

12 BIBLICAL PRINCIPLES FOR SUCCESS

David Green / Hobby Lobby for Christian entrepreneurs

Rick Piña + David Green

What David taught + From Rick on all 12

Dual-video package

Intro: youtu.be/1JoODWgog5Q

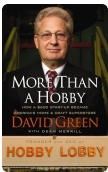
Teaching: youtube.com/watch?v=aL3vuTQyKP4

I am not just an entrepreneur. I am a man of God who happens to be in business. I treat everything I do, including my business, as ministry.

RICK PIÑA

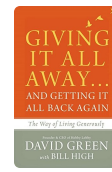
IN THIS BOOKLET

1. From Rick opener
2. Origin + framing
3. All 12 with From Rick
4. How I am applying it



More Than a Hobby

~5 hours · I listened



Giving It All Away...

~4 hours · I listened

CREDIT · DAVID GREEN / HOBBY LOBBY / KIRK CAMERON ON TBN

Teaching credited to David Green with Kirk Cameron on TBN. Companion book named in the talk: *Leadership Not by the Book* (David Green with Bill High). Mentoring application: Rick Piña. Not affiliated with or endorsed by David Green, Hobby Lobby, Kirk Cameron, or TBN. Watch both videos on the web guide.

YEAR OF DISCOVERY

If you believe you are a Christian entrepreneur, you can learn a lot from David Green. Watch my intro. Watch the teaching. Read his 12. Dig the audiobooks when you can. GREATER IS COMING.

FROM RICK

Why I am sharing this with you

Hey family, check this out. David Green, the owner and founder of Hobby Lobby, has two audiobooks out. I listened to both of them. One is about five hours.

One is about four hours. That is nine hours of content. Great books. He is a Christian.

They give a portion. They tithe and give from their business into ministry. They support ministry. They do this as a board.

They have Sundays off. This is a Christian-run, multi-billion dollar organization. He has learned a lot of lessons. He has made a lot of mistakes.

He has learned a lot of things walking with God in corporate America and business. I highly recommend the audiobooks. I am also giving you a video that is about 21 minutes. He talks about 12 principles for success.

You get his 12 in the notes. You get the webpage and the PDF with his thoughts and mine. What he has taught and what he has done in life has been tremendous. If you believe you are a Christian entrepreneur, you can learn a lot from David Green.

I am not just an entrepreneur. I am a man of God who happens to be in business. I treat everything I do, including my business, as ministry. Business and ministry are not separate compartments.

I teach it. I live it at Inspired Solutions. I live it in the Dominican Republic. Do not treat the business like a side project that only funds the "real" ministry.

God can use the business itself for His glory. For me, the lines between business and ministry are blurred. When I am conducting business, I am also doing ministry. God gets the glory in both.

Check out the 21-minute video. Check out the notes. God bless you. Let's discuss it in the comments.

FROM RICK - KEY LINE

Business and ministry are not separate compartments. I teach it. I live it at Inspired Solutions. I live it in the Dominican Republic. God can use the business itself for His glory.

ORIGIN + FRAMING

How Hobby Lobby frames the walk

David says many things Hobby Lobby does are simply not the way the world would do them. They are trying to find biblical principles for how they run the company. That has served them very well.

ORIGIN (FROM THE TALK)

Started in 1972 with a \$600 bank loan. Made picture frames in the garage with their children. The boys glued frames and were paid seven cents per frame. Barbara worked the first five years without a salary. Profits from those frames opened the first 600-square-foot store. Now about 980 stores. Oklahoma City is the only warehouse. About one million square feet there now, and they are adding another two million. Everything for the lower 48 ships from that same warehouse. No debt. They own all the stores themselves (not franchises).

01

God-focused

Considering what God would do in everything, not just making a dollar.

02

People-centered

Investing in people even when it takes more time and energy than staring at the bottom line. When you focus on people, the financial result tends to take care of itself.

03

Commonsense

Practices that look odd to retail culture but make sense when family and rest matter, like closing on Sunday so people can go to church or have a day of rest.

The 12 principles

THEM = What David taught + Hobby Lobby practice. YOU = From Rick on all 12.

