

SEASON 3

GUIDED REFLECTIONS SERVING CUSTOMERS

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GUIDED REFLECTION

SEASON 3 SERVING CUSTOMERS

FILM: BANKING ON HOPE

DISCUSSION QUESTIONS

REFLECTING ON THE STORY

-> How does the gospel change Guardian Bank's view of people and how they should be treated, especially those of modest means (or even less)?
-> How does the gospel change its view of risk and taking a chance on people and small businesses?
-> What do you think about it being the only bank in India to lower interest rates on loans by 50% due to the pandemic?

CONNECTING TO YOUR WORK

-> How do you go beyond being nice (i.e., kind, respectful, gentle, friendly, etc.) to your customers? In what ways are you generous towards them? What sacrifices do you make on their behalf?
-> In what ways do you take a chance on people as customers, as team members?
-> How do you provide encouragement and hope to your customers?
-> Are you asking customers to pay a just price?

PERSONAL APPLICATION

-> What could you do to "go an extra mile" with/for your customers?
-> How could you help carry their burden?
-> How do you ensure that all your customers are treated well without regard to their socio-economic status or other common factors that get used to divide people into those who get special treatment and those who don't?

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GUIDED REFLECTION

SEASON 3 SERVING CUSTOMERS

FILM: BUILDING RELATIONSHIPS

DISCUSSION QUESTIONS

REFLECTING ON THE STORY

-> What is McCoy's doing differently than other building supply stores when it comes to connecting with and serving customers? How is this any different than the general rule for all businesses to be customer centric?

CONNECTING TO YOUR WORK

-> Good marketing is built on a foundation of being customer oriented, but what is the difference between commercial interactions based on the "lifetime value of a customer" (i.e., typical CRM approaches) and those built on a foundation of loving customers as neighbors?
-> How do we break out of money & economic exchange as the idiom of life and move towards an idiom of relational love instead?
-> How can we have authentic "love your neighbor" relationships with customers rather than just engage with their wallets while still needing to have something from their wallets in return?
-> How can we foster genuine, not pretend, "community" with and among customers?
-> At what point do brand groupies become an idolatrous cult?

PERSONAL APPLICATION

-> What can you do to make your customers feel more loved as your neighbors?
-> What practices would enable you to become the person you want to become? How could you pursue these practices?

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[Genuine Relationships](#)

[People Centered Relationships](#)

GUIDED REFLECTION

SEASON 3

SERVING CUSTOMERS

FILM: EMBRACE IT

DISCUSSION QUESTIONS

REFLECTING ON THE STORY

- In what ways is the XGym different than a typical business in the fitness industry regarding how it respects & honors people, how it views “pain and gain”, and how it treats clients as persons not bodies?

CONNECTING TO YOUR WORK

- As part of its commitment to serving with excellence, X-Gym’s effective and efficient methodology is grounded in substantial research into physiology, nutrition, health conditions, etc. What has your business done to understand your customers’ overall long-run best interests deeply and holistically? To go beyond their desires for flash in the pan gratification? How is this reflected in your products and services?
- Fitness centers often leverage people’s social fears about “looking” a certain way to be acceptable. How does your business best honor the image of God in your customers rather than playing to misplaced stereotypes about appearances or otherwise?
- What personal, emotional, and spiritual growth do your customers experience from your products or services, even if quietly and indirectly? Do your products contribute to Shalom in households or the broader community?

PERSONAL APPLICATION

- What can you do to assure that you are providing for customers true well-being in ways that honor them, others, and God?

RELATED VIDEOS

No Judgement

No Pressure

Seeing Jesus Along the Way

Embracing Suffering

GUIDED REFLECTION

SEASON 3 SERVING CUSTOMERS FILM: HOME

DISCUSSION QUESTIONS

REFLECTING ON THE STORY

- What is a production builder? How does Betenbough make money? How does it create shared value?
- What makes the sales and user experience deeply relational and personal?
- How does it demonstrate love for customers and trade partners?
- How does it stand out from other builders in the industry?

CONNECTING TO YOUR WORK

- Are there opportunities in your work to offer more value for the same price without taking losses? To make a good product more affordable for customers who otherwise would be left out?
- How are you “walking life” with your customers and making their user experience more reflective of your faith commitments, to make them feel valued as persons?
- Are there opportunities in your work to build trust with your customers by evening the scales through increasing your transparency and openness?

PERSONAL APPLICATION

- How will you provide great value to your customers, employer, family, friends, and church, even when you could get by with less, as part of living such a good life among others that they will give glory to God?
- What can you do to be a trustworthy and faithful ambassador of God’s kingdom in and through your work?

RELATED VIDEOS

No Judgement

GUIDED REFLECTION

SEASON 3

SERVING CUSTOMERS

FILM: MAKE COFFEE BLACK AGAIN

DISCUSSION QUESTIONS

REFLECTING ON THE STORY

- Why have Bart and Renata built the business around coffee? What does it mean to reclaim this product, to make it black again?
- In what ways is Cxffee Black establishing itself as an identity brand mingling community, advocacy, and a faith-driven worldview together?
- How do the products, the merchandise (gear), the music, the gatherings/cuppings, etc. help customers connect with their cultural identity, foster racial justice, and deeper identity as persons bearing the Imago Dei?
- What do you think about Cxffee Black's efforts to develop and be part of a black supply-chain in the coffee industry?

