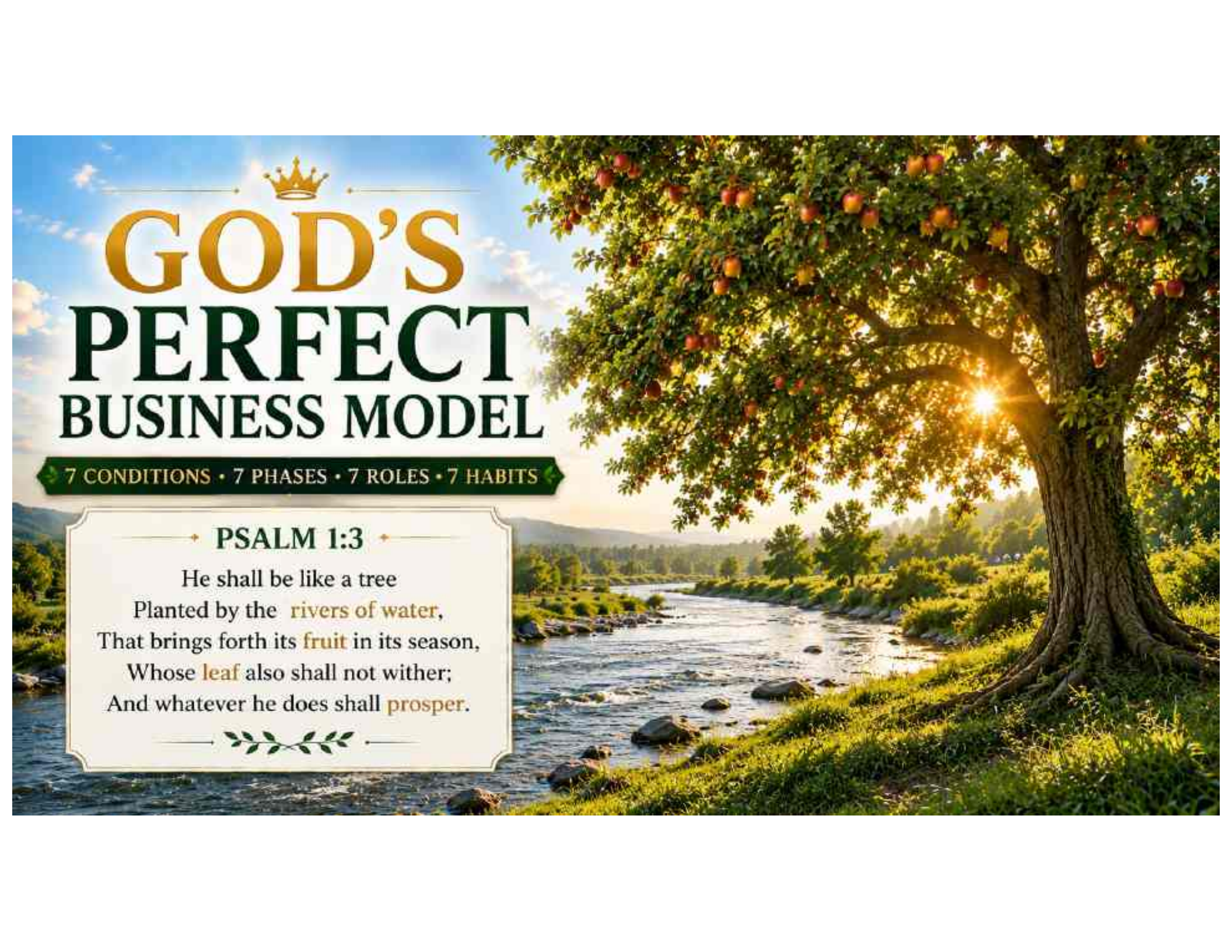




GOD'S PERFECT BUSINESS MODEL

7 CONDITIONS • 7 PHASES • 7 ROLES • 7 HABITS

♦ PSALM 1:3 ♦

He shall be like a tree
Planted by the **rivers of water**,
That brings forth its **fruit** in its season,
Whose **leaf** also shall not wither;
And whatever he does shall **prosper**.



Succeed Like A Tree



TREES HAVE A
99.99%
SUCCESS RATE
compared to business
which has a



BUSINESS HAS A
96%
FAILURE RATE

WHY? WHAT'S THE DIFFERENCE?



