

**CREATING THRIVING FAMILIES BY  
CHANGING THE WAY BUSINESS OWNERS  
THINK AND ACT IN THEIR BUSINESSES**

**A REFLECTIVE ESSAY SUBMITTED BY ANDY HOFMEYR ON THE 31<sup>ST</sup> AUGUST 2023 FOR  
COMPLETION OF BLS200**

This paper will describe how BLS200 has impacted my perspective and approach to my Business Coaching. It will focus on my calling, the concept of stewardship, and how BLS200 has provided a new lens for me through which to view my ActionCoach Business Coaching approach and material.

Lesson 11 of BLS200 emphasizes that a primary issue is us knowing what we were created to do, and then doing it. For the first 18 months after buying my ActionCoach Business coaching franchise I struggled to work out why someone would choose to have me as their business coach as opposed to my colleagues who had more coaching experience than I had. Through trial and error and plenty of prayer I realized what my why, my calling was, and that is to create thriving families through my business coaching work. I can now see that God was preparing me my whole life for this role. It has been very encouraging through BLS to realize that God views the family unit as the building block of nations. It is in our families that relationships are modelled, our worldview formed, our work ethic, stewardship and other foundations laid. The teachings of BLS200 have made me more certain than ever of my calling and increased my excitement and expectation of what God can do through my business coaching. Through my work I am investing in building God's kingdom while I am still here on earth. What a privilege!

BLS200 has highlighted the importance of stewardship and challenged me on this front. The parable of the talents in Mathew 25 hit me hard. It caused me to really examine what God has entrusted me with and what return on his investment (ROI) I am providing. My conclusion was that my ROI is far from what God desires. As a result, I have made a concerted effort to increase the impact I am having through embracing further coaching

training, through offering a 12 month group Education and Accountability program, being certified in a 12 week Management Masterclass offering. The result is that I am impacting more people than I was a year ago. I am conscious of adopting the attitude as found in Colossians 3: 23, 24 i.e. whatever I do, I do heartily for it is God I am serving.

The lessons on Spiritual Warfare, Business Prayers, and our roles as Kings and Priests in the market place, have equipped me to be a better steward. I have been reminded me that I cannot do my business coaching relying on my own strength but need to rely on prayer and allowing the Holy Spirit to guide me. In the lesson 'How to hear from God in your business' I learned that the Holy Spirit often interrupts us. So whilst I typically have a plan for what I am doing, I do my best to be sensitive to being interrupted by the Holy Spirit.

The phrase 'The boundaries of your ministry are determined by the boundaries of your prayer life'<sup>1</sup> has stuck with me and is a constant reminder that if I want to be a good steward of what God has entrusted me with, I need to make prayer a priority. I realized that I do more 'general prayers' with respect to my business than 'specific prayers' and have started praying more specifically for clients, their specific challenges etc. Lauren, my wife, and I have also started praying together in the mornings on waking up, something which we have never done regularly in our 31 years of marriage. Deuteronomy 8:18 'You shall remember the Lord your God, for it is he who gives you power to get wealth'.<sup>2</sup>

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<sup>1</sup> Dennis Peacocke, *BLS200, Video Lesson 8*. GoStrategic, 2023

<sup>2</sup> Moses, *Deuteronomy 8 vs 18*, English Standard Version, 2016, YouVersion Mobile App.

At the beginning of this year I sensed that God was going to bless my business and that this would be a year of growth, which it has indeed been. I recognized I would need some assistance in the business and suggested to Lauren that she join me. We committed this to the Lord in prayer and in July made the call for Lauren to join part time in August, and at the end of this year leave her teaching post and join the business full time in a logistics and member coordination position. A great example of God's green light process.

People are at the core of all businesses. For a business to succeed, it is important to have the right people in the right positions in the company, or 'the right people on the bus'<sup>3</sup> as described in Good to Great. BLS200 has taught me that this not only makes sense from a business operational perspective, but that part of our responsibilities as business owners is helping people to find God's will and placement for their lives, which includes their employment. This translates to business owners making sure that they have the right people employed and that people are serving in the right position in their company.

My vision is to create thriving families *by changing the way business owners think and act in their businesses*. One area is how they approach challenges/problems. I encourage them to adopt a growth mindset that there is no failure, you win or you learn. Ryan Holiday says that '... obstacles are not only to be expected but embraced. Embraced? Yes, because these obstacles are actually opportunities to test ourselves, to try new things, and ultimately, to triumph.'<sup>4</sup> BLS200 provided me with a similar but different perspective that problems are designed by God to promote us, protect us, enlighten us and change us. In

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<sup>3</sup> Jim Collins, *Good To Great* (London: Random House Business, 2001), 41 – 64

<sup>4</sup> Ryan Holiday, *The Obstacle is The Way* (London: Profile Books, 2015), 10

this context, the words of Olympic medalist Patricia Miranda ring true “If you only go through life doing stuff that’s easy, shame on you.”<sup>5</sup>

The transformation principles I have been exposed to in BLS200 have provided me with another lens through which to view much of my business coaching material and approach. This has provided me with a new perspective on my business coaching and increased my confidence that my coaching is in alignment with God’s principles.

Being intentional about personal growth is often a new concept to my clients. James Allen describes the lot of most people “People are anxious to improve their circumstances but are unwilling to improve themselves, they therefore remain bound”<sup>6</sup>. I encourage my clients to ask themselves who they need to BEcome to be the kind of person capable of DOing what needs to be done to HAVE what they want to have. In ActionCoach we refer to this as BE X DO = HAVE. The Be Do Have approach is mentioned in the explanation of Transformation Principle #16 which aligns with my approach – “*You must understand that change comes from the inside- out and the bottom – up, while leadership comes from the top – down*”<sup>7</sup>.

I often tell my clients ‘True communication is the response you get’ which means that no matter what you think you have communicated, the test is how your communication has been received and understood by the other party. This is consistent with Transformation

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<sup>5</sup> Carol S. Dweck, *Mindset* (New York: Robinson, 2017), 21

<sup>6</sup> John Maxwell, *The 15 Invaluable Laws of Growth* (New York: Center Street, 2014), 2

<sup>7</sup> Dennis Peacocke, *GoBusiness200 Student Manual* (GoStrategic, 2019), 83

Principle #29: *“Yo<sup>8</sup>u must mean the same things with your words as those hearing them do.”*

Once a quarter my clients take a full day out of their business to look in the ‘rearview mirror’ and review the previous three months in their business, concentrating on the wins, the challenges and the learnings. They then set three business goals for the next quarter and develop a weekly plan of action to reach them. This is in alignment with Transformation Principle #31: *“You must set goals to achieve along the way that are both measurable and motivational”*.<sup>9</sup>

In conclusion, BLS200 has impacted my personal life, my marriage and my business. I am actively working on being a better steward of what God has entrusted me with. I have another lens to view my business coaching approach and material through. My revenue for the first 6 months of this financial year is 69% higher than the corresponding period of last year. Whilst there are many factors influencing this, I believe that BLS200 has been an important part of this equation in that it has educated and challenged me, causing me to change some of my perspectives and actions.

Last but not least, I am now even more certain of my calling, which is ‘To create thriving families by changing the way business owners think and act in their businesses’.

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<sup>8</sup> Ibid, 129

<sup>9</sup> Ibid, 129

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