



Purpose, Vision & Influence

Adapting Chick-fil-A's Leadership Lessons
to Global Non-profits

CLIFF ROBINSON

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HISTORY

CORPORATE PURPOSE

To glorify God by being a faithful steward of all that is entrusted to us. To have a positive influence on all who come in contact with Chick-fil-A.

An elderly couple is seated at a table in a Chick-fil-A restaurant. The man on the left is wearing a dark suit and tie, and the woman on the right is wearing a patterned jacket. They are both smiling. On the table in front of them are two white Chick-fil-A cups with straws and several small cow plushies. One of the plushies has a sign that says "EAT MOR CHIKIN". The background shows a window with a view of a parking lot and a brick wall. The entire image has a semi-transparent red overlay.

BIBLICAL PRINCIPLES

BIBLICAL FRAMEWORK

Freedom

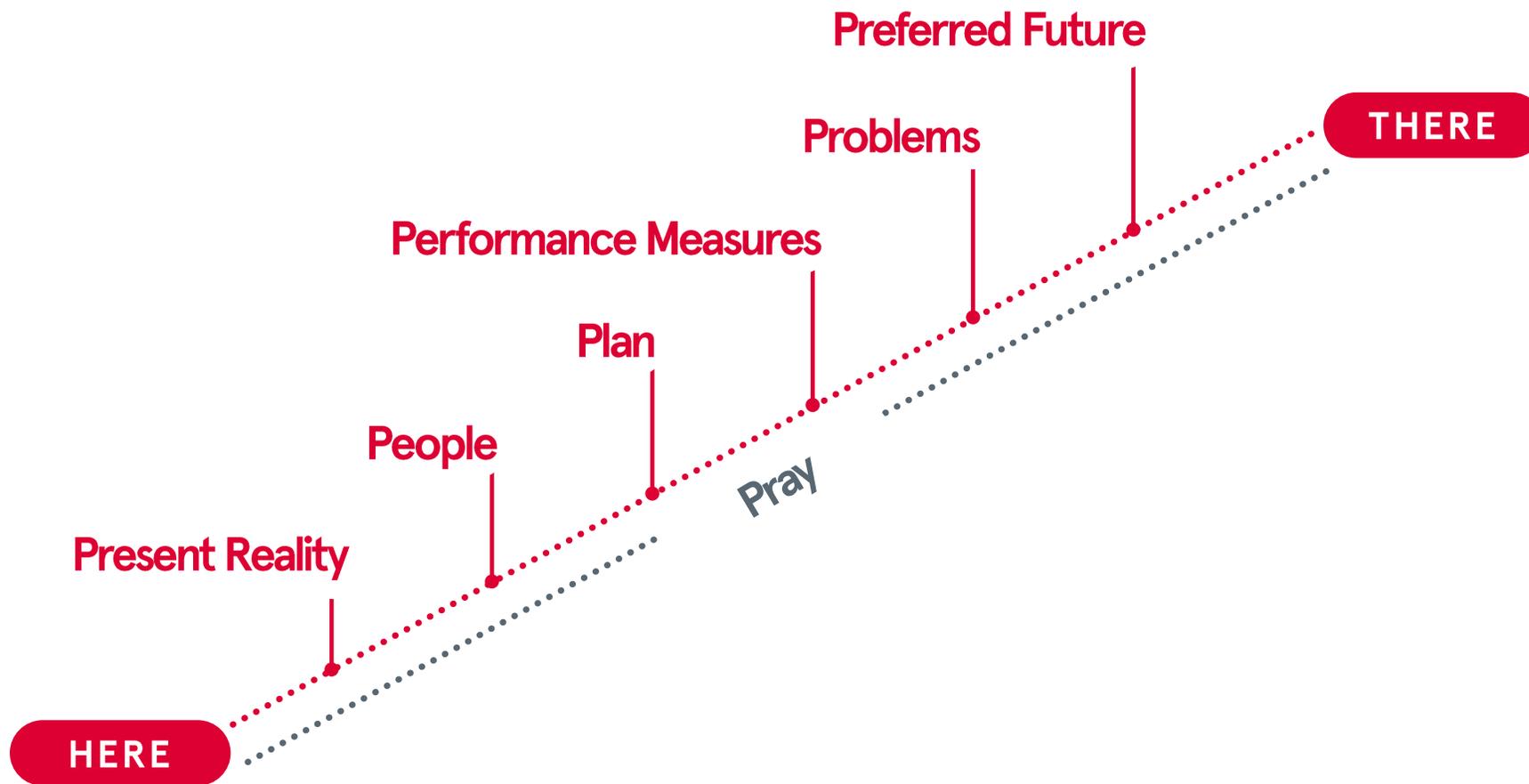
Responsibility

Accountability



When we align our work
With how God works
IT JUST WORKS.





