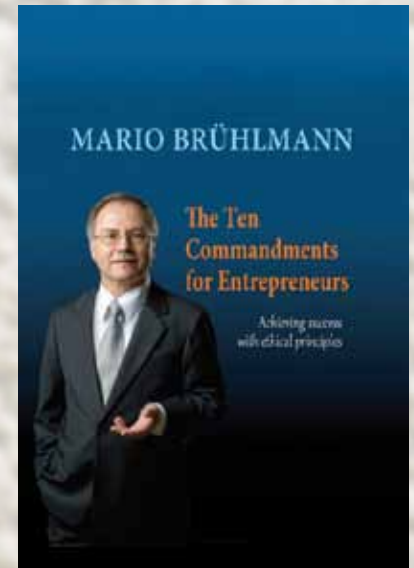


Study booklet for the book:

The 10 Commandments for Entrepreneurs

by Mario Bruehlmann

11 evening sessions on the topic
achieving success with ethical principles
prepared by Gallus Tannheimer





Editorial

Jesus, together with his father, was an entrepreneur in the wood industry; Peter was a self-employed fisherman; Mathew was a banker, Lydia a manager in the textile industry and Paul a tent-maker. We encounter many farmers, shepherds and craftsmen in the Old Testament. Amos was a sheep breeder, Moses a shepherd, and Andrew and Simon, the first of Jesus' disciples, were fishermen.

Entrepreneurs pursue enterprises. They act, invest, change and take on responsibilities. They, however, also risk burn-out and can neglect their family, friends and the necessity to take time off.

The purpose of the study material for the book «The 10 Commandments for Entrepreneurs» is to help entrepreneurially minded people joyfully fulfill their tasks and produce visible fruit. This goal is based on the conviction that the Bible's age-old Ten Commandments remain current and helpful for entrepreneurs today in overcoming challenges.

The material is intended for small groups, study groups or business clubs and addresses the topic of entrepreneurs. It is not only geared toward actual entrepreneurs, but everyone who is interested in entrepreneurial ideas. The group leader organizes ten evening sessions based on the ten main chapters of the book. The participants will be challenged during discussions that specifically deal with each of the Ten Commandments. An eleventh session can be held based on specific case examples.

The study material was prepared for international application in Vietnam, Moldova, Nepal, Switzerland and other countries. I would be delighted if it was used actively to strengthen the relationship between churches and entrepreneurs.

I hope that this material will be a benefit and a blessing to you.

Gallus Tannheimer, Theologian and CEO of COM Switzerland

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Traditions regarding the order of the commandments differ in Judaism and the Christian churches. The book follows the Lutheran and Roman-Catholic tradition. A different order exists for the prohibition of images – «You shall not make for yourself an image » – which is regarded as the second commandment in the Anglican, Reformed and Orthodox tradition. There the «ninth» and «tenth» commandments are regarded as one commandment.

Photos: fotolia

Preparations for the meetings

Guiding the conversation

Leading these evenings in a skillful and inspired manner is important and ensures that the sessions are profitable for everyone. It would be advantageous if the group leader was an experienced entrepreneur although this is not absolutely necessary. Participants with an interest in the topic are what matters most! The group leader is responsible for keeping the focus on the topic and must also keep track of time. Those who talk extensively should be stopped from time to time, and the quiet ones should be motivated to speak. Asking questions is important as this leads to a deeper understanding.

The group leader should enquire whether something is unclear but also challenge participants and maybe even propose a provocative assertion.

Preparations for the meetings

- Determine who will lead the evening session
- Everyone reads the chapter independently in advance
- Group readings of selected Bible texts that are suitable for the topic
- Beverages and snacks (if desired) for the casual part of the evening

Suggestion for the order of events (approx. 1.5 hours)

- Introduction with reference to the topic (5 min)
- Short introduction of the topic/commandment (10 min) including Bible texts
- Discussion about the chapter in the book (45 min)
- What problem will I tackle next? What can I do specifically? What do I have to change? (20 min)
(The questions and topics from the book can be helpful here.)

Summary (5min)

- Conclusion of the official meeting in adapted form (prayer, prayer time)
- Social part, possibly with beverages and snacks



Topic in the book

Content

1

Business models do not simply fall from the sky – or do they?

Bible text 

1 And God spoke all these words, saying, 2 I am the Lord your God, who brought you out of the land of Egypt, out of the house of slavery. 3 “You shall have no other gods before me.