REASON:

Most businesses don't do what trees do. Trees have systems, controls and processes combined with creativity and innovation in a consistent, persistent way.



IF YOU MODEL YOUR BUSINESS
AFTER A TREE, IT WILL BE A
FREAK OF NATURE IF YOU FAIL.



RIGHT NOW,
IT'S A FREAK OF NATURE
IF YOU SUCCEED.



SYSTEMS
Deeply rooted
structure



CONTROLS
Regulate and adapt
to the environment



PROCESSES
Repeatable actions
that drive growth

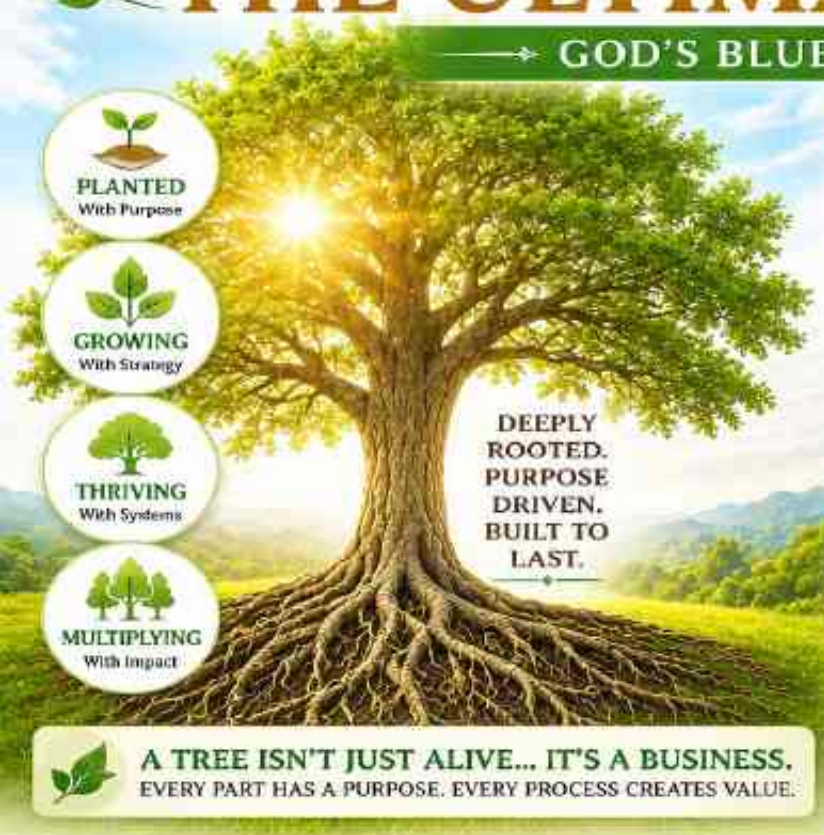


CREATIVITY & INNOVATION
New leaves, new
ideas, new opportunities

STRONG ROOTS.
STEADY GROWTH.
LASTING IMPACT.

TREES: THE ULTIMATE BUSINESS MODEL

—→ GOD'S BLUEPRINT FOR SUSTAINABLE SUCCESS ←—



DEEPLY
ROOTED.
PURPOSE
DRIVEN.
BUILT TO
LAST.

POWERFUL PARALLELS: WHY TREES ARE THE ULTIMATE BUSINESS MODEL

- | | | | | | |
|---|--|---|----|---|---|
| 1 |  | They produce a product
(fruit, nuts, etc.) | 9 |  | They use cookies
(pollen) |
| 2 |  | They provide value
(shade, food, medicine) | 10 |  | They turn problems
into provision
(photosynthesis) |
| 3 |  | They compete for resources
(water, light, nutrients) | 11 |  | They practice the strategy
of preeminence |
| 4 |  | They have multiple strategies
to fight off threats
(pests & pathogens) | 12 |  | They have systems for
resource management
(xylem) |
| 5 |  | They turn raw materials into
useful products
(photosynthesis) | 13 |  | They have systems for
cash flow management
(phloem) |
| 6 |  | They form strategic relationships
(symbiosis – Brazil Nut Effect) | 14 |  | They practice division
of labor |
| 7 |  | They respond to market
intelligence
(bark beetle defense) | 15 |  | They use subcontractors
(fungus) |
| 8 |  | They have innovative
marketing strategies
(informational, inspirational
& transactional) | | | |



A TREE ISN'T JUST ALIVE... IT'S A BUSINESS.
EVERY PART HAS A PURPOSE. EVERY PROCESS CREATES VALUE.



