rejection of their identity as creative of God and no longer had God at their center. He got them to question the word of God. And it has been chaos ever since.

Since the fall, people look horizontally for what God designed to find vertically. They look to people, objects, places, things that only God can give them. And in the process whatever you look to find identity it will exercise rule over our heart and direct the way you live your life. And the net is brokenness.

There will always be a temptation to look for identity in the horizontal but it will never deliver the results you seek.

There's no more important and life shaping interpretation in your relationship with God than identity.

We all carry a certain perceived value of ourselves. Whatever we let into our lives shapes the perception of ourselves. This perception is usually built on what we do and what we are good at. And it starts at a young age. We are prompted in elementary school "What do I want to be when I grow up?". It implies "What job do I want to have?" It was a question prompting hopes and goals, a good motivator to working hard and dreaming but it sets the stage for our self-worth to be built on doing. The lie that working hard, exhaustion and busyness will fulfill our purpose.

And it continues as we get older. The default question at social gatherings or meeting someone for the first time is “So what do you do?”. Again it’s innocent but we answer it to serve as our self-worth, our identity. Or is that just me? Then we let voices and filters into our mind to reinforce those “dos”.

I think we seek our identity (who we are) through this progression of ethical reasoning: if we do (blank), we will have (blank), and then become (blank). And how we fill in those blanks, where we believe our identity comes from, governs how we live.

This is powerfully clarifying. Think about it for a moment. Are any of your recurring anxieties and fears rooted in the belief that if you don’t do blank, you’ll never have blank, and therefore never become blank?

How much of your time and energy expenditures, your financial issues, your social-media activity, your battles with envy, your relational conflicts, maybe even your ministry labors are being fueled by such “to be or not to be” fears or desires? The “Do. Have. Be.” virus has been around a long time. The infection happened in Eden when the serpent successfully hacked our operating systems as he tempted our first forebears -**Gen 3:4-5: if you eat the fruit (do), then you will acquire God’s wisdom (have), and become like God (be).**

4. The Be-Do-Have Cure

The Good News is God turns Chaos into Order. Look at Matthew 4:17 again. It’s here that Jesus receives His assignment – and noticed that it came after his affirmation from God. Christ’s way is flipped.

It’s Be Before Do.

Affirmation before performance so it doesn’t create identity crisis but instead confirms Identity.

Virus: Do-Have-Be

Cure: Be-Do-Have

We so often have this mixed up.

Q-How many of you are living like It is our performance that drives how we think ourselves?

We look for praise or affirmation from a broken world in our minds?

V. WRAP

Virus: Do-Have-Be

Cure: Be-Do-Have

Do you have this mixed up?

A God of Order. Who do you want to become? Then let God create the assignment. If you have a relationship with Christ, you have a Christ-identity. No work, habit, or thought can change it.

BUSINESS APPLICATION

I. SESSION OVERVIEW

- Business Application | Identity of your business is built on Core Values
- Tool
- Outcome/ Maintaining balance and knowing when your tank is empty

II. CONTEXT

“Who You Are” personally and directly connects to the Core Values and Core Behaviors of your company.

These are our living & breathing DNA that lived out shapes and drives our Culture. What is “internal” drives our “external” identity and perceptions in the marketplace.

So I want to spend time today establishing and/or affirming your Core Values and Behaviors.

Q- Rate your culture (1-10 best) currently.

Have members share.

III. PROCESS/

Let's make sure your core values and core behaviors are living and breathing at your company.

1. Identify and reconfirm the values and behaviors that are important to your company.

Are they intrinsic? Are they being? Or doing? Doing sends the message of production, transactional. Not heart work.

2. Use these DNA Qs if you want to uncover new core values & behaviors.

DNA STEPS Qs

People/

List 3 people that if you could clone them would lead you and help you reach your dreams? One or all could be ideal employees and/or people you know well or you admire from afar.

Brands/

List 3 brands that you admire, use, and would love to replicate in your business.

Characteristics/

Review answers to the previous questions and list all of the characteristics, competencies, and qualities they (people & brands) exemplify to you. The list should be 10+ long.

3. Hire people that align with your values and behaviors.

Steps to Implement

Use these to help breathe life into your identity.

- Law of Picture (Modeling it as leaders, employees)
- Visible symbolic reminders (hanging on walls, whiteboards)
- Retelling it (emphasizing it in all team meetings, communications, monthly themes)
- Circles: Intentionally identifying “law of pictures” (capturing stories of own employees doing it & seeing it) during meetings.
- Jar/Box: capturing written stories from your team.
- Rewarding the behavior with a prize like lunch, gadgets, cash\$100,etc.

Q- Which are you currently strong in?

Q- How can you implement some that are missing?

IV. WRAP

I encourage you to be certain that your core values and behaviors are clear and are used in hiring, reviewing, rewarding, and firing.

In light of this lesson, Rate your culture (1-10 best) again.

Action Steps |

- Which of these “Culture Steps” are you doing well? Which area needs your attention today?
- How are you developing your Core Values and Behaviors into culture that could encourage others?
- What do you need from the group to be intentional and put these tips into practice?

GOALS |

- Ask each for their goals from this meeting to the next.
- Commit to prayer & supporting each other.

Name	Business	Personal	Faith
First Name		Strength training	Integration
First Name	LT/Culture	Running (alarms)	Listening to Him
Jon	Culture	Intentionality	Consistency
Kevin	Culture	Intentionality	Consistency
Brad	Culture	Leading the Family	Intentionality
First Name	Culture	Strength thru surgery; leverage time	Trusting Him