01 • THEM + YOU

Give the vote to the true Owner

WHAT DAVID TAUGHT

On major decisions, deliberately leave room for God to have a vote before you move. Structure the step so that only a clear yes from God lets the deal happen. Concrete method: when someone offers real estate or a similar deal, he can name a number knowing it would take a miracle if it works. That miracle-number structure is how God gets a vote before a major move. The goal is not to push many initiatives for activity's sake. They do not want to just implement a lot of things. They want to be sure that what they are doing is approved by God. Do not confuse motion with mandate.

At Hobby Lobby: Major moves are filtered so God's approval, not just opportunity, green-lights the step. Real-estate and big offers get structured so God can say no by the numbers failing the miracle threshold.

FROM RICK

I prioritize my faith over securing contracts. If being open about my faith causes me to lose a deal, I am okay with that, because I believe God is my source.

God Above Success. If you feel led by the Holy Spirit, act on it, regardless of the business context.

I pause before big decisions and listen. Prayerful planning means I seek God's guidance in business decisions. I want my plans aligned with God's will, not only with my momentum.

Giving God the vote is not passive. It is obedience before momentum.

02 • THEM + YOU

Listen to the Holy Spirit and obey Him above all else

WHAT DAVID TAUGHT

David makes continual prayer a daily business habit, not a Sunday add-on. He tries to live by two or three scriptures consistently every day. First: pray without ceasing, because challenges arise every day in business. Second: God will never leave you nor forsake you, so he walks aware that God is present in the decisions. Third: you have not, because you ask not. If he prays and asks, he is walking with God according to His will, not for his own sake. Listening is paired with obedience. Hearing without obeying is not the principle.

At Hobby Lobby: Prayer and Scripture are operating tools for daily business challenges, not decoration. Asking God is treated as normal leadership practice when pressure hits.

FROM RICK

I am committed to acting on the promptings I receive. Even in a corporate setting, I make it clear that I am willing to pray for others.

Don't Compartmentalize Your Life. Let your faith permeate business dealings, not just church services. The Holy Spirit is not only for church services.

He goes with you into boardrooms and contracts. Obey the promptings immediately. Do not let fear of rejection stop you from obeying the Holy Spirit.

When the Holy Spirit leads, I want to obey, then trust God with the outcome. Pray boldly. Start your workday with prayer as strategy.

03 • THEM + YOU

Practice radical generosity

WHAT DAVID TAUGHT

Hobby Lobby practices large-scale giving. David affirms giving on the order of about 50% of profits. Generosity rests on the revelation that the money is not theirs. They do not work for their own selfishness. They work and want to grow and make more profit to do more for the ministry they are involved in. Much of that generosity went to the Museum of the Bible in Washington, D.C. David's son Steve has taken the lead on the museum project. They had opened about 980 stores, but a world-class museum was a huge first for them. They felt God's Word should be exalted and needed a world-class museum. David ties the blessing to that posture: God has blessed them because they know it is not theirs.

At Hobby Lobby: Profit is grown to fund ministry impact, including the Museum of the Bible. Generosity is board-level practice, not a private afterthought.

FROM RICK

They tithe and give from the business into ministry. They do it as a board. Giving is proof that we believe God is our source.

When you give, you are declaring that God, not your job, is your provider. The tithe is math. The Spirit leads above the tithe.

Deuteronomy 8:18 says it is the Lord who gives you the ability to produce wealth. Money itself is not evil. It is a tool that can be used for God's purposes.

Biblical prosperity makes you a channel, not a reservoir. Prosperity with purpose is biblical. Prosperity as purpose is idolatry.

God prospers you to accomplish your assignment, not just to accumulate stuff. Include margin for giving in your business budget.

Risk. Generations. Family first.

04 · THEM + YOU

Maximize risk for the right reasons

WHAT DAVID TAUGHT

David says risk is normal. The filter is obedience and motive, not adrenaline. You take some risks, but do it for the right reasons. You are not doing this for your own profit. You do it because you want to do more in the field of service. Risk is tied back to seeking God's will first and acting in obedience to Him. Wrong-reason risk and right-reason risk can look similar on a spreadsheet. Motive separates them.

At Hobby Lobby: Expansion and big bets are framed as capacity for ministry service under obedience. Risk stays connected to the God-vote and Holy Spirit obedience principles above.

FROM RICK

He has learned a lot of lessons. He has made a lot of mistakes walking with God in business. I have learned the same pattern in my own walk.