SUSTAINABLE
Built to endure.
Designed to thrive.



SCALABLE
Grow deeper.
Grow higher.



REPRODUCIBLE
Multiply naturally.
Impact eternally.



PROFITABLE
Produce fruit.
Create abundance.



PURPOSEFUL
Glorify God.
Bless generations.



"He will be like a tree firmly planted by streams of water, which yields its fruit in season and whose leaf does not wither." – PSALM 1:3



THE SEVEN PHASES

of a Living Business

Healthy businesses do not simply grow. They mature, multiply, and prepare the next generation to flourish.

From blueprint to renewal: the goal is not survival — it is generational fruitfulness.

1. DESIGN

(Seed)

Blueprint
Identity
Potential

2. EMERGENCE

(Sprout)

Launch
First customers
Proof

3. ESTABLISHMENT

(Seedling)

Roots
Systems
Cash flow

4. EXPANSION

(Sapling)

Capacity
Hiring
Scaling

5. FRUITFULNESS

(Mature)

Value
Profit
Impact

6. LEGACY

(Ancient)

Culture
Leaders
Wisdom

7. RENEWAL

(Nurse Tree)

Succession
Transfer
Next generation

7 Non-Negotiable Conditions

Extraordinary results don't happen by chance.

Every thriving business is built on these 7 essentials.



Get these 7 right, and success becomes inevitable.
Neglect any one, and growth will suffer.

1



SEED

The DNA, plan, vision for what the business should be.

2



SOIL

Where the seed is planted: your heart, your prospects heart and the target market

3



NUTRIENTS

Growth promoting influences (coaches, courses, healthy relationships) + tools

4



WATER

Information (education, feedback, data, metrics, trends)

5



LIGHT

Wisdom and understanding. What to do. Why and How.

6



WARMTH

Belief, faith, desire, courage, passion, motivation

7



CO₂

Problems attached to a hidden solution to give you provision



All seven work together. Strengthen each one. Watch **your business grow.**

THE TREE: A REMARKABLE BUSINESS MODEL

TIME-TESTED. GOD-DESIGNED. PERFORMANCE-PROVEN.

A TREE TAKES

-  Seed
-  Light
-  Water
-  Nutrients
-  CO₂
-  Warmth
-  Soil

A MASTERPIECE OF
**DESIGN,
EFFICIENCY &
SUSTAINABLE
GROWTH**

WHY TREES THRIVE

They leverage natural laws, optimize resources, adapt, and multiply.



TREES DON'T VIOLATE DESIGN. THEY ALIGN WITH IT.

When conditions are right, growth is the natural result.

THE BIGGEST GROWTH JUMPS

When Key Limitations Are Removed or Optimized



**CONTINUOUS
WATER SUPPLY**
(Ongoing Learning)

2x–15x+
GROWTH RESPONSE 



**MORE LIGHT
EXPOSURE**
(Wisdom, Vision, Clarity)

3x–10x
GROWTH RESPONSE 



REMOVING PESTS
(7 Strategies for High Productivity)

5x–10x
GROWTH RESPONSE 



**ELIMINATING
ROOT RESTRICTION**
(Removing Limiting Factors)

2x–8x
GROWTH RESPONSE 

THE BUSINESS PARALLEL



**LEARN
CONTINUOUSLY**
Deepen knowledge.
Stay adaptable.



**SEEK CLARITY
& VISION**
Better insight.
Better decisions.



**PROTECT
YOUR GROWTH**
Remove distractions.
Build strong systems.



**BREAK LIMITING
BOUNDARIES**
Expand capacity.
Build strong roots.



**SUSTAINABLE GROWTH.
LASTING IMPACT.**
MULTIPLY AND LEAVE A LEGACY.



"He will be like a tree firmly planted by streams of water, which yields its fruit in season and whose leaf does not wither." – PSALM 1:3

LIKE PEOPLE, SEEDS ARE TRI-PART ENTITIES



COTYLEDON (SOUL)

*The life-sustaining
source within.*

- 🌿 Flesh that stores food reserves
- 🌿 Provides energy for early growth
- 🌿 Sustains the embryo until it can survive on its own



EMBRYO (SPIRIT)

*The living potential.
The future tree already within.*



HARD OUTER SHELL (BODY)

*The protective covering
that guards and preserves.*

- 🌿 Protects the embryo
- 🌿 Prevents premature germination
- 🌿 Ensures survival during the journey
- 🌿 Cracks open at the right time for new life to emerge



THREE PARTS. ONE PURPOSE.

