



KingdomPreneurs

Author - Johnnie Lloyd

One of the most prominent times in our lives is when we are searching for what we were created for versus all the things we are really good at. Have you ever gone through a time you knew good was the enemy of you becoming great? While searching for our “greatness” or definite major purpose it becomes a journey with shifts, turns, detours, joy, and even pain. You know like I do that success has a cost that most people and especially parents, employees, entrepreneurs and yes executives do not always authentically discuss. I personally have gained my greatest clarity and strength through times of crisis, which can only be identified by the person that is going through it. Think about a few times you have gained clarity through crisis especially in last 12 months and write them below.

Do not cheat yourself from thinking about how you have grown in the mist of crisis and what you have learned, gained, loss, shared, and what insight, joy, or clarity you have obtained thus far. Skip directly to 7 strategic steps go to page 4.

KingdomPreneurs - One Thing that can Change Anything

When we follow the Holy Spirit's leading the journey brings us closer to our "Designed purpose" and crisis can be that force for us to pivot and chose "life or death" not in the natural but choosing truth, people, community, integrity over _____ (you fill in blank) profit etc.. That is why one thing (decision/action) can change everything. Standing at a crossroad each of us must make a choice, which may cause us to put things down and or pick up something new.

So, moving forward I would like to provide more insight to the "One Thing" Christian Entrepreneurs Must Do NOW to Design a Highly Favored Post-CRISIS Life: Personally & Professionally. Let's start with the obvious things: pray, immerse ourselves in God's word, care for others, intercede, speak the word as affirmations ... etc. – however I would like to go to the place beyond faith into "Action - Execution". You can also refer to my download eBook "Power of Transmuting Fear During Crisis which is the transmutation of fear into actionable faith.

Around two years ago I asked God what I should pray for – because as a coach and consultant in the areas of Productivity – People and Profitability that is key. After a while ... I wrote in my closet and it is still there, on the board "Wisdom 2 Serve". Then in 2019 Nov-Dec I was in search for a theme for 2020 and I kept going to "Decade of Manifestation", and even now I am amazed at the wisdom of seeing beyond 2020, has given me a sense of greater calm. Now successfully using this in business consulting and coaching clients. Normally our mindset, focus, faith, plans, structure everything shifts when we look at our goals/vision from the perspective of a decade.

Contact me now – Discovery Session

<https://johnnielloyd.com>

One Thing that can Change Anything

KingdomPreneurs - One Thing that can Change Anything

The one thing is simple but transformational ask God for “Wisdom 2 Serve” and plan strategically for next 10 years. Wisdom received from God enables you to find success and happiness in life, it offers you long life, wealth, and honor. God is not a respecter of person, He did this for King Solomon, when he asked not for wealth, long life, or to defeat his enemies. God will do the same for you, just ask and embrace the Kingdom mindset. It is all about the God’s Kingdom. James 1:5 states if any of you lack wisdom, let him ask of God, that giveth to men liberally, and unbraideth not; and it shall be given him. Ask is an act we must do to gain more wisdom. We have some degree of wisdom, but more wisdom “priceless”.

What is the one thing that has the potential to change everything – that is wisdom. Wisdom I believe is what every KingdomPreneurs and citizen should ask for right now. Let me define what I mean by Wisdom – 1 Kings 3:1-15 is where Solomon request Wisdom . True Wisdom is knowing the purpose of something and maximizing it’s potential. Christ stands for the Christian – as a towering source of truth, strength and hope. Wisdom to fulfill your KingdomPreneurs purpose. Being what’s in you is a process not a destination.

