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BIBLICAL BUSINESS

A FREE GUIDE

THE BIBLICAL BUSINESS GUIDE

TWELVE QUESTIONS OWNERS ACTUALLY ASK.
STRAIGHT ANSWERS ROOTED IN GOD'S WORD.

FOR OWNERS WHO WANT TO RUN
THEIR COMPANY GOD'S WAY

ADAM WEISNER

INSIDE

REAL QUESTIONS. REAL ANSWERS.

Every answer in this guide comes from Adam's Biblical Business videos, where he opens God's Word and applies it to running a company, practically and pragmatically, as an active CEO. Each one gives you the verse, what it means for your business, and something to do this week.

01	How do I hire the right people?	HIRING
02	Should I hire for experience or for character?	HIRING
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HOW DO I HIRE THE RIGHT PEOPLE?

THE VERSE

All these, men of war, arrayed in battle order, came to Hebron with a whole heart to make David king over all Israel. Likewise, all the rest of Israel were of a single mind to make David king.

1 CHRONICLES 12:38 (ESV)

WHAT IT MEANS

When David became king, the men who gathered around him had history. They had shown they could perform under pressure. But ability was only part of why they mattered. Scripture keeps pointing to their whole heart and single mind.

And before David went into battle, he inquired of God. Twice. Same enemy, different direction.

> "Proven ability, wholehearted alignment and direction from the Lord."
>
> ADAM WEISNER

DO THIS WEEK

Before your next hire, ask three questions:

- Has this person proven they can carry the weight?
- Is their heart fully aligned with the assignment?
- Have I actually sought the Lord before bringing him in?

GO DEEPER

Building a team people would follow anywhere is Law 6 in the book: The Hot Dog Stand Effect.

From: Biblical Business series, Instagram, Jul 28, 2026

SHOULD I HIRE FOR EXPERIENCE OR FOR CHARACTER?

THE VERSE

But the Lord said to Samuel, "Do not look on his appearance or on the height of his stature, because I have rejected him. For the Lord sees not as man sees: man looks on the outward appearance, but the Lord looks on the heart."

1 SAMUEL 16:7 (ESV)

WHAT IT MEANS

When Adam launched a bank and opened 22 locations across the country, he didn't recruit from other banks. He went to hotels and restaurants, places where hospitality was at the center of the work.

The passage isn't a hiring manual. It shows how God sees people. A resume tells you what someone has done. It doesn't tell you who they are.

> "Teaching people about banking is easy, but teaching people how to genuinely care is nearly impossible."
>
> ADAM WEISNER

DO THIS WEEK

Add these to your next interview:

- Ask: "Tell me about a time someone demonstrated deep care for you and what that meant to you."
- Ask: "Tell me about a time you demonstrated deep care for somebody and how you did it."
- Listen for what's behind the answer. Did they pick up on the cues you shared?

GO DEEPER

How to build a company that cares for its people is Law 6 in the book.

From: Biblical Business series, Instagram, Aug 27, 2026

SHOULD I THROW MONEY AT THIS PROBLEM?

THE VERSE

Through sloth the roof sinks in, and through indolence the house leaks. Bread is made for laughter, and wine gladdens life, and money answers everything.

ECCLESIASTES 10:18-19 (ESV)

WHAT IT MEANS

Yes, the Bible says money answers everything. Context matters. In this passage the house is falling apart because the people responsible for it aren't taking care of it, and their answer is money. It's the fool's answer.

We do the same thing in our companies. Sales are down, spend more on marketing. The team is struggling, hire more people. Operations feel messy, buy new software.

> "You can't, and you never will, outspend bad stewardship."
>
> ADAM WEISNER

DO THIS WEEK

Before you spend, ask yourself:

- Do I actually have a resource problem, or am I failing to steward what is already in front of me?
- Is this actually a money problem, or is this a leadership and accountability problem?
- If I couldn't spend another dollar, how would I go about solving this problem?

GO DEEPER

The cash discipline that keeps a business alive is Law 3 in the book: The Net 7 Method.

From: Biblical Business series, Instagram, Sep 26, 2026

MY PEOPLE FEEL INVISIBLE. WHAT DO I DO?

THE VERSE

Therefore encourage one another and build one another up, just as you are doing.

1 THESSALONIANS 5:11 (ESV)

WHAT IT MEANS

Most leaders think people leave because of money or because the work is too hard. A lot of people disconnect because they feel invisible, like their effort goes unnoticed.

Leaders wake up thinking about the business and assume everyone knows what they're thinking. Meanwhile, everybody is busy doing their own work. The people who work for you have been put in your care.

> "The simple act of calling somebody and telling them that you're grateful for them can change the trajectory of your whole business."
>
> ADAM WEISNER

DO THIS WEEK

This week:

- Call one person at your company today. Take five minutes.
- Tell them two things: that you're grateful for them, and specifically why.
- Not a thumbs up or an "amazing work!" email. If they don't take calls, send a voice note.