Designed by God. Perfectly equipped to become all it was created to be.

THE OUTER SHELL

WHAT THE WORLD SEES FIRST. WHAT YOU ANNOUNCE TO THE WORLD.



IT ANNOUNCES YOUR POTENTIAL.

The outer shell is what announces to the world what the seed (dream, business, etc.) will become.



IT DECLARES YOUR INTENTIONS.

"I'm going to be a watermelon patch, an apple orchard, a cherry tree, vineyard, etc."



IT COMMUNICATES YOUR IDENTITY.

It could be your mission statement, vision statement, tagline, motto, etc. We're a hair salon, hamburger joint, bowling alley, etc.



IT PROJECTS YOUR PROMISE.

It's whatever you project to the outside world.



WHAT ARE YOU PROJECTING?

Your outer shell shapes first impressions, attracts opportunity, and sets expectations.



**WHAT YOU PROJECT TODAY
SHAPES WHAT YOU PRODUCE TOMORROW.**
CLARITY ON THE OUTSIDE. **FRUIT ON THE INSIDE.**

THE OUTER SHELL

FIRST IMPRESSIONS PLANT THE SEED. CLARITY GROWS OPPORTUNITY.

PEACH SEEDS

Different purpose.



APPLE SEEDS

Different growing requirements.



WATERMELON SEEDS

Flourish in different market types.



SUNFLOWER SEEDS

Stripes: Distinct. Unmistakable.



DIFFERENT SEEDS.
DIFFERENT DESTINIES.

YOUR OUTER SHELL IS YOUR MESSAGE.

It's important therefore that you have **clear and unmistakable messaging** about who you are, what you intend to become, and what separates or distinguishes you from the rest.

That's why sunflower seeds have stripes and are easily distinguishable from watermelon seeds. Peach seeds are easily distinguishable from apple seeds.



HAVE A DIFFERENT PURPOSE.

Every seed was designed for something specific.



HAVE DIFFERENT GROWING REQUIREMENTS.

What works for one won't work for another.



FLOURISH IN DIFFERENT MARKET TYPES.

Different environments. Different outcomes.



BE DISTINCT. BE REMEMBERED.

Your outer shell is your opportunity to stand out and be chosen.



YOUR OUTER SHELL ISN'T JUST A COVER.
IT'S YOUR DECLARATION TO THE WORLD.



CLARITY ATTRACTS.
CONFUSION REPELS.



THE DREAM CODE

EVERY GREAT TREE BEGINS WITH A CODE.



THE DNA IS **HARD-WIRED** IN THE EMBRYO.
It carries the dream of what will be.



IT'S THE EMBRYO THAT CARRIES
the executional plan, the design elements,
every piece of intellectual and spiritual
intentionality and knowhow to become
what it is designed to become.



THE SEED DOESN'T HAVE **BRANCHES,**
FLOWERS OR FRUIT, but it has all those
things encoded and written into it.



REMEMBER THAT WE ARE COMPARED
TO SEEDS, so what is the blueprint in us?
What are we wired for?

SMALL
ON THE OUTSIDE.
COMPLETE
ON THE INSIDE.
DESIGN. PURPOSE.
POTENTIAL.

Embryo (**Spirit**)



YOUR DREAM IS ALREADY INSIDE YOU.
ALL THAT'S LEFT IS **ALIGNMENT, NURTURING, AND GROWTH.**



THE CODE IS IN YOU.
YOUR FUTURE IS
ALREADY WRITTEN.
NOW LIVE IT OUT.

WHAT YOU WILL BECOME

IT'S ALREADY CODED. YOUR JOB IS TO GROW IT.