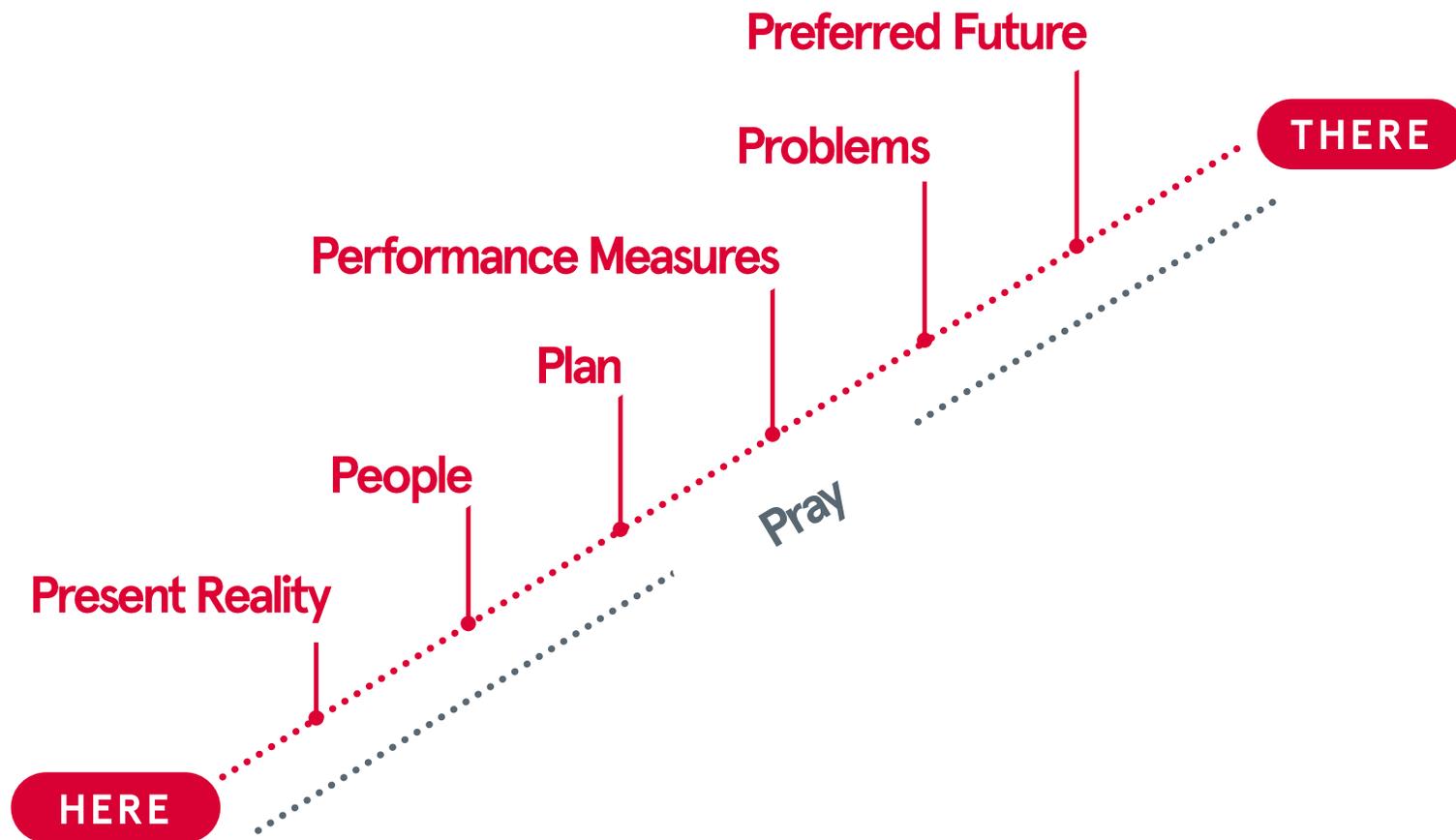
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