Your hands move in obedience, and heaven moves with you. Breakthrough is not about being the most spiritual but the most obedient. God expects us not just to maintain but to multiply what we have been given.

That involves strategic planning, effective management, and willingness to take calculated risks for growth that serves the assignment. The question is not whether risk exists. The question is whether the risk is obedience or ego.

God is my source either way.

05 · THEM + YOU

Build for 150 years

WHAT DAVID TAUGHT

Think about children, grandchildren, and great-grandchildren. David says the most important thing in his life is his family. He has to focus on the family and ensure that the business lasts for another 150 years. That is why they built the business so that it actually became a ministry. They do not possess it in the usual sense. They worked to eliminate a pure ownership mindset. Explicit shift: from ownership to management. We are managers, not owners, because the Bible says He owns everything. So how can we own anything in the ultimate sense. 100% of the votes belong to the family in their structure. Goal: the family sees the business as duty to God, not a source of profit for themselves. No one in the family gets anything they have not earned through hard work. Contrast mindset: help the cause as service versus "it is a family business, it owes me". Part of why they wrote the book: what to do with a company worth a lot, and how to treat the family in it.

At Hobby Lobby: Governance and family culture are built for multi-generation ministry stewardship. Earn-what-you-get rules protect the ministry posture across generations.

FROM RICK

Success is about stewardship, not ownership. Every success is a gift from God, meant to be stewarded wisely. Success is a responsibility, not just a reward.

Adam was accountable to God for how he managed the garden. In the same way, we are stewards of the responsibilities and resources God has given us.

Galatians 3:9 says those who rely on faith are blessed with Abraham, not just like him. Abraham's blessing is for children's children, not only for one founder's lifetime.

I want Inspired and the ministry built so the next generation receives a clean baton. Kingdom success is measured by impact, not income.

06 · THEM + YOU

Keep family practices ahead of profit practices

WHAT DAVID TAUGHT

As Christians, we need to realize that our family is more important than our business. David tells leaders: the easiest thing for us is to be successful in business. The most important thing is our marriage and our family. Those things really need a lot of time and attention. He does not worry about the time at Hobby Lobby, because if they take care of their family and their kids, they will take care of the business. Closed on Sundays so people can go to church or have a day of rest. Stores close at 8 p.m. About 66 hours a week, which David says is rare for a company of this size. Warehouse classes on marriage and parenting support the same priority. Motive order: firstly because it is the right thing to do, and secondly because it is good for business.

At Hobby Lobby: Schedule design (Sundays off, close by 8 p.m., bounded hours) is a family-first practice, not a marketing slogan. Marriage and parenting classes at the warehouse reinforce the same priority.

FROM RICK

They have Sundays off. I said that in my intro on purpose. A multi-billion dollar Christian-run organization still protects a day for church and rest.

Value rest and family time. Avoid overworking. Preserve your faith and relationships.

When you are doing something with your family, be present. Allow your family to enjoy the fruits of your labor. Create experiences that help them feel part of the assignment so they do not resent it.

Learn to enter into God's rest. Self-care is not selfish. It is necessary for sustainable leadership.

Do not apologize for doing what God has called you to do. And do not sacrifice your house on the altar of the brand.

Serve. Defer. Stay in your lane.

07 • THEM + YOU

Lead by serving people

WHAT DAVID TAUGHT

Servant leadership means genuinely caring about other people's families. Ask what you can do best to support those families. Lots of classes at the warehouse dedicated to marriage and raising children. Managers average over 25 years of tenure. Long retention is treated as a culture win, not an accident. People-centered investment takes more time and energy than chasing the bottom line alone. David says when you focus on people, the financial result tends to take care of itself. Culture that values families makes people want to belong and stay. Same motive order: right thing first, good for business second.

At Hobby Lobby: Family-honoring culture and long manager tenure are evidence of employees-first leadership. Training and schedule design are treated as care for people, not only as HR compliance.

FROM RICK

People First, Business Second. I pray with my employees, especially when they are going through difficult times, regardless of their faith background.

I want my team to know leadership cares about them, their children, and their families. Your team members are your most valuable asset. We are in the people business.

Treat them like they are your treasure. Ministry Over Profit. View your business as a form of ministry, where helping people matters as much as, or more than, making money.