Notes:
.....
.....

Insights from the book «The 10 Commandments for Entrepreneurs»

- Important insights from the book
.....
- What are my excuses?
.....
- Questions for topics from the book
.....
- I would still like to discuss this in the group
.....
- My highlight from the chapter in the book
.....
- I do not understand ...
.....
- I want to learn the following:
.....



Summary

1. I perceive entrepreneurial freedom and the associated responsibility and decide to do something.
Yes , No , Perhaps , Other response:
2. I view problems as opportunities and challenges that drive me to undertake important changes and improvements.
Yes , No , Perhaps , Other response:
3. I perform a SWOT analysis.
4. I derive measures from the analysis and create a logical business model.

Applying the first commandment «I am the Lord your God, you shall have no other gods before me» in business life

1. In my professional work activities I give God an authoritative position.
Notes:
2. My decision-making process is guided by God's guidelines.
Notes:
3. I am prepared to give an account to God and people for my actions.
Notes:

Further Bible verses for study

Ecclesiastes 11:4ff: Taking advantage of an opportunity and risking something despite the circumstances

Matthew 5:17-20: Jesus' position on the law

Luke 14:15-24: «Excuses»

Matthew 22:34ff: The most important commandment

Matthew 6:33: What Christians seek first



Topic in the book

Content

2

Marketing does not have to cost a lot – but it should yield a lot

Bible text 

7 You shall not take the name of the Lord your God in vain, for the Lord will not hold him guiltless who takes his name in vain.

Notes:
.....
.....

Insights from the book «The 10 Commandments for Entrepreneurs»

- Important insights from the book
.....
- Questions for topics from the book
.....
- I would still like to discuss this in the group
.....
- My highlight from the chapter in the book
.....
- I do not understand ...
.....
- I want to learn the following:
.....



Summary

1. In my private and business life I cultivate an atmosphere of respect.
Yes , No , Perhaps , Other response:
2. I regard my customers as valuable people and am willing to serve them.
Yes , No , Perhaps , Other response:
3. I develop a marketing concept that benefits all participants.
4. I regularly analyze my entire company and continuously improve it.
Yes , No , Perhaps , Other response:

Applying the second commandment «Do not take the name of the Lord in vain» in business life

1. I bring glory to the name of God by integrating Him in such a way into my daily life that my co-workers and customers sense His influence.
Notes:
2. I ensure that my marketing is based on values of respect, modesty, truth, honesty, loyalty and love.
Notes:
3. My life is unambiguous. It speaks for itself.
Notes:

Further Bible verses for study
Matthew 7:12: The Golden Rule – How we should treat people/customers
Matthew 7:13-23: The narrow path



Topic in the book

Content

3

Time is money - and much more

Bible text 

8 Remember the Sabbath day, to keep it holy.

Notes:
.....
.....

Insights from the book «The 10 Commandments for Entrepreneurs»

- Important insights from the book
.....
- Questions for topics from the book
.....
- I would still like to discuss this in the group
.....
- My highlight from the chapter in the book
.....
- I do not understand ...
.....
- I want to learn the following:
.....



Summary

1. I want to become aware of the danger of erosion: My relationships to my fellow human beings diminish and my business ethics erode if I do not cultivate them.

Notes:.....

2. I realize the importance for regular days of rest and plan activities according to my life's compass.

Yes , No , Perhaps , Other response:

3. I know about possible interference fields and eliminate them.

Notes:.....

4. I use days of rest as a filling station for wisdom, strength and the joy of life.

Yes , No , Perhaps , Other response:

Applying the third commandment «Remember the Sabbath day, and keep it holy» in business life

1. I plan and implement oases of relaxation in my business and private life after going through tense phases.

2. I fill these oases of relaxation with experiences that invigorate body, soul and spirit.

3. On my days of rest I make room for encountering God in a special way.

4. I do not allow things that are seemingly more important to interfere with my day of rest.

Notes:

Further Bible verses for study

Mark 2:23ff: The Sabbath was made for man

Matthew 12:1-14: Jesus is Lord over the Sabbath

Ecclesiastes 3: There is a time for everything



Topic in the book

Content

4

Change requires strength – and yields energy

Bible text 

12 Honor your father and your mother, that your days may be long in the land that the Lord your God is giving you.

Notes:
.....
.....