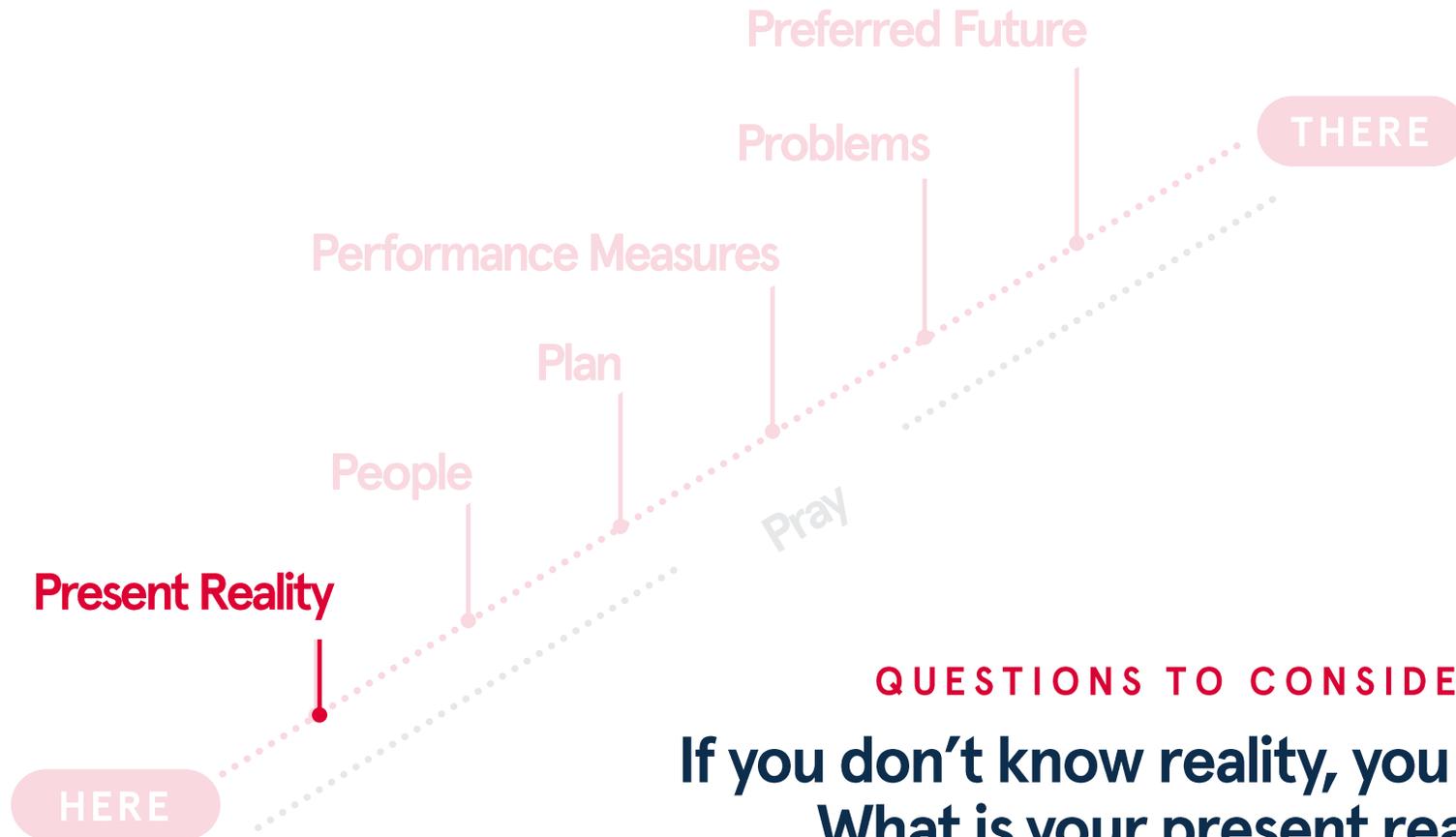
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QUESTIONS TO CONSIDER:

**If you don't know reality, you can't lead.
What is your present reality?**



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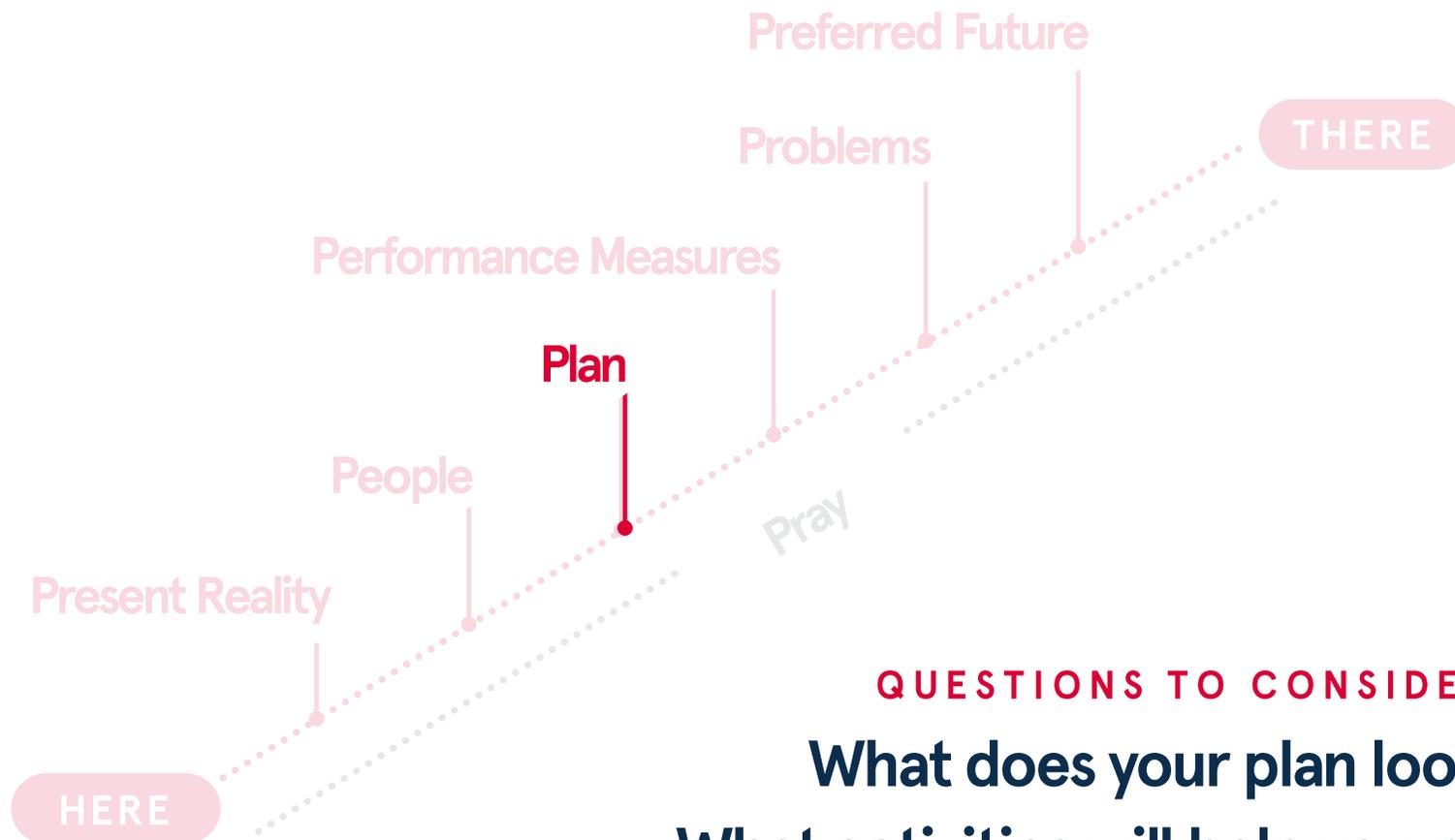
**What is your vision for the future?
What do you hope is true?**