The Legacy you Live is the Legacy you Leave

This is important enough to repeat: True wisdom is knowing the purpose of something and maximizing it’s potential without perverting the thing or people. Wisdom to Be and Do. Dr. Myles Munroe defined potential as dormant ability, untapped strength, unused success. You see everything begins with potential and your next level post-crisis success holistically is wrapped up as potential. That is why wisdom is the principle thing, so I encourage you to commit to the following before you get to the 7 strategic steps:

KingdomPreneurs - One Thing that can Change Anything

1. Hear the voice of the Lord.
2. Ask for wisdom. Solomon asked – Give Your servant an understanding heart ... discern between good and evil and none was greater before or after him. He also received what he did not ask for both riches and honor (influence) as long as he walked in God's statutes and commandments. He also lengthen King Solomon's days. As you know King Solomon ended up building temples to many gods.
3. Remember wisdom is a gift stay connected to the giver
4. Self-awareness know who you are
5. Humility is a matter of your heart, actions speak
6. Do no harm, to yourself/others
7. Remember Money and Power magnifies who you are

Why ask for wisdom? Wisdom offers you long life, wealth, and honor. Now is the time to love beyond our tag or title and love humans – serve humans speak truth – not about someone converting you with words. Show Kingdom with your life, business, impact, growth, building wealth on purpose for purpose. The request for wisdom for me is to walk out - Kingdom Agenda.

The truth is we live in a volatile uncertain world today, so how do we move from being entrepreneurs to KingdomPreneurs and what could that look like. When working with clients these are some of my main underlined themes:

1. Power – Vision Mission and Purpose
2. Impact – internal and external customers
3. Follow God and bottom-line
4. Mastermind 12 weeks
5. Most famous last words - Living a Legacy worth leaving

These themes can be seen through the leadership test. How do you make decisions and are they solely based on profitability and productivity or do they consider people and even your environment. The question you may have is how do you serve using wisdom and still thrive? Here are the 7 strategic steps to put you well on your way to achieving the benefits that lead to great influence and wealth:

KingdomPreneurs - One Thing that can Change Anything

1. Re-evaluate
2. Restore
3. Return-relaunch
4. Reimagine – Reinvent
5. Resurrection - with more power through resilience, consistency, strategy
6. Risen – Re-energized
7. Reign – Rule – Restoration – Living Legacy

Lets' go a little deeper into each one of these areas as we move forward into your next level of success. Know this, regardless where you are today that your best days are yet to come. Philippians 1:6 Being confident of this very thing, that he which hath begun a good work in you will perform it until the day of Jesus Christ.

Consider moving from the WIIFM (what is in it for me) to WIIFT (what is in it for them) as you network and build strategic partnerships build a “win-win” not a “win lose” mentality. Questions to ask while looking at these seven steps is how you add value to others, what irresistible service or product will be provided, how do you gain, restore, build market share beyond where you were.

I think this is imperative to mention – being a servant and or asking for wisdom to serve doesn't mean you do not get paid for the services you render, it means you add value at a higher level and you provide products and services from a Kingdom perspective. That you use wisdom as the leading factor in making decision which may not always align to decisions others may make. You have peace about your strategy and able to hear and shift forward. That you know “No” can be the most appropriate response based on what the question or decision needs to be. You are not afraid to let go, to downsize, to gain leverage to rise up and even build others. You go after purpose with all diligence with wisdom2serve. You take care of your people and they honor your purpose.

“Good is the Enemy of Great ~Jim Collins”

Re-evaluate

Anticipation and preparation both come with emotions. Having definite major purpose (DMP) can lead to success for measurable results – and help direct the quest to know the What? When? How much? The key is what you will exchange for your DMP? Look and listen for strategic opportunities and consider the conflicts between where you were and your future to thrive. Look at operations, sources of revenue, customer reach, stability for organization, structure, and innovative ideas. Ensure as much as possible you build more revenue streams and lay aside every weight that may cause you not to get aspirations for the future. Build out of the box solutions, consider bringing a strategist in to help during this process especially if you are too close it could cloud your destiny. Boundaries give flexibility if created properly, your purpose can breathe and become vibrant when you choose wisdom to serve.