AT THE EMBRYONIC LEVEL, YOU MUST KNOW AND EVEN WRITE OUT WHAT YOUR BUSINESS WILL BECOME AND HOW YOU PLAN TO GET IT THERE.



IF YOU'RE A **MAPLE TREE** YOU'LL BE **30 FEET TALL**. WHEREAS A **REDWOOD TREE** MIGHT BE **150 FEET TALL**.



IT HAS **CODE** WRITTEN INTO IT THAT SAYS WHAT IT WILL BECOME AND IT **WILL NOT DEVIATE** FROM THAT.



IT **WON'T** START OFF AS A MAPLE TREE, THEN SEE OTHER TREES MUCH BIGGER THAN IT, AND DECIDE TO BE A **REDWOOD TREE**.



NO. IT BECOMES THE **BEST MAPLE TREE** IT CAN AND LEARNS TO **THRIVE** AS A MAPLE TREE.



**YOU WERE DESIGNED ON PURPOSE.
YOUR DESTINY ISN'T ACCIDENTAL.**



**BE WHAT YOU
WERE DESIGNED
TO BE.**



**MAPLE TREE
30 FEET TALL**

BE THE BEST
MAPLE TREE
YOU CAN BE.

**REDWOOD TREE
150 FEET TALL**

FULFILL YOUR
UNIQUELY DESIGNED
POTENTIAL.



**KEEP ON
PRESSING FORWARD!**

PHILIPPIANS 3:12-14



Not that I have already attained, or am already perfected;
but I **press on**, that I may lay hold of **THAT** for which
Christ Jesus has also laid hold of me.



YOU WERE
BOUGHT
WITH A PRICE



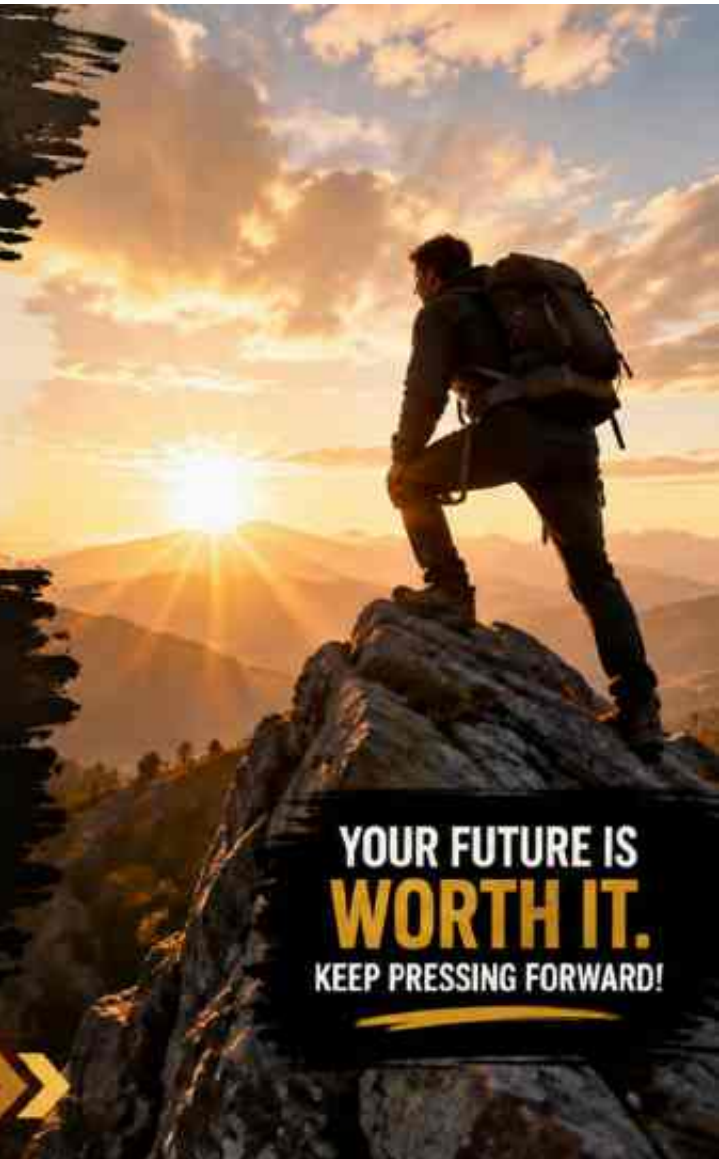
WHAT ARE YOU
LAYING HOLD OF?