QUESTIONS TO CONSIDER:

**Who will you partner with along the journey?
Who can come alongside you?**



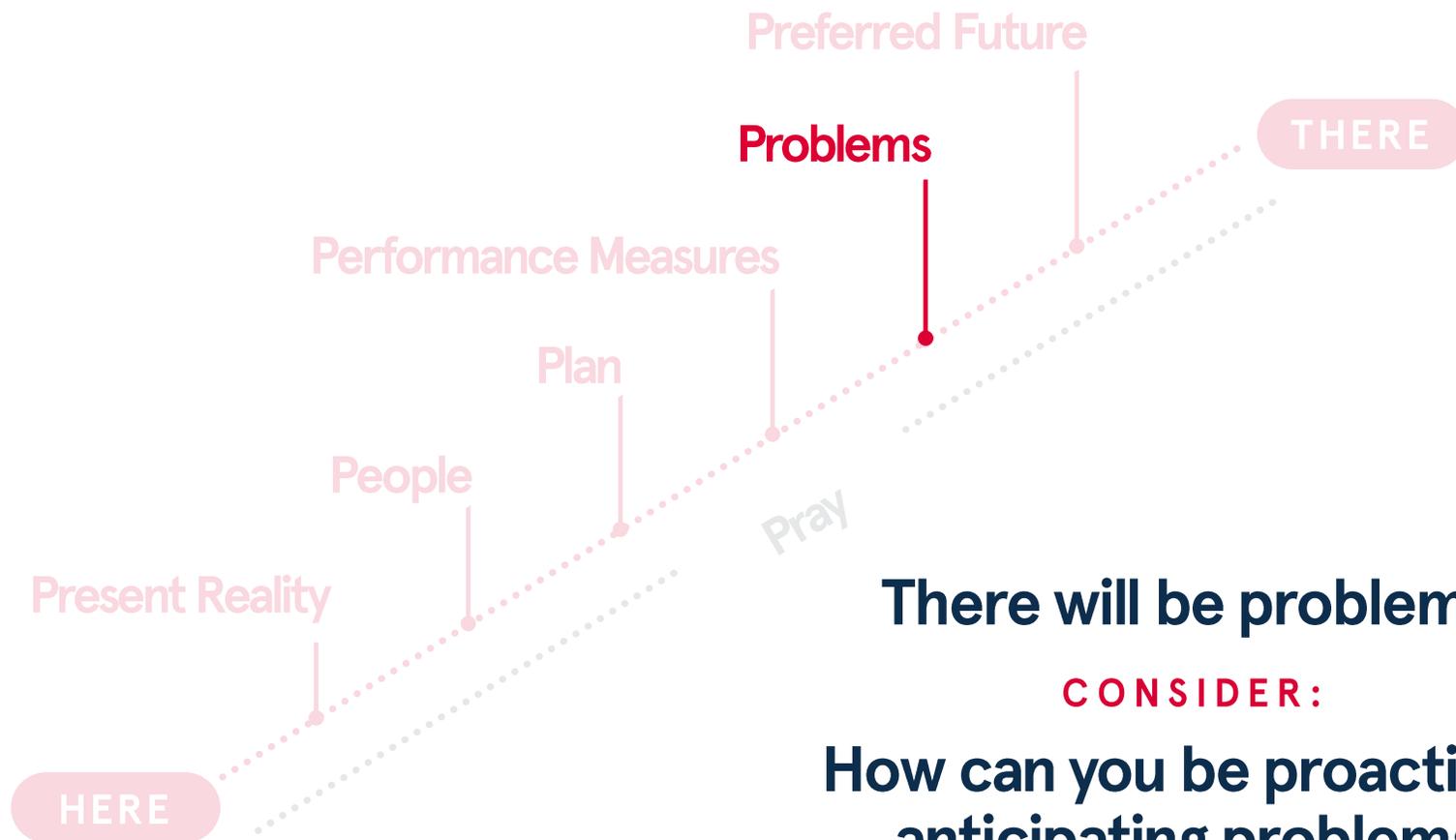
QUESTIONS TO CONSIDER:

What does your plan look like?
What activities will help you reach your preferred future?



