

Continuum of Redemptive Work



Excellent Work — means to do our very best. We aim for our work to be high quality and error free, whether we are creating something or communicating something. We seek to grow and get better at everything we do.

Blesses Others — means our **excellent work** improves the lives of those we serve. This means our work leads to flourishing for not only customers but also fellow coworkers, vendors, investors, and even our neighbors in the communities where we work. To put it simply, work that blesses others confirms people's dignity and value and allows them to thrive.

Leads to Jesus — means our **excellent work blesses others** in such a way that it opens the door to care for them in lasting spiritual ways. As we commit to making the lives of others better, we find that opportunities for meaningful relationships become clear. People we are serving will start to ask questions, and we will have an open door to sharing the Answer — Jesus.