Insights from the book «The 10 Commandments for Entrepreneurs»

- Important insights from the book
.....
- Questions for topics from the book
.....
- I would still like to discuss this in the group
.....
- My highlight from the chapter in the book
.....
- Different personalities: This is how I view myself as a person:
.....
- I do not understand ...
.....
- I want to learn the following:
.....



Summary

1. I create clear structures in my company that are governed by mutual respect, and I exemplify these values..

Yes , No , Perhaps , Other response:

2. I know the opportunities and risks associated with the various life phases of my company.

Yes , No , Perhaps , Other response:

3. I see the necessity for constant change and am able to successfully realize it.

Yes , No , Perhaps , Other response:

4. I know the power and danger of communication and can use it effectively.

Notes:

Applying the fourth commandment «Honor your father and mother» in business life

1. I treat employees and business partners with dignity and respect.

2. I ensure that my employees do the same.

3. I communicate clearly and respectfully in all situations.

Notes:

.....

Further Bible verses for study

Ecclesiastes 3: There is a time for everything (phases of company and life phases)

Exodus 20:12: The fourth commandment includes the promise of a long life

Ephesians 6:1-4: Obedience of children toward their parents

Proverbs chapter 1 and 4: Warning of seducers and the striving for wisdom



Topic in the book

Content

5

Fighting is part of the game – but killing is not

Bible text 

13 You shall not murder.

Notes:
.....
.....

Insights from the book «The 10 Commandments for Entrepreneurs»

- Important insights from the book
.....
- Questions for topics from the book
.....
- I would still like to discuss this in the group
.....
- My highlight from the chapter in the book
.....
- I do not understand ...
.....
- I want to learn the following:
.....



Summary

1. I maintain respectful contacts with competitors and ask my staff to do the same.
We do not harm anyone.
Yes , No , Perhaps , Other response:
2. I develop a sense for the proper handling of time; this leads to calmness and serenity.
Yes , No , Perhaps , Other response:
3. I am aware of the danger of workplace harassment and develop a preventative, transparent atmosphere of conversation..
Yes , No , Perhaps , Other response:
4. I am committed to fight for good and against evil.
Yes , No , Perhaps , Other response:

Applying the fifth commandment «You shall not kill» in business life

1. I refrain from any actions that might cause another person harm.
2. I waive maximum profit if either people or the environment is harmed in the process.
3. I invest myself in life and the fundamentals of life.
4. I venerate and respect all of creation and treat it responsibly.
5. In my actions I am accountable to God, the creator of all life, to myself and to my fellow human beings.

Further Bible verses for study

Matthew 5:21ff: Jesus' teaching on killing

Matthew 5:43ff: The commandment to love one's enemies

1 Samuel 24: David spares Saul in the cave of En Gedi



Topic in the book

Content

6

Leading people is truly an art form – and it can be learned

Bible text 

14 You shall not commit adultery.

Notes:
.....
.....

Insights from the book «The 10 Commandments for Entrepreneurs»

- Important insights from the book
.....
- Questions for topics from the book
.....
- I would still like to discuss this in the group
.....
- My highlight from the chapter in the book
.....
- I do not understand ...
.....
- I want to learn the following:
.....



Summary

- 1. I arrange for an instrument or person to mirror me so that I can resist selfish thoughts as well as sexual and material licentiousness.
Yes , No , Perhaps , Other response:
- 2. I select partners in all areas of business that strengthen me in my company ethics and culture.
Yes , No , Perhaps , Other response:
- 3. I invest in these partnership relationships in order to continually deepen them and find orientation for the long-term.
Yes , No , Perhaps , Other response:
- 4. I invest myself wholeheartedly to not only fulfill the expectations of customers and partners but to exceed them.
Yes , No , Perhaps , Other response:

Applying the sixth commandment «You shall not commit adultery» in business life:

- 1. I am faithful to my spouse.
 - 2. My marriage is sacrosanct and cannot be violated by others.
 - 3. My partnerships are based on deference, respect and loyalty.
- Notes:

Further Bible verses for study:

Matthew 5:27ff: Marriage is at the heart of God

Matthew 19:1ff: What God joins together should stay together

Ephesians 5:21-6:9: The Christian domestic code (Parallel texts: Col 3:18-4:1 and 1 Peter 2:18-3:7)



Topic in the book

Content

7

People must have rights – and know what they are

Bible text 

15 You shall not steal.

Notes:
.....
.....

Insights from the book «The 10 Commandments for Entrepreneurs»

- Important insights from the book
.....
- Questions for topics from the book
.....
- I would still like to discuss this in the group
.....
- My highlight from the chapter in the book
.....
- I do not understand ...
.....
- I want to learn the following:
.....