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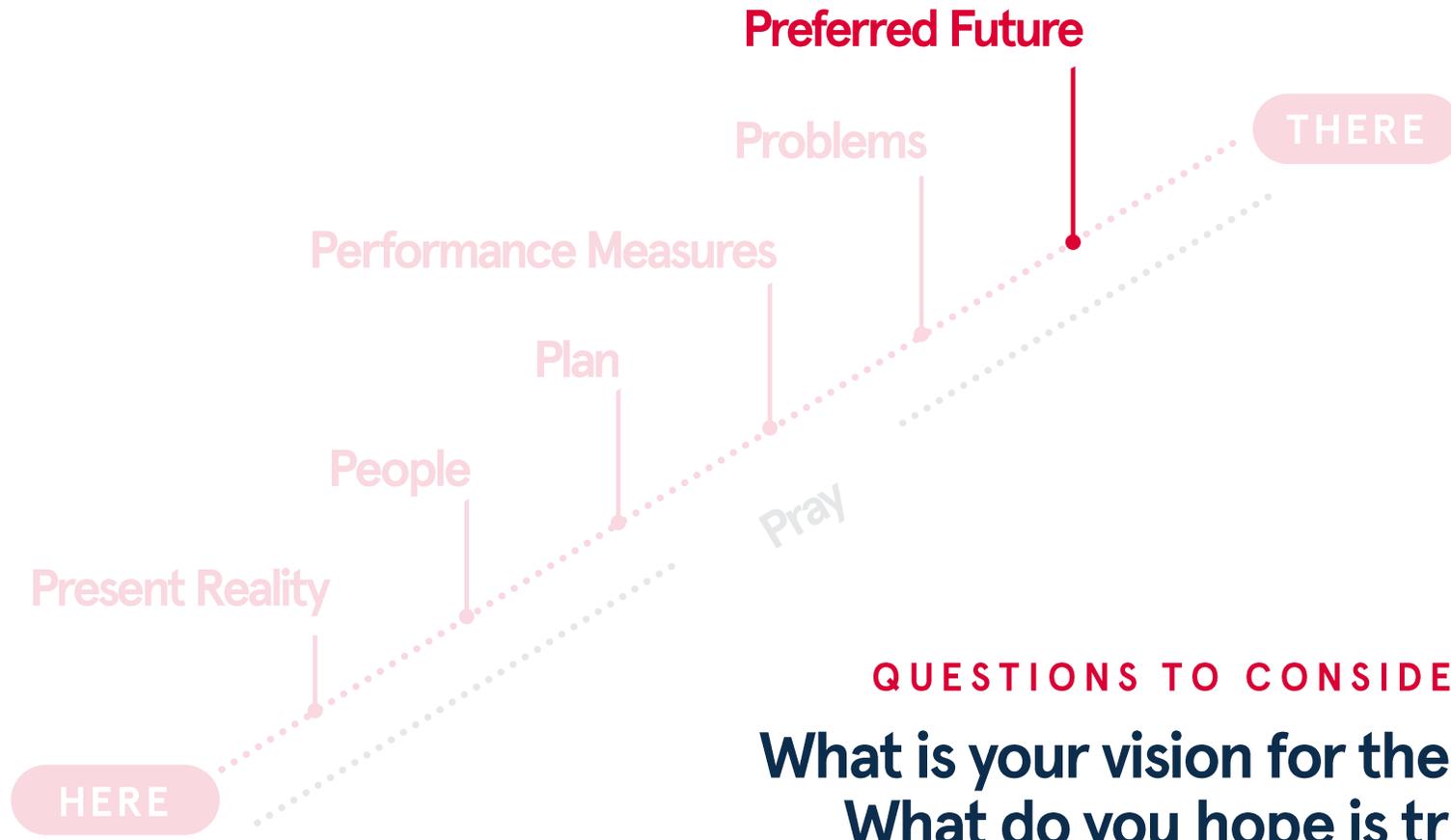
**How will you know if you are winning?
What are you going to measure?**



There will be problems.

