

The image features a group of approximately 15 business professionals in silhouette, standing on a glass-paned floor or balcony. They are engaged in various interactions, such as talking, looking at documents, and standing in small groups. The background is a bright, hazy city skyline with several skyscrapers, including one with a distinctive pointed top. The lighting is warm and golden, suggesting a sunrise or sunset, which creates a strong glow and casts long, dark reflections of the people and buildings onto the glass surface below. A prominent yellow banner is centered across the middle of the image, containing the text 'The Purpose of Profit' in a bold, dark blue font.

The Purpose of Profit

What is “profit”?

- **Earning a profit** = Selling something for more than it cost you to make it
- Your profit doesn't make what you're selling less valuable.
- A reflection of value-making and efficiency
- Enables us to multiply our resources

*“Gentlemen, I am tired of hearing you talk about how we need to get bigger. If we **get better** at what we do, our customers will demand that we **get bigger**.”*

—Truett Cathy, founder of Chick-fil-a

The Purpose of Profit

- Profit helps your company grow ... and prevents it from dying.
- Profit is like oxygen ... you don't enter life with the end goal of breathing oxygen

“We don't make movies to make money. We make money to make more movies.”

—Walt Disney

Profit matters to God.

*“Engage in business [make value] until I come.”
—Luke 19:13*

“Then he said to those standing by, ‘Take his mina away from him and give it to the one who has ten minas.’

‘Sir,’ they said, ‘he already has ten!’

*He replied, ‘I tell you that **to everyone who has, more will be given**, but as for the one who has nothing, even what they have will be taken away.’*

—Luke 19:24-26

*“She perceives that **her merchandise is profitable.**”*

—Proverbs 31:18

God values profitability.

- Profit helps your company grow ... and prevents it from dying.
- Profit is like oxygen ... you don't enter life with the end goal of breathing oxygen

“We don't make movies to make money. We make money to make more movies.”

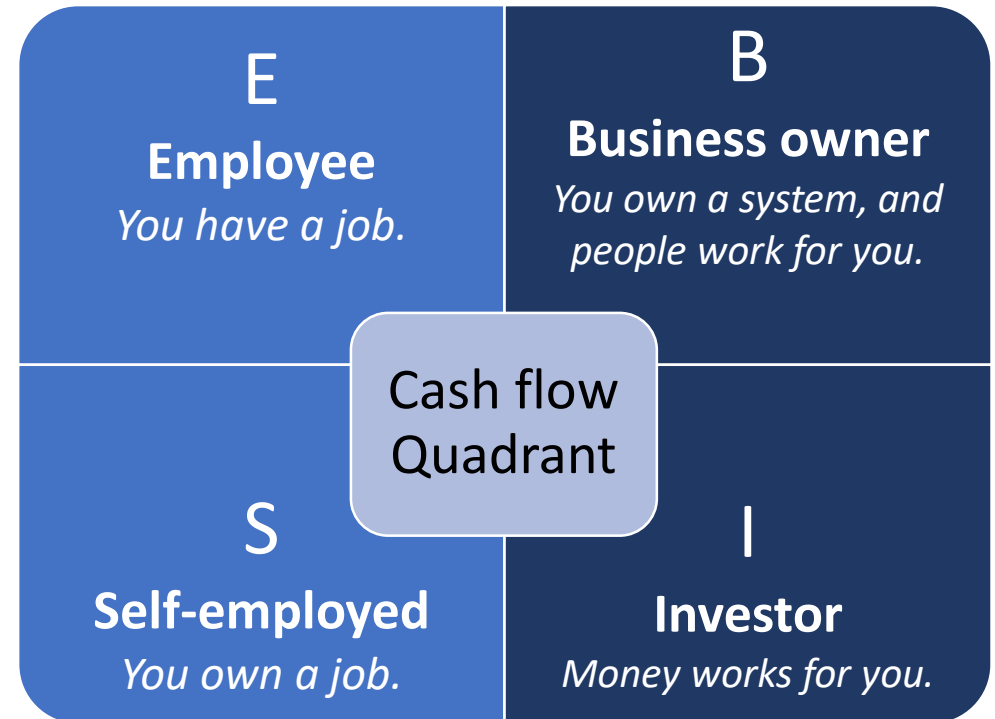
—Walt Disney

Potential Uses of Profit

- Owners spend on themselves (or save for themselves)
- Expand capacity
 - Hiring
 - Capital expenditures
- Research and development
- Sharing
 - Profit sharing with employees (e.g., bonuses)
 - Employee care programs
 - Philanthropy

You must have some “ownership” to control the company’s profit.

- Employees are typically paid just enough to cover their own living expenses.
- Employees can generate profit but don’t own it—unless there is some profit-sharing agreement in place.
- As an owner, don’t charge just enough to cover your expenses.
- Charge enough to be profitable.



From Robert Kiyosaki's *The Cash-Flow Quadrant*

Be Eternally Profitable

- The foolish rich man → hoarded profit (Luke 12:13-21)
- The unrighteous steward → shared profit (Luke 16:1-13)
- Loss-leader living
- God promises rewards
 - “We must all appear before the judgment seat of Christ [bēma], so that each of us may receive what is due us for the things done while in the body, whether good or bad.” (2 Cor. 5:10)
 - “Then your Father, who sees what is done in secret, will reward you.” (Matt 6:4)