CONNECTING TO YOUR WORK

- How do you and your products or services help customers meaningfully connect with their worth as persons?
- How are you advocating/producing for justice for your customers and for others in partnership with your customers?
- In what ways do you create community among your customers?

PERSONAL APPLICATION

- How will you "do justice", racial and otherwise, in and through your work and through the application of your skills and connections outside the workplace?
- How do you ensure that all your customers are treated well without regard to their socio-economic status, race, or other common factors that get used to divide people into those who get special treatment and those who don't?
- How will you help people connect with their true self as bearers of God's image?

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SEASON 3

SERVING CUSTOMERS

FILM: THE BALANCE SHEET

DISCUSSION QUESTIONS

REFLECTING ON THE STORY

- Why does PICSA seek to serve low-income, marginalized laborers as its target market? Why is it so service minded – like private/personal banking?
- How is PICSA able to have a viable business with this market?
- What is PICSA providing a lesser product/service that is profitable at even a low price because PICSA cut some corners or is it providing a “good” product/service that has been made affordable?

CONNECTING TO YOUR WORK

- What drives your choice of target markets?
- How do you make sure you are doing justice, including the underserved and marginalized/poor in your provisioning efforts?
- How are you adding to the experience of abundance, beauty, the enjoyment of creation of those who are marginalized/poor?
- How do you respond to the unique needs of people in the economically developing world?
- How are you respecting and honoring persons who are different from you, racially, culturally, socio-economically?

PERSONAL APPLICATION

- How can you contribute to justice/inclusion, reconciliation, and restoration through your good goods and services and your customer/marketing practices?

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[Trusting God](#)

GUIDED REFLECTION

SEASON 3 SERVING CUSTOMERS **FILM: THE DAY**

DISCUSSION QUESTIONS

REFLECTING ON THE STORY

- How is Ira a storyteller, not just a photographer or chronicler, who uses photographs to frame the deeper meaning, beauty, identity, and joie de vivre of a wedding?
- How does Ira relieve stress for wedding couples?
- In what ways is shooting a wedding or taking photos for humanitarian organizations a contemplative spiritual practice for Ira?
- How is Ira able to be in the center of things shaping how the wedding flows, yet keep everyone's focus on the couple who are being celebrated and the meaningfulness of the moment?
- How do Ira's photos help his subjects connect with their deeper identities as persons who bear the Imago Dei and help them celebrate their sacred day throughout their lives?

CONNECTING TO YOUR WORK

- How does your work help customers meaningfully connect with their worth and dignity as persons?
- How does your work help customers celebrate life, joy, beauty, and deep meaningfulness?
- How does your work alleviate the stress associated with the user experience of your customers or the stress they bring with them from their lives into the customer experience?

PERSONAL APPLICATION

- How can you engage in your work as a spiritual practice?
- How will you recognize, celebrate, and help people connect with their true, deep selves as bearers of God's image?

.....> How will you help your customers and others experience joy, beauty, and deep meaning?

.....> How will you alleviate rather than add to your customers' stress?

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GUIDED REFLECTION

SEASON 3

SERVING CUSTOMERS

FILM: THE GAME'S NOT UP

DISCUSSION QUESTIONS

REFLECTING ON THE STORY

- How can a fine-dining restaurant continue to extend hospitality during a pandemic?
- A famous marketing article from the 1960's, "Marketing Myopia", argued that businesses should see their purposes in more visionary and durable terms related to the benefits they provide rather than seeing their identity merely as makers of their current products. How is Canlis living into its true, higher-order purpose through all its creative pandemic pivots rather than just struggling to be a fine-dining restaurant? How is this reflective of God's desire for businesses to be creative partners (with agency) in provisioning humankind and contributing to human flourishing?

CONNECTING TO YOUR WORK

- What value does God place on material existence?
- What constitutes our "daily bread"? Does the idea of daily bread allow for providing products that aren't strictly necessities?
- What are good goods? What makes your products virtuous?
- What part does your business and its products and services play in God's provisioning agenda? What parts of your customers' practical needs do you meet?
- What does it mean to help customers "flourish"? How do your products and services contribute to the bigger and deeper aspects of human flourishing (i.e., Shalom) adding life, joy, beauty, meaningfulness, abundance, and connection beyond their "daily bread" contributions?
- What does God expect from us about our use of creation and our creativity/ingenuity to add bounty to bounty and beauty and life (i.e., real value) in the form of designing and delivering good goods? What have you done to foster creativity in your business?
- How customer-centric are you? Why?
- What have you done to develop a keen understanding of your higher-order mission and, thus, avoid marketing myopia? What have you done to order your business activities accordingly?

PERSONAL APPLICATION

- Knowing that God cares about our “daily bread” and beyond that our flourishing, what can you do to be an effective partner in this aspect of God’s provisioning care for people and creation?

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