Summary

- 1. In my company I do not tolerate theft, and I do not steal myself.
Yes , No , Perhaps , Other response:
- 2. I am aware of theft traps and establish effective measures to protect myself.
Yes , No , Perhaps , Other response:
- 3. I am committed to creating new values.
Yes , No , Perhaps , Other response:
- 4. My staff and I become problem solvers and creative, dignified personalities,
who are willing to make sacrifices.
Yes , No , Perhaps , Other response:

Applying the seventh commandment «You shall not steal» in business life:

- 1. I respect ownership and property rights.
- 2. I do not tolerate rights violations in my company.
- 3. I ensure that injustices are resolved and compensated for.

Notes:
.....
.....
.....

Further Bible verses for study:

- Matthew 6:19-20:
Immoderateness as the source of theft
- 1 Corinthians 6:10f:
God forbids theft
- Deuteronomy 25:13ff:
False weights

Topic in the book

Content

8

Communication is difficult – and opens up doors

Bible text 

16 You shall not bear false witness against your neighbor.

Notes:
.....
.....

Insights from the book «The 10 Commandments for Entrepreneurs»

- Important insights from the book
.....
- Questions for topics from the book
.....
- I would still like to discuss this in the group
.....
- My highlight from the chapter in the book
.....
- I do not understand ...
.....
- I want to learn the following:
.....



Summary

1. I commit myself to truth and to a climate of trust.
Yes , No , Perhaps , Other response:

I am aware of the dangers of misunderstandings and try my best to resolve these.
Yes , No , Perhaps , Other response:

2. I study the effect of my communication by letting myself be reflected.
Yes , No , Perhaps , Other response:

3. I ensure that my own and my employees' communication improves continually.
Yes , No , Perhaps , Other response:

Applying the eighth commandment «You shall not bear false witness against your neighbor» in business life:

- 1. I ensure that truth and transparency are a given in my company.
- 2. I resolve misunderstandings.
- 3. I do not tolerate half-truths.
- 4. I clear up deviations from the truth.
- 5. I waive profit if it is achieved by sacrificing truth.

Notes:

Further Bible verses for study:

- Acts 5:1-11:
Ananias and Sapphira
- Matthew 26:69ff:
Peter's denial
- Proverbs 19:5,9:
A false witness is punished
- Romans 1:30:
Godless communication
- Matthew 7:1,2: Do not judge
- John 8:44ff: The origin of lies
- Proverbs 12:22:
Gott does not want liars
- 1 Corinthians 13:6:
Delighting in truth
- Ephesians 4:25:
Speaking truthfully



Topic in the book

Content

9

Partnerships are risky – and need to be cultivated

Bible text 

17 You shall not covet your neighbor's wife.

Notes:
.....
.....

Insights from the book «The 10 Commandments for Entrepreneurs»

- Important insights from the book
.....
- Questions for topics from the book
.....
- I would still like to discuss this in the group
.....
- My highlight from the chapter in the book
.....
- I do not understand ...
.....
- I want to learn the following:
.....



Summary

- 1. I am on my guard against unrestrained covetousness and abide by the laws.
Yes , No , Perhaps , Other response:
- 2. I create and strengthen sustainable prtnerships.
Yes , No , Perhaps , Other response:
- 3. I keep an eye on the most important entrepreneurial risks.
Yes , No , Perhaps , Other response:
- 4. I am prepared for crises.
Yes , No , Perhaps , Other response:

Applying the ninth commandment «You shall not covet your neighbor’s wife» in business life:

- 1. I nip covetousness in the bud and do not allow it to crop up anywhere.
- 2. I distance myself from situations that arouse covetousness.

Notes:
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.....

Further Bible verses for study:

- Proverbs 6: Warning against false partnerships and infidelity in marriage
- Proverbs 31:10ff: Praise for the wife of noble character
- Proverbs 5: Warning against adultery
- Matthew 26:47ff: Judas is enticed by the greed for money
- Amos 3:3: Walking together
- 2 Samuel 11: David & Bathsheba



Topic in the book

Content

10

With numbers some play the lottery – others lead a company

Bible text 

17b You shall not covet anything that is your neighbor's.

Notes:
.....
.....