Excellence at work is ministry in the marketplace. Power with a purpose. Money with a mission.

08 • THEM + YOU

Rely on your people (defer, don't just listen)

WHAT DAVID TAUGHT

Stay close to managers and the people you work with. Listening is required both ways: you listen, they listen, then you usually reach agreement. David never wants to move forward if he sees that the team is not with him. He is not ready to go until they are ready. Moving ahead only because you have power is not smart leadership. Power is the last tool worth using. Doing big moves without asking opinions can make you look like a real crazy person. If you do that often, you are not a leader, and no one will want to follow. Rally employees, learn their ideas, come to a joint decision. About 99% of the time you can move united after that process.

At Hobby Lobby: Major steps wait on manager buy-in rather than founder force. Joint decision-making is treated as real leadership, not delay.

FROM RICK

Treasure your people. People over resources. Pray for them and support them.

Commit to retention. In our business, Isabella and I strive to lead with compassion and care, fostering an environment that encourages growth.

I do not want to steamroll the team God gave me. If the people closest to the work are not with me, I am not ready to force the step.

That is not weakness. That is leadership that can last. Recognize and minister to people before you only push the agenda.

People First is not soft management. It is how you keep a team that will still be with you in hard seasons.

09 • THEM + YOU

Remember your one thing

WHAT DAVID TAUGHT

David says being CEO does not have to consume the whole day if the organization is strong. Strong lawyer, strong accounting, and other specialists free him. That free time is deliberately spent in his gift: merchandising, buying, selling, assortment, and product categories. Build the organization so the leader is not consumed by every executive distraction. Stay in the lane where you actually create value. Freeing the leader to stay in the gift is an organizational design choice, not a personality quirk. Pair this with the weeds examples in principle 10 as proof of the lane.

At Hobby Lobby: Org strength lets the founder stay deep in product and assortment rather than drowning in every corporate task. Specialists cover what is not the founder's primary gift.

FROM RICK

Business and ministry are not separate compartments. Do not treat the business like a side project that only funds the "real" ministry.

God can use your business, your nonprofit, and your career for His glory. I teach it. I live it at Inspired Solutions.

I live it in the Dominican Republic. There are no second-class citizens in God's Kingdom. Every believer has a divine assignment.

Being successful at something God did not call you to do is not success. You only have the grace to run your race, so run it with all your might. Stay in the assignment that is actually yours.

Build specialists around you so you can obey in your lane.

Weeds. Simplicity. All your might.

10 • THEM + YOU

Get into the details

WHAT DAVID TAUGHT

As CEO, David says being CEO does not take all day when the organization is great. His real passion is delving into the details in product categories. Example: more than a week working only with tapes and ribbons. Sizes, manufacturers, colors, literally thousands of options. Someone, together with an excellent buyer, must choose the best assortment for the customer. Example: an entire week on scissors across six different departments. Different buyers handle different pieces. Someone has to unify the assortment and confirm the right vendor. Big retail change often lives in cost, assortment, and vendors, not only in high-altitude strategy slides. He thanks God that even as CEO he still has time to delve into categories.

At Hobby Lobby: The CEO still gets into ribbon, tape, and scissors-level assortment work on purpose. Category deep-dives are treated as leadership, not as busywork beneath the title.

FROM RICK

The excellence you display at work can draw people to Jesus just as much as any sermon in church. God has drawn countless people to Him through my performance in the United States Army, outside of church.

People have come to know God by simply watching the way I perform my duties at work. Christian entrepreneurs cannot only preach vision. Somebody has to get into the weeds with excellence.

Be diligent and hardworking. Trust that God will bless the works of your hands. Private excellence precedes public fruit.

If you will not steward the small category well, you will not steward the large platform well.

11 • THEM + YOU

Choose simplicity, not perfection

WHAT DAVID TAUGHT

Hobby Lobby carries about 80,000 products. That means about 80,000 retail prices. Plus thousands of ship-quantity decisions for each store. Complex "perfect" systems break under that volume. They always look for a simple way to do all of this. Otherwise it becomes too complicated. Simple solutions are sometimes not perfect. But they are better than perfect because they have a simple approach. Sometimes simple trumps perfect, and more often than not, that is exactly what happens. Kirk affirms: we need more simplicity, because life is quite complicated.

