

THE SEVEN DESIGNS OF KINGDOM BUSINESS

1		PERSONAL DESIGN	How was I designed to create value?
2		HUMAN DESIGN	How were the people I serve designed?
3		WORK DESIGN	How was productive work designed to function?
4		VALUE DESIGN	How is value created and exchanged?
5		GROWTH DESIGN	How does something develop toward maturity?
6		MULTIPLICATION DESIGN	How does something reproduce beyond me?
7		PROVISION DESIGN	How does God supply, and how do I participate?

“Seek first the kingdom of God and His righteousness, and all these things shall be added to you.”

MATTHEW 6:33

DISCOVER GOD'S DESIGN. ALIGN WITH HIS ORDER. CREATE KINGDOM IMPACT.

DISCOVER • ALIGN • IMPACT

PERSONAL DESIGN

HOW WAS I DESIGNED TO CREATE VALUE?



You were designed to create value by using your God-given capacities to make something better for someone else. Value is created whenever your contribution moves a person, organization, resource, or situation from a less desirable condition to a more desirable one.



SOLVE PROBLEMS



MEET NEEDS



REMOVE OBSTACLES



SAVE TIME OR MONEY



IMPROVE RESULTS



HELP PEOPLE THRIVE

“For we are God’s workmanship, created in Christ Jesus to do good works, which God prepared in advance for us to do.”

EPHESIANS 2:10

THE INTERSECTION REVEALS YOUR DESIGN



GIFTS



PERCEPTION



BURDEN



WIRING



FORMATION



FRUIT



YOUR DESIGN

When these align, you flow in your lane. You create value. You fulfill your purpose.



A TRANSFORMATION YOU ARE EQUIPPED TO FACILITATE

Your design determines the kind of improvement you are unusually equipped to produce.

THE VALUE TRANSFORMATION FORMULA



YOU CONTRIBUTE



THEY IMPROVE



VALUE IS CREATED



EXCHANGE & PROVISION FOLLOW

I CREATE VALUE BY...

I create value by using my ability to _____ to help _____ move from _____ to _____.

THE ENTREPRENEUR'S BEST FIRST QUESTIONS

- ✓ What transformation am I designed to help produce?
- ✓ Whom am I designed to serve?
- ✓ What problem do I feel called to improve?
- ✓ What becomes better because I am involved?
- ✓ How can I package, communicate, deliver, and exchange that value?

VALUE CREATION IS KINGDOM WORK



It honors God.



It blesses people.



It advances His Kingdom.



It releases provision.



DESIGNED BY GOD. EMPOWERED BY GRACE. EXPRESSED THROUGH YOU. IMPACTING ETERNITY.

YOUR DESIGN. YOUR IMPACT.

Your Purpose.

Personal Design is the unique combination of
GIFTS, PERCEPTION, BURDEN, WIRING, FORMATION, and PROVEN FRUIT
through which a person is equipped to
create beneficial *transformation* for others.

God designed you
with intention.
The world needs
what only you
can bring.



GIFTS

What you
can do
exceptionally
well.



PERCEPTION

What you
notice that
others often
overlook.



BURDEN

The problems
you care about
deeply and feel
called to solve.



WIRING

How you
naturally
operate and
create value
best.



FORMATION

What you
understand
because of
your life and
experience.



PROVEN FRUIT

The results
that consistently
benefit and
transform
others.

THE CENTRAL QUESTION BECOMES:



WHAT BECOMES **BETTER**
BECAUSE I AM **FUNCTIONING**
ACCORDING TO MY **DESIGN**?



Your design is not random.
It is the intersection of who you are,
what you see, what moves you,
how you operate, what you've
learned, and the results you
consistently produce.

**LIVE YOUR DESIGN. CREATE LASTING VALUE.
LEAVE A LEGACY THAT MATTERS.**



DISCOVER IT.

Get clear on who
you were designed to be.



ALIGN WITH IT.

Use your design to
serve with purpose.



CREATE IMPACT.