CONSIDER:

How can you be proactive in anticipating problems?



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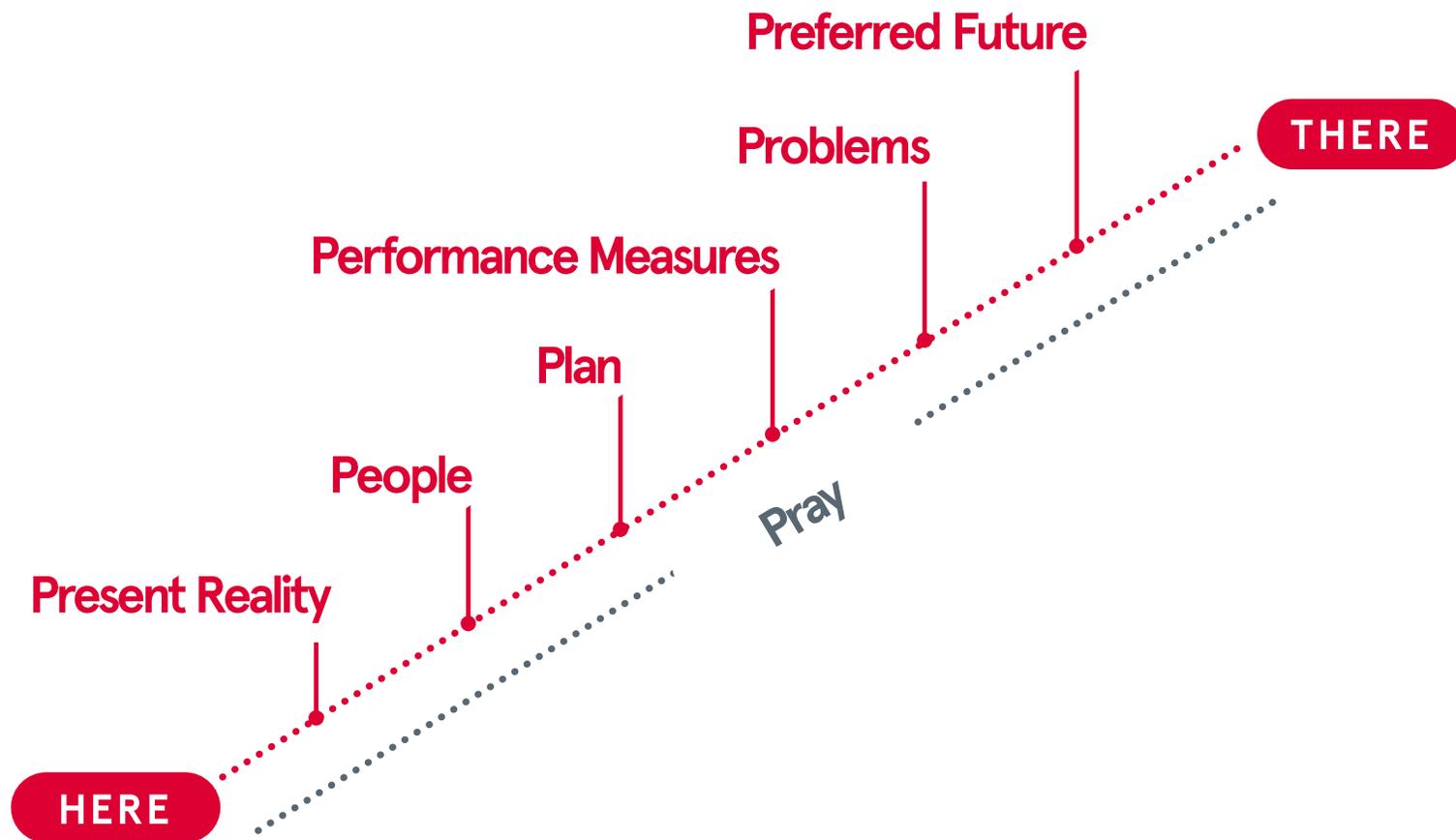
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