THAT

WHAT IS YOUR
“**THAT**”?

DON'T JUST EXIST. PRESS ON WITH PURPOSE. >>>

YOUR FUTURE IS
WORTH IT.
KEEP PRESSING FORWARD!



PHILIPPIANS 3:12-14



Not that I have already attained, or am already perfected; but I **press on**, that I may lay hold of **THAT** for which **Christ Jesus** has also laid hold of me.



Brethren, I do not count myself to have apprehended; but one thing *I do*, **forgetting** those things which are behind and **reaching** forward to those things which are ahead,



WHAT DO YOU NEED TO
FORGET?

- ✓ PAST FAILURES?
- ✓ LIMITING BELIEFS?
- ✓ COMPARING YOURSELF TO OTHERS?
- ✓ DISTRACTIONS THAT STEAL YOUR FOCUS?



WHAT DO YOU NEED TO
REACH FORWARD TO?

- ✓ YOUR GOD-GIVEN PURPOSE?
- ✓ THE NEXT LEVEL OF GROWTH?
- ✓ IMPACTING MORE LIVES?
- ✓ A LEGACY THAT OUTLASTS YOU?

PRESS ON
TOWARD WHAT
YOU WERE
CREATED FOR.



DON'T LOOK BACK. GOD ISN'T TAKING YOU THAT WAY.

FOCUS. FAITH. FORWARD.
FINISH STRONG.



PHILIPPIANS 3:12-14

*Press On.
Stay Focused.
Finish Strong.*



Not that I have already attained, or am already perfected; but I **press on**, that I may lay hold of **THAT** for which Christ Jesus has also laid hold of me.



Brethren, I do not count myself to have apprehended; but one thing I do, **forgetting** those things which are behind and **reaching** forward to those things which are ahead,



I press toward the goal for the prize of the **upward call** of God in Christ Jesus.
What is your upward call?



I PRESS TOWARD
THE PRIZE
NOT THE PAST.



I FOCUS ON
WHAT'S AHEAD
NOT WHAT'S BEHIND.



I ANSWER THE CALL
TO MORE
FOR GOD'S GLORY.

*Not for me.
For Him.*

**I PRESS UPWARD. I ANSWER THE CALL. I FINISH STRONG.
FOR CHRIST. FOR HIS KINGDOM. FOR ETERNITY.**

VALUE PROPOSITION



HOW A “PRO” POSITIONS THEMSELVES
in the market.



THE BENEFITS, REASONS, AND
inspirational aspects of your product,
service or ideas.



DOES IT BRING JOY, RELIEF, SUCCESS,
happiness, fulfillment, etc.?



DOES IT RELIEVE PAIN OR PROVIDE GAIN?



HOW EXACTLY? IS IT MEASURABLE?
(i.e. *Service in an hour or you don't pay!*)



ALL THIS NEEDS TO BE DEFINED.



**GREAT FRUIT
DOESN'T HAPPEN**
by accident.

DEFINE YOUR VALUE.
DELIVER TRANSFORMATION.
MAKE AN IMPACT.

WHAT'S YOUR BLUEPRINT?



“Great businesses
ARE DESIGNED,
NOT ACCIDENTAL.”

A CLEAR PLAN. A STRONG FOUNDATION. SUSTAINABLE GROWTH.



1. MISSION (WHAT IS THE SINGULAR OBJECTIVE FOR THE EXISTENCE OF YOUR BUSINESS?)



2. VISION (WHAT DOES IT LOOK LIKE WHEN IT MATURES?)



3. GROWTH STRATEGY

- MARKETING PLAN / SALES POSITIONING



4. ORGANIZATIONAL STRUCTURE (TREES HAVE 7 PRE-PLANNED ROLES. HOW IT DEALS WITH VENDORS, PARTNERS, COMPETITORS, ETC.)

- | | | | |
|----------|------------|----------|-------------------|
| 1 TRUNK | 2 BRANCHES | 3 ROOTS | 4 FLOWERS (FRUIT) |
| 5 LEAVES | 6 XYLEM | 7 PHLOEM | |



**DEFINE YOUR BLUEPRINT.
BUILD WITH PURPOSE. GROW WITH INTENT.**

Plan today. Thrive tomorrow.



