



JESUS SCHOOL OF BUSINESS
BIBLICAL STRATEGY • GOD'S DESIGN • PROVEN RESULTS

DESIGNING *Your* SEED

Transform Your Idea Into A Kingdom Solution
THAT BRINGS VALUE AND MULTIPLIES IMPACT



ACTIVATION GUIDE

DESIGN WITH PURPOSE • SOLVE REAL PROBLEMS • CREATE LASTING IMPACT

Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously.
2 Corinthians 9:6

ACTIVATION EXERCISE

PART 1 — THE SEED

Don't just learn the model. Design your seed.

A seed contains the blueprint of what it is designed to become. Before you worry about growing your business, get clear about **what you are growing**.

Complete the following exercises as specifically as possible.

1. IDENTIFY YOUR SEED

In one sentence, describe the business, ministry, product, service or idea you believe you are called to grow.

My Seed Is:

What do I believe this seed has the potential to become?

2. DISCOVER THE DREAM CODE

The mature tree already exists in coded form inside the seed.

Imagine your business has reached healthy maturity. Don't begin with what it looks like today. Describe what you believe it was **designed to become**.

- ☐ What does it produce?
- ☐ Who does it serve?
- ☐ What problem does it solve?
- ☐ What transformation does it create?
- ☐ What makes it distinct?
- ☐ How large could it reasonably become?

- ☐ What impact could it make?
- ☐ What would make you say, **“This became what it was supposed to become”?**

MY DREAM CODE

When fully developed, this business will...

3. DEFINE YOUR “THAT”

Paul said:

“I press on, that I may lay hold of THAT for which Christ Jesus has also laid hold of me.”

— Philippians 3:12

Don’t merely ask, *“What do I want to accomplish?”*

Ask: **What do I believe God wants me to lay hold of?**

MY “THAT” IS:

Now answer: **What would I pursue differently if I became convinced this was part of my God-given assignment?**

4. WRITE YOUR BLUEPRINT

Great businesses are **designed, not accidental**. Write the first version of your business blueprint.

MISSION — Why do we exist?

VISION — What will this look like when mature?

MARKET — Who are we specifically designed to serve?

PROBLEM — What important problem do we solve for them?

SOLUTION — What do we provide that solves it?

GROWTH — How will we reach and serve more people?

STRUCTURE — What people, roles and systems will eventually be required?

5. DEFINE YOUR FRUIT

A seed isn't planted merely to become a bigger seed. It exists to eventually **produce fruit**.

What tangible fruit should your business ultimately produce?

For the CUSTOMER:

What improvement, transformation or result should they experience?

For the BUSINESS:

What revenue, profit, stability or growth should result?

For OTHER PEOPLE:

How will employees, partners, families or communities benefit?

For GOD'S KINGDOM:

What Kingdom impact could flow from this business?

6. CREATE YOUR VALUE PROPOSITION

Your fruit must provide recognizable value.

Complete this sentence:

We help

who struggle with _____

to achieve _____

by _____.

Now answer:

What pain do we relieve?

What gain do we provide?

What measurable result can we promise or pursue?

Why should someone choose us instead of the alternatives?

7. DESIGN YOUR OUTER SHELL

The outside of a seed announces something about what is inside.

Your marketplace also sees your **outer shell before it experiences your fruit.**

Audit what you are currently communicating through:

- ☐ Business name
- ☐ Logo / visual identity
- ☐ Website
- ☐ Social media
- ☐ Tagline
- ☐ Elevator pitch
- ☐ Marketing materials
- ☐ Personal appearance/presentation
- ☐ Customer experience

Then ask: DOES MY OUTER SHELL ACCURATELY ANNOUNCE MY SEED?

What do people probably think we are right now?

What do I WANT them to immediately understand?

Where is there confusion or inconsistency?

What ONE change would create greater clarity?

8. KNOW WHAT KIND OF TREE YOU ARE

A maple tree doesn't fail because it isn't a redwood.

Don't build your business by merely copying somebody else's business.

Identify three businesses or people you are tempted to imitate:

Now ask: **What can I learn from them without trying to become them?**

What is distinctive about MY design, assignment, experience, gifts or opportunity?

COMPLETE THIS SENTENCE:

I don't need to become_____.

I need to become the best_____ **I was designed to be.**

9. IDENTIFY WHAT MUST BE LEFT BEHIND

Paul connected pressing forward with **forgetting what was behind.**

What could keep your seed from becoming what it contains?

- ☐ Past failure
- ☐ Fear
- ☐ Comparison
- ☐ Limiting beliefs
- ☐ Wrong identity
- ☐ Distraction
- ☐ Other people's expectations
- ☐ An outdated business model
- ☐ Something else: _____

WHAT MUST I STOP CARRYING INTO MY FUTURE?

WHAT MUST I START REACHING TOWARD?

10. PLANT SOMETHING THIS WEEK

A seed sitting on a shelf has potential—but produces nothing.

Choose **one concrete action** that moves your seed from idea toward reality.

Within the next seven days I will:

- ☐ Talk to 5 potential customers.
 - ☐ Test my value proposition.
 - ☐ Rewrite my mission statement.
 - ☐ Clarify my target customer.
 - ☐ Create or improve my offer.
 - ☐ Improve my marketplace message.
 - ☐ Test a product/service idea.
 - ☐ Ask customers what problem they most want solved.
 - ☐ Eliminate something that doesn't fit my design.
 - ☐ Take another specific action:
-

I will complete it by: _____

THE SEED DECLARATION

Complete this only after finishing the exercises above:

I know what I am growing.

My seed is _____.

It exists to serve _____.

It solves _____.

It creates _____.

Its distinctive value is _____.

I believe its mature potential is _____.

And the next thing I must do to bring that potential into reality is:

_____.

DON'T TRY TO GROW EVERYTHING.

GROW WHAT YOU WERE GIVEN.