“Plans are only good intentions unless they immediately degenerate into hard work.”
~ Peter Drucker

Restore – Return – Relaunch

Restore, return, and relaunch does not mean identical to what was. Who needs to return to the organization and how do your new organization retrain employees to make the shift. When you communicate remember to give hope as you state the facts and consider economic impact with every decision. Not just how it impacts the company, but how it impacts everyone. Give opportunities for resourcefulness, crisis creates clarity and opportunities for businesses to step out of the box for greater innovation and creation. Reputations are built and lost during times of crisis, especially because of social media capabilities, everything matters, and how you respond can attract and or repel.

“Our intention creates our reality.”
~ Wayne Dyer

Rebuilding operations Intentionality is the about being strategic and purposeful in decisions, directions, and focus. Use the four stages of strategic planning as KingdomPreneurs so that your results will be transformational. The four stages of strategic planning are: Formation, Communication, Implementation, and Evaluation. Each stage is powerful and you relaunch or determine with wisdom your next steps.

Reimagine – Reinvent

Focus – mindset (agility, accountability) Rethinking the organization. Making money is a spiritual activity. Intentionality is your secret weapon in your war on mediocrity. Wisdom will help you prepare for what is coming and allows for greater insight of how to prepare for it – it is not about being right 100% of the time it is about thinking accurately, wisdom2serve decisions. This crisis is not an interruption it is a disruption to previous norms for you and customers, so consider doing polls, online ordering, delivery, make sure you either become technology savvy or use the skills of those who are.

When you establish of new policies, get attention even putting out video's or summaries to ensure everyone is following same directions. Do not be afraid to post things that may cause customer push back on your employees. Set up the organization and let them know that you need A. B. C. in order to X. Y. Z. so that everybody is on board. Go the extra mile get confirmation they understand and will stand together, they give team as appropriate if/then scenario that impacts them and their bottom-line. Be honest and let them know a timeline if known or give them a goal and updates – DO NOT go silent. Crisis is traumatic for everyone, this did not just happen to one of us it happened to all of us.

**Every decision matters the actions you
take during and after a crisis will
impact the long term**

Resurrection

You can rise, with more power through resilience, consistency, strategy, endless process of resurrection. Tell your story, tell it on social media and let them know your are back and what you and your team are doing to protect them. Then let you team know what their boundaries are and how you will back them up. Do not allow anyone to play as a soloist, this is a time to be on one accord, like an orchestra with you being the conductor.

**In every seed of defeat or adversity there is
an equal or greater seed of opportunity
~Napoleon Hill.”**

Risen – Re-energized

Recovering Revenue – speed matters. Communication, Communication that is from top down providing on time guidance to all employees is critical. This allows everyone to be empowered and has the benefit of shutting down most of the drama, fear, and or rumors. Providing clarity and communication gives employees more insight and security even if or when challenging decisions have to be made. Make sure the story that is being told is absent of contradiction, and confusion because if it is not clear most people will create their own stories and that is normally not consistent with your desired direction. Be bold and let them know when shifts are happening, they don't have to agree, but this normally prevents outbreaks of foolishness. Move forward with wisdom to grow.

Reign – Rule – Restoration - Wholeness

Accelerating digital solutions is critical for your brand and or rebranding. KingdomPreneurs are different and may take a different approach based on size of company, online or brick and mortar, shifts made during the crisis etc. however, each of us can look for the opportunity in this crisis (adversity). Each one of us can tap into the one thing that can change everything ask for wisdom.

KingdomPreneurs - One Thing that can Change Anything

It is crystal clear that our post pandemic culture and customers will be different, that is why wisdom is the principle thing. We need a supernatural power to lead, guide and direct our paths and cause us to not waste this adversity and see the seed of opportunity. As KingdomPreneurs reframing our future and efforts can position us for a trajectory that is dynamic however it requires transformation of our mind, plans for us to reign, rule, restore wholeness and yes, rest in the next level of this journey.