- TRUNK
- BRANCHES
- ROOTS
- FLOWERS (FRUIT)
- LEAVES
- XYLEM
- PHLOEM

VISION

CLARITY OF VISION CREATES DIRECTION. DIRECTION DRIVES IMPACT.



WHO DO YOU SERVE?

Define who you serve internally and externally.
Define your target market (not the fringe).

- ✓ You might serve more than one target or niche.
- ✓ Drill down and be very specific.
- ✓ Define your avatar.
- ✓ Get a clear picture of the profile of those you intend to serve.



WHY DO YOU SERVE THOSE INTERESTS?



What is your
core motivation?



What is
your "why"?



Profit? Success?
Helping others?
Fund the gospel?
Fulfillment?



THE MORE CLEAR YOUR VISION, THE GREATER YOUR IMPACT.

Know who you serve. Know why you serve. *Change lives.*

VISION



A CLEAR **VISION**. DEFINED **BOUNDARIES**. DELIBERATE **ACTION**.



WHERE ARE THE BOUNDARIES OF YOUR REACH?

- ✓ This could be geographic, psychographic, demographic or even philosophical.
- ✓ Knowing your boundaries keeps you out of unnecessary trouble.
- ✓ Sufficient for the day is the trouble in your own sphere of responsibility and calling.



HOW WILL YOU ACCOMPLISH THE VISION?

- ✓ What are the specific actions that will be taken to apprehend the vision?
- ✓ Who is responsible for what part?
- ✓ Get clear on everyone's contribution and make sure they are clear on it as well.



DEFINE YOUR **BOUNDARIES**. ALIGN YOUR **TEAM**. TAKE DELIBERATE **ACTION**.

Clarity today.
Impact tomorrow.



VISION



A **VISION** WITHOUT **MEASUREMENT** IS JUST A WISH.



WHEN WILL YOU KNOW IF YOU HAVE SUCCEEDED?

What measurable objectives must be realized that allow you and the team members to know they have accomplished the vision?



WHERE IS THE FINISH LINE?



IF YOU WANT “TO BE THE BEST” IN THE INDUSTRY, WHAT DOES THAT LOOK LIKE?



WHAT **MEASURABLES** WILL ESTABLISH YOU AS BEING THE BEST?



IS THERE SOME KIND OF **CERTIFICATION**?



If you are ambiguous about this, your team will be too and the vision becomes just another piece of wall art.



MAKE YOUR VISION **MEASURABLE**. MAKE IT **REAL**. MAKE AN **IMPACT**.



Clarity today.
Legacy tomorrow.

VISION



A VISION THAT GIVES BACK LEAVES A LEGACY.



WHAT IS YOUR CONTRIBUTION BACK TO THE WORLD AROUND YOU?



AS YOU ACHIEVE THE VISION,
how will you consciously contribute back?



HAVE SPECIFIC GOALS
for giving back along the way.



DON'T WAIT
until the vision is fully realized.



GIVE BACK INCREMENTALLY
along the way.



IT WILL MAKE THE JOURNEY
far more rewarding.



“The best way to find yourself
is to lose yourself *in the service
of others.*
– Mahatma Gandhi



BUILD **SUCCESS.** CREATE **IMPACT.** LEAVE A **LEGACY.**



GIVE **TODAY.** IMPACT **TOMORROW.** INSPIRE **FOREVER.**

The **FLESHY** Part of the Seed



IT NOURISHES. IT SUSTAINS. IT BUILDS.

The fleshy part of the seed is what nourishes, feeds and sustains the embryo until it's able to produce its own food.



COUNT THE COST. BUDGET.



THINK OF IT AS SEED CAPITAL.

Every great business starts with wise investment.



HAVE ENOUGH RESERVE TO SUSTAIN YOU

until the new business can start generating sufficient cash flow to support itself.



ONLY FIVE OF TEN VIRGINS HAD RESERVES.

Have reserves!



COTYLEDON

(FLESH, STORED
FOOD RESERVES)

The soul of the seed.
The fuel that carries
the dream until it can
stand on its own.

(SOUL)



FEED THE SEED. FUND THE FUTURE.

Invest today. Harvest tomorrow.