At Hobby Lobby: Operating systems prefer simple methods that scale across tens of thousands of SKUs. Workable simplicity beats fragile perfection.

FROM RICK

Manage business finances wisely. Give generously. Financial stewardship is part of faith-driven leadership.

Align business goals with faith and values. Focus on service, philanthropy, and making a positive impact. I want systems that people can actually run.

Simplicity serves stewardship. If the process cannot be obeyed by real humans, it is not wisdom. Complicated systems that nobody can follow are not faithfulness.

Steward your resources wisely, knowing that responsible management leads to greater opportunities.

12 • THEM + YOU

Do everything with all your heart

WHAT DAVID TAUGHT

Kirk quotes the biblical line: whatever your hand finds to do, do it with your best. David connects wholehearted work to viewing the company as ministry more than a private family business. He works six days a week, including Saturdays, because he loves the detail work. He tells his wife that if she ever gets bored or feels like a widow on Saturdays, she can call and he will come home. He does not have to be there. But he really enjoys delving into the details. Passion for the weeds is part of all-your-might obedience, not lifeless duty. Applying all-your-might is especially natural when you already see the company as ministry.

At Hobby Lobby: Wholehearted category work, including Saturdays, is how the CEO lives "all your might". Joy in the details is treated as obedience, not as workaholism for ego.

FROM RICK

I do not apologize for doing what God has called me to do. Excellence at work draws people to Jesus. Ministry in the marketplace means your craft is part of your witness.

You only have the grace to run your race, so run it with all your might. Obedience and diligence belong together. Be obedient to God's principles and diligent in your work.

God rewards faithfulness and hard work. Go at it with all your heart. Lifeless work is not humility.

It is unfinished obedience. Do business with God, not just for Him.

Almost every decision has pros and cons. It is rarely all-or-nothing. Discuss as a group. Weigh both sides. Move with common sense and shared judgment.

51/49 HEURISTIC FROM THE TALK (NOT A 13TH PRINCIPLE)

HOW I AM APPLYING IT

Your store, contract, team, and calendar are ministry territory

I am a man of God who happens to be in business. I treat the business as ministry, not as a side project that only funds ministry somewhere else.

God Above Success is not a slogan for me. I prioritize my faith over securing contracts. If being open about my faith causes me to lose a deal, I am okay with that, because I believe God is my source.

People First, Business Second. I pray with my employees, especially in hard seasons, regardless of their faith background.

Ministry Over Profit means helping people matters as much as, or more than, making money. Deuteronomy 8:18 says God gives the ability to produce wealth. Money is a tool for God's purposes, not an idol. Giving is proof that we believe God is our source.

The tithe is math. The Spirit leads above the tithe. I want profit to become a channel for Kingdom purpose, not a reservoir for fear. Biblical prosperity makes you a channel, not a reservoir.

Stewardship, not ownership. Every success is a gift from God, meant to be stewarded wisely. Build for more than one generation. Value rest and family time.

Be present with family. Enter God's rest. Do not sacrifice your house on the altar of the brand. Stay in your one thing.

Run the race God assigned you. Get into the weeds with excellence. Choose simplicity you can obey. Do the work with all your might.

When Hobby Lobby gives at a scale that shocks people, it confronts my own giving ceiling. When they close on Sunday, it confronts my schedule excuses. When David spends a week on scissors and tape, it confronts lazy leadership that only lives in vision decks.

Your store, your contract, your team, and your calendar are ministry territory.

HOW I APPLY THIS • DISCUSS

- ☐ Where are you still treating business as a side project that only funds "real" ministry?
- ☐ On your next major decision, how will you give God the vote before you move?
- ☐ What has to change in your schedule this month so family practices stay ahead of profit practices?

QUICK REFERENCE

1 Give God the vote

3 Practice radical generosity

5 Build for 150 years

7 Lead by serving people

9 Remember your one thing

11 Simplicity over perfection

2 Listen and obey the Holy Spirit

4 Risk for the right reasons

6 Family practices ahead of profit

8 Defer to your people

10 Get into the details

12 Work with all your might

CLOSE

Watch my intro. Watch the teaching. Download the PDF. Treat the business as ministry. Give God the vote. Run your race with all your might.

YEAR OF DISCOVERY

GREATER IS COMING

I LOVE YOU • RICK

CREDIT

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