As a side note: Avoid listening to pundits, and being engulfed by chaos, or chatter be sure and continue to ask for wisdom to get understanding. That does not mean this process will be easy or perfect, it does mean that you can get to the other side in a way that glorifies the Kingdom of God and will draw others to Him. We are the light upon the hill and the salt of the earth, right, so invest in what you need and stop thinking we will all return to what use to be, that is gone and there is greater ahead. Take the plunge and ask for wisdom and trust that everything else will follow. He is faithful all powerful, all knowing, Master, Keeper, King, Abba Father.

Create and look for opportunities, shifts, and online offerings improving customer loyalty right now. Look at new consumption habits and ask questions be customer centric to your internal and external customer both of them impact your bottom-line. Regardless where you are today do not get bitter – get better. Good is definitely the enemy of great. Wisdom given to Solomon caused him to build wealth, build a temple, be wise, have a long life..... what can it do for you? Trust and believe.

Connect Now - then Go to the next page for another BONUS

<https://www.facebook.com/johnnielloydandassociates>

https://twitter.com/johnnie_lloyd

<https://www.instagram.com/johnnie.lloyd.7/>

<https://www.youtube.com/user/birthingvision>

<https://youtu.be/xEWqlQIXH38> Power of Transmuting Fear During COVID 19



WWW.JOHNNIELLOYD.COM



Kingdompreneur — Business and Life Strategy

What if you could get more accomplished as you stabilize and grow by becoming more productive and profitable in your Business— Profession— Life?

Finishing this year stronger - stepping strategically into your next level of success.

<https://www.linkedin.com/in/johnnielloyd/>

<https://www.facebook.com/johnnielloydandassociates>

https://twitter.com/johnnie_lloyd

<https://www.instagram.com/johnnie.lloyd.7/>

YouTube; Johnnie Lloyd and Associates

Next Step?

Now is the time to take that next step for your business and personal life. With the wisdom2serve you. Let's build the custom blueprint for post crisis and unleash your potential. This link will allow you to set up a discovery session. Access my calendar to book a free 30-minute Discover Call at:

<https://calendly.com/johnnielloydllc/30-minute-discover-call>,

GO THE EXTRA MILE FINANCIAL IMPACT BONUS:

During a recent training done for BOSS provided some recommendations based on my ~47 years of financial expertise. Recommendation for you and or your accounting team to gather business data before (crisis) COVID exclude abnormalities like “Holidays” Small business shopping days. Consider using same period 2019 vs 2020 3-4months to gain better analytical and statistical comparison. Put income and expenses in categories based on type of business (large categories not by product line item) be intentional:

