

How Important is Integrity in Business?

Christian Values in Business

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Unfortunately we have to write articles on Christian values in business and this tells us that there is definitely a problem. It's kind of like the "Do Not Take Orally" stickers on Preparation H. There are things we should not have to discuss, but today many things have to be said anyway. Character, honesty, integrity, and honor are words of the past and can no longer be taken for granted.

Through technological and industrial ambition, the United States has changed dramatically over the last hundred years. Once a country where most industry leaders were bent on greatness, today we find them lacking in character and integrity. Early last century, industry and business leaders would find a need, find a way to fill that need, and eventually capitalize on that need. Industry leaders of the past could not imagine the embarrassment of getting caught cheating even one customer. There was a code of honor and character in business. Though not all of them were honest, the majority of them could be depended on for their fairness. Even though they competed fiercely for profits and market share, they created a system of fairness. Today that trait has all but diminished and has been replaced with greed and flawed systems.

With the Enron's of the world and others padding their books for *Executive* benefit, there exists a cycle of deceit and horrid corruption for the sake of competition and shareholder satisfaction. The corruption and competition happens internally and externally in almost every business in America. Where the far majority of business owners acted honorable in years past, today the majority of business owners are deficient in character.

Christian Values in Business – The Christian Distinction

Do you have Christian values in business that reflect to the outsider? One of the saddest facts today is that one often cannot tell a Christian-run business from a business ran by an unbeliever. It seems that the American Christian business person compartmentalizes his faith, family, and business. Shouldn't our faith resonate through all aspects of our lives?

What areas do you make concessions in your life? Are they concessions of your integrity, your character, or do you even pay attention any more? The reality is that today the church is being watched closer than ever before because of our wanting Christian brothers. As Christian business men and women, we must stand firm in our faith and family more than ever. Not just because our Lord commands it, but because the world is watching, including our children. What kind of generation are we going to leave behind when everyone sees the Christian business owner taking as many shortcuts as our non-believing competitor?

Christian Values in Business – Consider Your Business

Have you established Christian values in business? Has your faith directly affected the way you do business?

The truth is that most business owners who claim to be Christian are probably not, however they make the world believe they are by wearing the title of Christian. You and I need to allow the world to see a difference between those who say they are and those who live as they are.

About the Author, Darren B. Oliver: Mr. Oliver has appeared on *Bloomberg TV* and *Business Briefs* with Walter Cronkite. His businesses and articles have been written up in *The Wall Street Journal*, *USA Today*, *Success*, *Entrepreneur*, *Money* and other national publications. In 2002, Mr. Oliver received the honor of being named *Colorado Business Man of the Year*. Thousands of clients have benefited from this information, get his new book "[Who's In Your Pocket](http://whosinyourpocket.net)", available online now at <http://whosinyourpocket.net> and in book stores Fall 2007.

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