Bring transformation
where it's needed most.



CHANGE LIVES.

Your contribution can
change generations.



1 YOUR GIFTS REVEAL WHAT YOU CAN CONTRIBUTE

YOU WERE DESIGNED TO SOLVE PROBLEMS AND IMPROVE LIVES.
YOUR GIFTS ARE THE TOOLS.



A GIFT IS A CAPACITY
that enables you to produce
something other people
find useful.

**A GIFT IS NOT VALUABLE
MERELY BECAUSE
YOU POSSESS IT.**

It creates value when it is
applied to a need.

YOU MIGHT BE ABLE TO:



EXPLAIN



PERSUADE



ORGANIZE



DIAGNOSE



ENVISION



BUILD



ENCOURAGE



LEAD



TEACH



CONNECT



NEGOTIATE



DESIGN



REPAIR



STRATEGIZE



SIMPLIFY



DISCERN



EXECUTE

Your gift becomes powerful
when it meets a **NEED**.

WHEN YOUR GIFT MEETS A NEED, IT CREATES VALUE.



The ability to **EXPLAIN**
creates value when
people are confused.



The ability to **ORGANIZE**
creates value when
things are chaotic.



The ability to **PERSUADE**
creates value when
people cannot see or act
upon an opportunity.



The ability to **DIAGNOSE**
creates value when the
real problem is hidden.



The ability to **ENVISION**
creates value when
people cannot see
a better future.



SO ASK:

WHAT CAN I REPEATEDLY DO THAT IMPROVES
SITUATIONS FOR OTHER PEOPLE?

THAT IS ONE OF THE CLEAREST
INDICATORS OF HOW YOU WERE
DESIGNED TO CREATE VALUE.

2

YOUR PERCEPTION REVEALS WHAT YOU ARE EQUIPPED TO NOTICE

VALUE CREATION OFTEN BEGINS BEFORE ACTION.
IT BEGINS WITH **SEEING**.



Two people can look at the same situation,
yet notice entirely different things.



What you repeatedly notice may be as
important as what you can do.



An entrepreneur does not create value
merely by possessing a skill. He first
perceives something that could be improved.

YOUR EYES MAY BE PART OF YOUR DESIGN.

ONE PERSON SEES:



Inefficiency



Unmet demand



Wasted resources



Confused messaging



Discouraged people



Broken relationships



Poor design



Untapped potential



An opportunity
no one else recognizes

YOU ARE EQUIPPED TO NOTICE:



A GIFTED MARKETER
sees positioning problems.



A TEACHER
sees misunderstanding.



A LEADER
sees undeveloped people.



AN INVENTOR
sees unnecessary difficulty.



A STRATEGIST
sees patterns and consequences.



A PASTOR
sees spiritual or emotional need.



A SALESPERSON
sees the connection between
a person's need and a helpful solution.



**THEREFORE,
ASK:**

WHAT DO I SEE THAT OTHERS FREQUENTLY OVERLOOK?

YOUR RECURRING PERCEPTION
OFTEN POINTS TOWARD THE VALUE
YOU WERE **DESIGNED TO CREATE.**

3

YOUR BURDEN REVEALS WHICH PROBLEMS YOU ARE MOTIVATED TO SOLVE

A PERSON MAY HAVE THE CAPACITY TO SOLVE MANY PROBLEMS
BUT FEEL **DEEPLY COMPELLED** BY ONLY A FEW. —

YOUR BURDEN, CONCERN, OR **"HOLY DISCONTENT"**
DIRECTS YOUR GIFTS TOWARD A PARTICULAR KIND OF NEED.



A BURDEN SAYS:

- “This should not remain broken.”
- “People should not have to live this way.”
- “There must be a better way.”
- “Someone needs to explain this.”
- “Someone needs to build this.”
- “Someone needs to help these people.”

NOT EVERYONE SEES. NOT EVERYONE FEELS.
BUT YOU DO.



NEHEMIAH

was not the only person
who knew Jerusalem's
walls were broken.
But he was deeply
affected by it.