GO DEEPER

Serving your people before they have to ask is Law 6 in the book.

From: Biblical Business series, Instagram, Jul 30, 2026

I'M BURNT OUT FROM CARRYING ALL OF IT.

THE VERSE

Consider the ravens: they neither sow nor reap, they have neither storehouse nor barn, and yet God feeds them. Of how much more value are you than the birds! And which of you by being anxious can add a single hour to his span of life?

LUKE 12:24-25 (ESV)

WHAT IT MEANS

You're burnt out because you still think you're the one doing the providing. When you plant and water, you are not the one who brings the rain. When you pull up the sail, you are not the one who brings the wind.

Proverbs 23:4 says, "Do not toil to acquire wealth; be discerning enough to desist." Work is good. Relentless striving, with your security rooted in money, will destroy you.

> "God is the provider. You are the planter."
>
> ADAM WEISNER

DO THIS WEEK

If this is you:

- Pause and pray before the next decision that's keeping you up.
- Spend time with God, and with other people who love Him.
- If you've been relentlessly striving, make a pivot. It's not too late.

GO DEEPER

Building a business that doesn't depend on you carrying everything is Law 7 in the book: Asymmetric Endurance.

From: Instagram, Oct 2, 2026, and Biblical Business series, Instagram, May 9, 2026

EVERYTHING FEELS URGENT. WHAT DO I WORK ON?

THE VERSE

And rising very early in the morning, while it was still dark, he departed and went out to a desolate place, and there he prayed. And Simon and those who were with him searched for him, and they found him and said to him, "Everyone is looking for you." And he said to them, "Let us go on to the next towns, that I may preach there also, for that is why I came out."

MARK 1:35-38 (ESV)

WHAT IT MEANS

The whole city had gathered at the door. The needs were real, and there was more work Jesus could have done. Then the pressure arrives: everyone is looking for you.

Jesus went where He was sent. At the end of His ministry He says, "I glorified you on earth, having accomplished the work that you gave me to do" (John 17:4). The work God gave Him, not the work everyone else felt was urgent.

> "Jesus does not let the pressure of the situation decide what he does next."
>
> ADAM WEISNER

DO THIS WEEK

This week:

- Start the day the way Jesus did: pray before you open the inbox.
- When something feels urgent, ask: is this the work God has put on my heart, or just the loudest thing in front of me?
- Say no to one "exciting opportunity" this week that is really a shiny object.

GO DEEPER

Turning what's on your heart into goals your team executes every month is Law 5 in the book: Decision Velocity.

From: Biblical Business series, Instagram, Sep 23, 2026

SHOULD I TAKE THE DEAL?

THE VERSE

Better is a handful of quietness than two hands full of toil and a striving after wind.

ECCLESIASTES 4:6 (ESV)

WHAT IT MEANS

Adam talked with an owner considering a merger. More capital, more scale, more profit. He also owned the whole company, made great money, controlled his schedule and went to all his family events. The deal would increase his income and take his time.

The Lord may be calling you to something bigger. But more money, more responsibility and more pressure can get you scale without getting you where you actually want to go.

> "But before you say yes, you have to know what you're saying yes to. You also need to know why."
>
> ADAM WEISNER

DO THIS WEEK

Before you sign:

- Write down what the extra scale and profit is for.
- Ask: will this lead me to a life I actually want?
- Apply it to any big yes: a job, a move, a partnership.

GO DEEPER

Knowing why your business exists, beyond the money, is Law 1 in the book: Purpose Beyond Profit.

From: Biblical Business series, Instagram, Jul 28, 2026

IS MY BUSINESS CHRISTIAN IF JESUS' NAME IS ON THE DOOR?

THE VERSE

"Woe to you, scribes and Pharisees, hypocrites! For you are like whitewashed tombs, which outwardly appear beautiful, but within are full of dead people's bones and all uncleanness."

MATTHEW 23:27 (ESV)

WHAT IT MEANS

Plenty of businesses put Jesus' name all over everything and don't lead from a Biblical worldview at all. The outside is not what's important. The heart is.

That means running the business on Biblical principles: how you manage money, how you market, how you lead your people, and how you care for them and their families.

> "Leading a Biblical business does not mean plastering Jesus' name all over everything."
>
> ADAM WEISNER

DO THIS WEEK

This week:

- Would Adam encourage you to put it on the front door? Absolutely. Just don't stop there.
- Pick one area this week (money, marketing or people) and ask what God's Word says about how you're running it.
- Change one thing that only looks good from the outside.

GO DEEPER

The book walks through what God's Word says about running every part of a company.

From: Instagram, Aug 5, 2026

HOW DO I HANDLE SUCCESS AND FAILURE?

THE VERSE

Beware lest you say in your heart, 'My power and the might of my hand have gotten me this wealth.' You shall remember the Lord your God, for it is he who gives you power to get wealth.