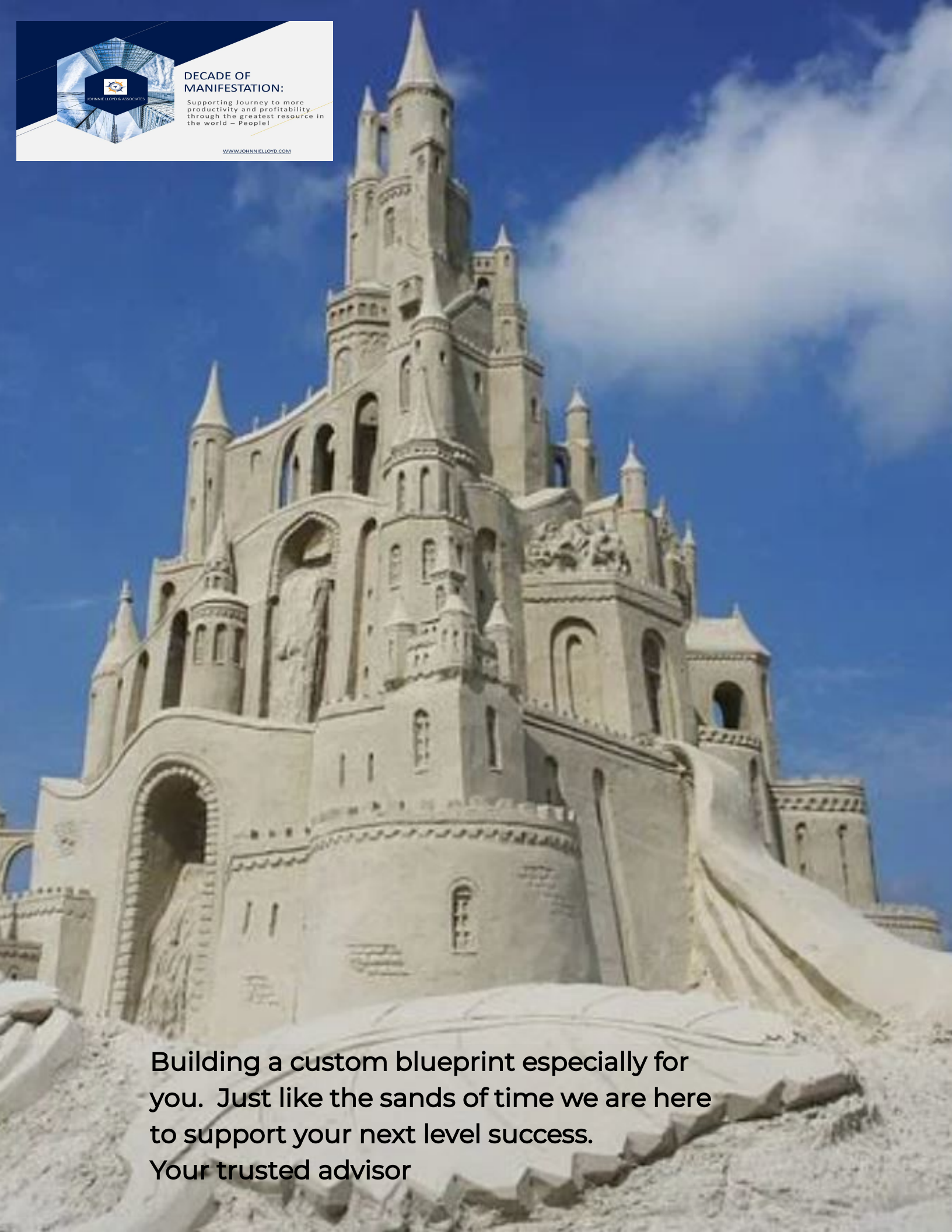
1. Find out what your service mix was in 2019 period selected (i.e. 80% of my income was speaking engagements – 14% book sales 8% coaching)
2. Service sales ___% and amount
3. Retail sales ___ % and amount
4. Customer mix ___ % (online vs instore) (also volume what day of week, time of day – tracking)
5. Expenses (detailed) by line item – this is intentional since once you look at new model this will matter (category fixed//variable) contract renewal dates
6. Shifted during CRISIS No speaking or book sales since that was done at events, coaching maintained about same shifted clients
7. Recovery – considerations (what is needed now, clarity)
8. New model – Certified virtual presenter, online coaching, leadership development, training, opened new business -CFO, accounting, bookkeeping which allows me to hire others – **Think outside your box!**
9. Gift cards – or can services be given as a gift? Lead magnets for customers
10. Analysis cost vs price, find your best items with greatest value
11. Ask for your customer opinions – inform them how you will protect them
12. CDC guidelines – insurance doesn’t normally cover pandemics
13. Dead stock – look at how to move it (bring \$\$\$ in) (bundling – wallet is out now, give great value and move merchandise)
14. Personnel cost Stimulus Payroll Protection Program opportunities? Follow guidelines, since you want to maximize amount forgiven
15. Determine new hours of operation based on traffic after reopening
16. Communication is critical to your internal and external customers



DECADE OF MANIFESTATION:

Supporting Journey to more
productivity and profitability
through the greatest resource in
the world – People!

WWW.JOHNIELLOYD.COM



Building a custom blueprint especially for
you. Just like the sands of time we are here
to support your next level success.
Your trusted advisor