DAVID

was not the only soldier
who heard Goliath.
But David reacted
differently.

YOUR DESIGN WORKS THROUGH BOTH:



YOUR GIFT

tells you
what you
can do.



YOUR BURDEN

helps reveal
where you
should apply it.

YOUR BURDEN DOES NOT AUTOMATICALLY PROVE AN ASSIGNMENT,
BUT IT FREQUENTLY IDENTIFIES **THE TERRITORY** IN WHICH
YOUR DESIGN WANTS TO OPERATE.

?

ASK:

WHAT PROBLEM AFFECTS ME STRONGLY ENOUGH
THAT I AM WILLING TO TAKE RESPONSIBILITY
FOR IMPROVING IT?



WHEN YOUR GIFT,
YOUR PERCEPTION,
AND YOUR BURDEN ALIGN –
THAT IS WHERE YOU
**CREATE YOUR GREATEST
AND MOST LASTING VALUE.**

4

YOUR WIRING REVEALS HOW YOU CREATE VALUE BEST

PEOPLE CAN SOLVE THE SAME PROBLEM
THROUGH **VERY DIFFERENT DESIGNS**.



The problem may be the same,
but the expression differs
according to **design**.

Problem:
Entrepreneurs lack
biblical business
understanding.

SUPPOSE THE PROBLEM IS THAT
ENTREPRENEURS LACK BIBLICAL
BUSINESS UNDERSTANDING.

ONE PERSON CREATES VALUE BY:

- researching biblical principles
- writing books
- teaching publicly
- coaching individuals
- building a curriculum
- organizing a community
- developing software
- producing media
- leading an educational institution

YOUR WIRING INCLUDES QUESTIONS SUCH AS:



Do you **CREATE** or **IMPROVE**?



Do you **INITIATE** or **COMPLETE**?



Do you work primarily through **PEOPLE, IDEAS, SYSTEMS, WORDS, NUMBERS, or PHYSICAL THINGS**?



Do you function best **PUBLICLY** or **PRIVATELY**?



Do you prefer **DEPTH WITH A FEW PEOPLE**
or **INFLUENCE ACROSS MANY**?



Do you respond **QUICKLY** or **DELIBERATE CAREFULLY**?



Do you build from **VISION DOWNWARD**
or **DETAILS UPWARD**?



Are you more **RELATIONAL, ANALYTICAL, OPERATIONAL, CREATIVE, or STRATEGIC**?



PERSONAL DESIGN IS NOT ONLY WHAT YOU CONTRIBUTE.
**IT IS ALSO HOW YOU NATURALLY PRODUCE
YOUR BEST CONTRIBUTION.**



**REMEMBER
THIS:**

THE RIGHT ASSIGNMENT PERFORMED
THROUGH THE **WRONG OPERATING METHOD**
CAN STILL PRODUCE **FRUSTRATION**.



**RIGHT
ASSIGNMENT**

≠



**WRONG
OPERATING METHOD**

=



FRUSTRATION



DISCOVER YOUR DESIGN. ALIGN YOUR GIFTS, PERCEPTION, BURDEN, AND WIRING. ► CREATE VALUE THE WAY YOU WERE **DESIGNED** TO DO IT.

5

YOUR FORMATION REVEALS WHAT YOU HAVE BEEN PREPARED TO UNDERSTAND

Your life has given you knowledge, experiences, relationships, difficulties, successes, failures, and accumulated insight.

THESE FORM A KIND OF PERSONAL INVENTORY.

“What you have lived through may enable you to create value for people currently walking through it.