Insights from the book «The 10 Commandments for Entrepreneurs»

- Important insights from the book
.....
- Questions for topics from the book
.....
- I would still like to discuss this in the group
.....
- My highlight from the chapter in the book
.....
- I do not understand ...
.....
- I want to learn the following:
.....



Summary

- 1. I do not allow money, status or lust for power to determine my life and my value.
Yes , No , Perhaps , Other response:
- 2. I am committed to transparency.
Yes , No , Perhaps , Other response:
- 3. I maintain an entrepreneurial cockpit that allows me to prematurely detect course deviations and react to them.
Yes , No , Perhaps , Other response:
- 4. I want to fill my life with life.
Yes , No , Perhaps , Other response:

Applying the tenth commandment «You shall not covet anything that is your neighbor's» in business life:

- 1. I ensure that contentment and humility are important values in my business life.
- 2. I surround myself with humble and honest people who can caution and correct me in dangerous situations.

Notes:
.....
.....

Further Bible verses for study:

Matthew 13:44: Investing in the Kingdom of God

Matthew 19:16ff:
The rich young man

1 Timothy 6:17-19:
Warning to the rich

Luke 12:13-21: The rich fool (warning of greed)

Matthew 25:14 ff: Working with one's own talents



Topic in the book

Content

11

10 Case studies

Discussion of individual case studies

Notes:
.....
.....

**Insights from the book «The 10 Commandments for Entrepreneurs»
Case studies:**

- Important insights from the book
.....
- Questions for topics from the book
.....
- I would still like to discuss this in the group
.....
- My highlight from the chapter in the book
.....
- I do not understand ...
.....
- I want to learn the following:
.....



Notes



Notes

The 10 Commandments

Bible text Exodus 20:1-17

- 1 And God spoke all these words, saying,
- 2 I am the Lord your God, who brought you out of the land of Egypt, out of the house of slavery.
- 3 You shall have no other gods before me.
- 4 You shall not make for yourself a carved image, or any likeness of anything that is in heaven above, or that is in the earth beneath, or that is in the water under the earth.
- 5 You shall not bow down to them or serve them, for I the Lord your God am a jealous God, visiting the iniquity of the fathers on the children to the third and the fourth generation of those who hate me,
- 6 but showing steadfast love to thousands of those who love me and keep my commandments.
- 7 You shall not take the name of the Lord your God in vain, for the Lord will not hold him guiltless who takes his name in vain.
- 8 Remember the Sabbath day, to keep it holy.
- 9 Six days you shall labor, and do all your work,
- 10 but the seventh day is a Sabbath to the Lord your God. On it you shall not do any work, you, or your son, or your daughter, your male servant, or your female servant, or your livestock, or the sojourner who is within your gates.
- 11 For in six days the Lord made heaven and earth, the sea, and all that is in them, and rested on the seventh day. Therefore the Lord blessed the Sabbath day and made it holy.
- 12 Honor your father and your mother, that your days may be long in the land that the Lord your God is giving you.
- 13 You shall not murder.
- 14 You shall not commit adultery.
- 15 You shall not steal.
- 16 You shall not bear false witness against your neighbor.
- 17 You shall not covet your neighbor's house; you shall not covet your neighbor's wife, or his male servant, or his female servant, or his ox, or his donkey, or anything that is your neighbor's. ■

English Standard Version
Parallel text Deuteronomy 5:6-21

Swiss Consulting Group SCG AG

The SCG provides its customers with access via one contact partner to competent and experienced specialists in the most important areas of training and business consultation. These professionals are specialized in the following areas:

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- Marketing
- Optimization of production
- Communication
- Coaching
- Productivity for knowledge workers
- Restoration to profitability
- Business Excellence
- Settlement of succession

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What are the services of Swiss Create?

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- Programs helping people to help themselves
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- Establishing micro finance organizations
- Assistance for access to loans
- Development of company structure and organization
- Launching trade unions and business clubs
- Lectures at business universities
- Evaluation of development projects
- Bestowal of the Swiss Create Award

Partners

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Multiplication concept

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How can I support Swiss Create?

You can give our project partners the opportunity to found or expand their companies by providing loans at reduced interest rates to our government-controlled micro-financing company. You can provide the means for training and further training of entrepreneurs by donating to one of our foundations. Request our Swiss Create documentation.

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The three pillars of COM:



**WE PROVIDE
DIRECT ASSISTANCE**
in emergencies and catastrophes



WE PROVIDE ASSISTANCE
through education,
the promotion of business
and agriculture



WE PROTECT
women and children
from trafficking



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