DEUTERONOMY 8:17-18 (ESV)

WHAT IT MEANS

Success gets to your head. You start believing the hype, that you're the one making it all happen. Failure gets to your heart. You lose a deal and start believing you are a failure.

Colossians 3:3 says your life is hidden with Christ in God. Colossians 3:23 says, "Whatever you do, work heartily, as for the Lord and not for men." You plant and water. The outcomes are not yours.

> "Success does not have to go to your head, and failure does not have to go to your heart."
>
> ADAM WEISNER

DO THIS WEEK

Work hard, as to the Lord:

- Go after the big things. Set a big goal. Build something excellent.
- When you succeed, remember who gave you that ability.
- If you fail, remember who gives you your identity.

GO DEEPER

The book shows how to set big goals and keep your identity out of the scoreboard.

From: Biblical Business series, Instagram, Aug 12, 2026

IS AI MOVING MY BUSINESS FORWARD, OR JUST MAKING ME FEEL BUSY?

THE VERSE

But be doers of the word, and not hearers only, deceiving yourselves.

JAMES 1:22 (ESV)

WHAT IT MEANS

You can ask AI what's wrong with your offer, have it build a strategy, write the email and plan the next steps. Three hours later you feel productive, and you're in the same exact place because nothing's been done.

James calls that self-deception, like a man who looks in a mirror and walks away. AI can be a mirror for your business. It shows you the problem. You still have to act.

> "AI can give you information and it can help you organize your thoughts. But it should never become the authority that you use to make decisions."
>
> ADAM WEISNER

DO THIS WEEK

The rule:

- Use AI as a tool.
- Take what it gives you back to Scripture and test it.
- Then do the thing. Make the call, have the conversation, ship the decision.

GO DEEPER

Getting decisions made and executed fast is Law 5 in the book.

From: Biblical Business series, Instagram, Aug 3, 2026

AM I PLAYING IT TOO SAFE?

THE VERSE

So I was afraid, and I went and hid your talent in the ground. Here, you have what is yours.

MATTHEW 25:25 (ESV)

WHAT IT MEANS

In the parable of the talents, two servants doubled what they were given and heard, "Well done, good and faithful servant." The one who played it safe because he was afraid was called wicked and slothful.

A talent was around 75 pounds of gold. We are stewards of our time, talent and treasure, and our job is to steward it well.

> "Not burying it and hiding it away because we're afraid of what will happen."
>
> ADAM WEISNER

DO THIS WEEK

This week:

- Name one thing in your business you've buried because you were afraid.
- Ask what multiplying it for His glory would look like.
- Take the first step this week.

GO DEEPER

The book is built on stewardship: running God's business, not yours.

From: Biblical Business series, Instagram, Apr 2, 2026

DO I ADMIT TO MY TEAM THAT I WAS WRONG?

THE VERSE

I tell you, this man went down to his house justified, rather than the other. For everyone who exalts himself will be humbled, but the one who humbles himself will be exalted.

LUKE 18:14 (ESV)

WHAT IT MEANS

The Pharisee thanked God he wasn't like other men. The despised tax collector wouldn't lift his eyes and prayed, “God, be merciful to me, a sinner!” Jesus says he went home justified.

When you lead people, it's way easier to avoid those conversations. Proverbs 28:13: “He who confesses and forsakes them will obtain mercy.”

> “Confessing your sin is a violent act against your pride.”
>
> ADAM WEISNER

DO THIS WEEK

This week:

- Think of one person on your team who needs more than an explanation from you.
- Say “I was wrong,” and say exactly how you were wrong.
- Ask for forgiveness.

GO DEEPER

The book shows how servant leadership builds a team that trusts you.

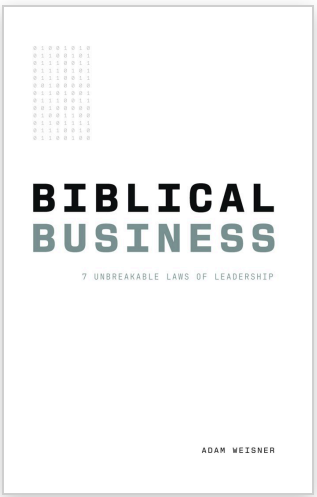
From: Biblical Business series, Instagram, Aug 14, 2026

WHAT'S NEXT

IF THIS HELPED, THE BOOK IS THE FULL SYSTEM.

These are answers to single questions. *Biblical Business: 7 Unbreakable Laws of Leadership* is the whole system: the 7 Laws Adam uses every day as a CEO, with the stories, the Scripture and the tools behind each one.

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ADAM WEISNER is CEO of Sherman Research, an investment research firm, and former president of an automotive suspension manufacturer. He coaches CEOs and owners and is the author of *Biblical Business: 7 Unbreakable Laws of Leadership*.

How this guide was made: drafted with AI from transcripts of Adam's Biblical Business videos. Quotes marked with his name are his words, word for word. Reviewed and approved by Adam.

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