This does not mean every painful experience was individually designed by God. It means that **God can redeem experience and make it useful.**

YOU MAY UNDERSTAND:

-  a particular industry
-  a group of people
-  a recurring struggle
-  a technical discipline
-  organizational growth
-  financial pressure
-  leadership
-  grief
-  recovery
-  communication
-  entrepreneurship
-  spiritual formation

YOUR HISTORY MAY PROVIDE:

-  **EMPATHY** You know what it feels like. You can relate.
-  **LANGUAGE** You have the words others need to hear.
-  **CREDIBILITY** Your experience gives you the right to speak.
-  **PATTERN RECOGNITION** You see what others often miss.
-  **PRACTICAL WISDOM** You have learned what works—and what doesn't.
-  **RELATIONSHIPS** You have connections that can open doors.
-  **SPECIALIZED KNOWLEDGE** You have depth that brings clarity and value.

?

ASK:

**1 WHAT DO I NOW UNDERSTAND
BECAUSE OF WHERE I HAVE BEEN?**



EVERY SEASON CAN BECOME A SOURCE OF VALUE.

**2 WHO WOULD FIND THAT
UNDERSTANDING VALUABLE?**



YOUR UNDERSTANDING CAN CHANGE SOMEONE ELSE'S JOURNEY.



YOUR PAST IS NOT A WASTE. YOUR FORMATION IS FUEL FOR YOUR ASSIGNMENT. **GOD CAN REDEEM IT—AND USE IT.**

6

YOUR FRUIT REVEALS WHERE YOUR DESIGN IS ALREADY WORKING

YOUR PERSONAL DESIGN SHOULD NOT BE DETERMINED
ENTIRELY THROUGH INTROSPECTION. **LOOK AT THE EVIDENCE.**



WHERE HAVE PEOPLE **CONSISTENTLY
BENEFITED** FROM YOUR INVOLVEMENT?



WHAT DO PEOPLE **REPEATEDLY
ASK** YOU TO HELP THEM WITH?



WHEN HAVE YOU PRODUCED
DISPROPORTIONATE RESULTS?



WHAT CONTRIBUTION HAS
GENERATED:

WHAT CONTRIBUTION HAS GENERATED:

- CLARITY
- GROWTH
- REVENUE
- CHANGE
- HEALING
- CONFIDENCE
- ORDER
- MOMENTUM
- TRANSFORMATION



**FRUIT
VALIDATES DESIGN.**

LOOK AT THE EVIDENCE, NOT THE CLAIM.



Someone may say,
“**I am designed to teach,**”
but the stronger evidence is
that people consistently
understand, retain, and
apply truth after that
person teaches.



Someone may say,
“**I am a strategist,**” but the
evidence is that the person’s
insight repeatedly helps
others make better
decisions.



Someone may say,
“**I am a leader,**” but
leadership fruit appears in
the development, direction,
and effectiveness of people.



**YOUR DESIGN
IS NOT MERELY:**



WHAT YOU
ENJOY DOING



WHAT REPEATEDLY
CREATES



**BENEFICIAL RESULTS
WHEN YOU DO IT.**



LOOK FOR THE FRUIT. FOLLOW THE NEED. LIVE YOUR DESIGN. CREATE LASTING VALUE.

THE COMPLETE ANSWER

YOU WERE DESIGNED TO **CREATE VALUE** AT THE INTERSECTION OF:



— THAT INTERSECTION REVEALS YOUR —
CHARACTERISTIC FORM OF CONTRIBUTION.

IT CAN BE EXPRESSED AS:

“ I **CREATE VALUE** BY USING MY **ABILITY** TO _____
TO **HELP** _____ **MOVE FROM** _____
TO _____.” ”

— **FOR EXAMPLE:** —

“ “I create value by using my **ability** to
simplify complex biblical and business ideas
to **help Christian entrepreneurs move from**
confusion and striving to clarity, alignment,
and **fruitful action.**” ”



GIFTS



PERCEPTION



BURDEN



WIRING



FORMATION



FRUIT



DISCOVER YOUR DESIGN.  **STEP INTO YOUR ASSIGNMENT.** ➔ **CREATE LASTING VALUE.**

GOD DESIGNED YOU **ON PURPOSE.** HE PLACED YOU HERE ON PURPOSE. THE WORLD **NEEDS YOUR CONTRIBUTION.**