

BusinessFinance

Prophet motive

SUMMARY: The Bible is making its way into the boardroom, as executives of strong faith try to put their spiritual values to work.

The Tampa Tribune-Times, Sunday, August 25, 1996

Business & Finance-3

RELIGION/Faithful business leaders say they emphasize ethics

“**IF IT'S LONELY** at the top for executives, that feeling can be magnified for those with strong religious beliefs.

Many feel the business environment is not a place where they can talk openly about their spiritual commitment, so they look for arenas where they can interact with other like-minded executives for support and inspiration.

Azzarelli finds it through the local chapter of Fellowship of Companies for Christ, an Atlanta-based ministry, and C-12, a tightly knit organization

for business owners and CEOs.

The latter is run by Buck Jacobs, who founded the for-profit group in 1992 and now runs chapters in Tampa, Bradenton and Sarasota.

For \$3,600 a year, C-12 members get a monthly newsletter, individual counseling and support materials on improving company performance while retaining spiritual values. They also meet monthly for a full-day brainstorming session to share experience, plot business strategies and to pray.

Among the issues addressed:

How to react when a competitor lies about you. What to do when an employee steals from the company. How to handle layoffs with compassion.

Says member John Peters: “I bring business problems to the table when there's a conflict I can't solve. We talk it out and they give me advice on how to handle it in a way that brings honor and glory to Jesus.”

Of the original 12 members in the Tampa group, 70 percent remain on board. That tells Jacobs he must be providing a service of value. ””