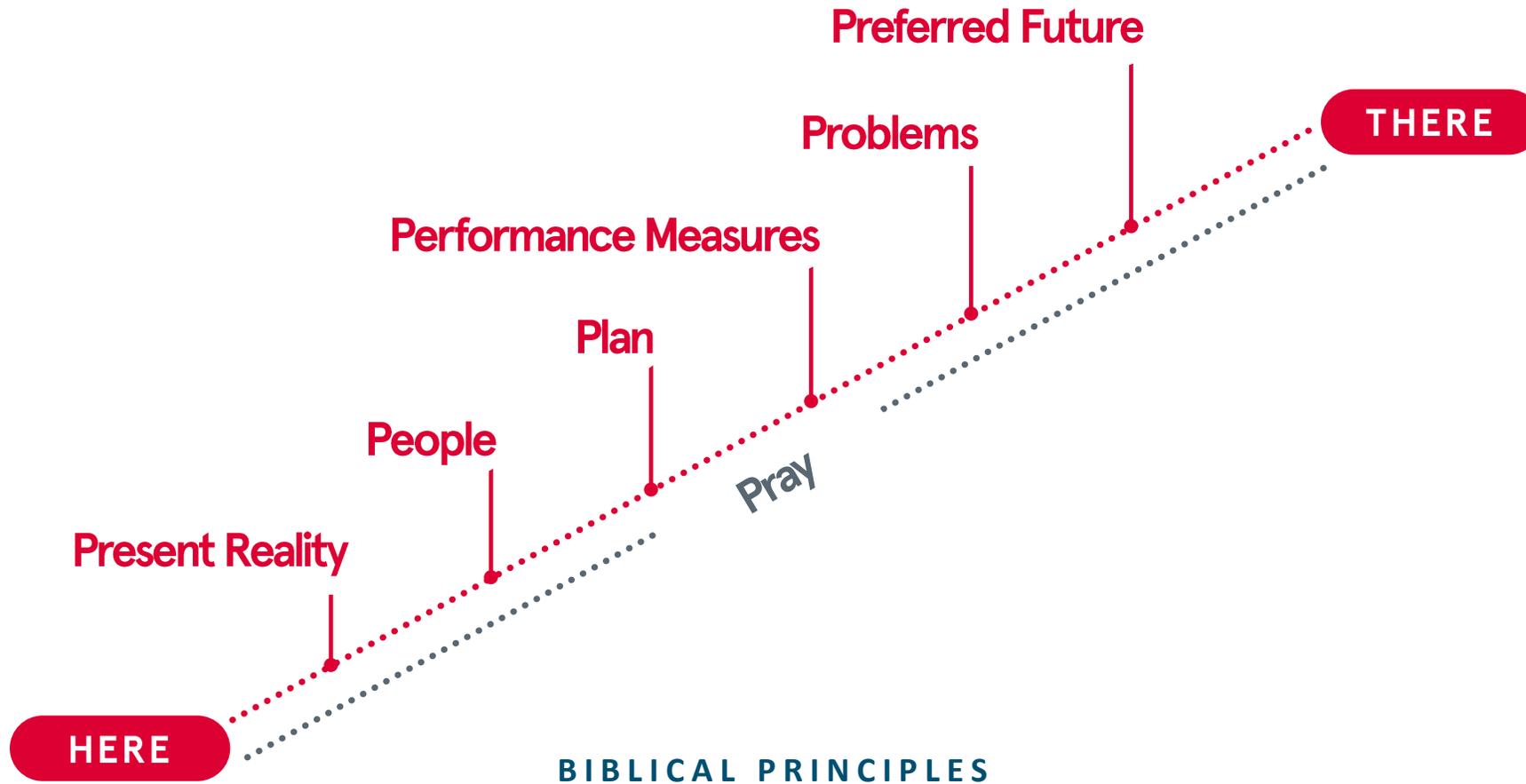




PRAYER VERSES:

James 1:5
Proverbs 16:3





Truth

Grace

Time

BIBLICAL FRAMEWORK

Freedom

Responsibility

Accountability



Thanks