

THE FAMILY  
BUSINESS

Personal and Small Group Reflection Guide



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G E O F F P E T E R S

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# THE FAMILY BUSINESS

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## Personal and Small Group Reflection Guide

### INTRODUCTION

**Family.** For some, this word conjures feelings of love, warmth, and acceptance. For others, it's the complete opposite, igniting feelings of sadness or rejection, abandonment or even anger.

Whether you define family as the folks around your dinner table or your fellow Christ followers around the globe, the Trinity – Father, Son and Holy Spirit – calls us to reflect God's love, beauty, compassion, and generosity to those near and far.

This is no small task. In fact, some days it can feel virtually impossible. But when we learn to accept how we were uniquely made and give ourselves just a little of the grace God extends so freely to us, we can try anew each morning to confidently, lovingly, step into the life God has designed specifically for each of us.

Are you ready to come face to face with your true identity?

Do you have a heart to embrace your role within God's greater plan?

**Welcome to the family business.**



## CHAPTER 1

# THE THREE OF US

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### General Reflection

- a. Do you see any parallels between Jesse's wishes for his children and God's wishes for us, His children?
- b. There are communities on Jesse's map without a Jesse's Hardware store. What are some places you know of (locally or around the world) without a church?

### Personal Connection

- a. Jesse's invitation to Holly changes her life. Have you ever received a potentially life-changing invitation? Did you accept it? If so, how did it impact the course of your future?
- b. Can you see the image of Christ in the life of Emma? How?
- c. Can you see the image of the Holy Spirit in the life of Holly? How?
- d. How is the dynamic of your family similar or different to Jesse's family?

### The Word

#### a. **Ephesians 4:22-24:**

As followers of Christ, this is a good reminder of the first, big step we took, accepting the invitation to be made new. Why is it important to God that we put away our former lives? What is God trying to accomplish? Are you still waiting to respond?

#### b. **Acts 1:8:**

This passage records Christ's final words to all who follow Him, before His ascension. What does this verse mean? What is it telling us?

[Click for a Deeper Dive on THE THREE OF US](#) 



## CHAPTER 2

# AN OPEN INVITATION

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### General Reflection

- a. How does Jesse's description of the Jesse's Hardware brand compare with the way people in your community see the Christian church? What is similar? What is different?
- b. Some of Jesse's children are faster decision makers than others. Are you typically someone who decides quickly, or takes more time? Why?

### Personal Connection

- a. Do you see yourself in any of Jesse's children? Which one(s)? Why?
- b. Which person in your life knows you best? Would you rely on this person to advise you in life? Why or why not?
- c. Jesse tells his kids to bring their full lives and selves to the company. How does this compare with your understanding of God's call for us to join His work in the world?

### The Word

- a. **Matthew 4: 18-22:**  
Calling His first disciples into action, Jesus asks these fishermen to instead be "fishers of men." They went immediately, He called, and they acted. How have you responded in action to Christ's call on your life? Did it take some time, or was your response immediate?
- b. **Matthew 5: 13-16:**  
Christ uses two different metaphors back-to-back to explain who we are and why we're here. What are the consistencies between salt and light? How do you reflect these ideas in your life?

[Click for a Deeper Dive on OPEN INVITATION](#) 

## CHAPTER 3

# EVIE

EVIE IS SMART AND STRONG, AND SHE KNOWS HER LOOKS GIVE HER A LEG UP IN THE WORLD. She got a public relations degree from Drake University and has worked in PR her whole life. She has risen to the top of her firm, due to talent and a brazen desire to do what she wants – even if it’s against the rules. Evie eats organically, practices yoga religiously and drinks wine nightly. As the oldest of her siblings, Evie is the responsible big sister who wants to earn the respect of her father. Evie’s work hard, play hard mentality has gotten her far professionally, yet her inability to trust others hurts her personal life. She knows she’s a control freak, and she’s okay with it. Anyone who pushes back against her doesn’t last long.





## CHAPTER 3 | EVIE

### General Reflection

- a. What do you think Evie wants out of life? What is her deepest longing?
- b. What is the false message Evie believes about herself? How does that impact her thought process surrounding Jesse's invitation?
- c. If Jesse hadn't asked Evie to join the family business, do you think she would have eventually suggested it on her own? Why or why not?

### Personal Connection

- a. Evie asks Addison, "Do you ever wonder why God put you here on earth?" Have you ever asked yourself that question? What was going on in your life in that season? What did you learn? Are you wrestling with that question today?
- b. Evie tries to act like she's got it all together. Have you ever attempted to maintain a perfectly polished life? If so, how did it impact your faith? How did it impact your relationships?

- c. Like Evie, have you ever spent time honestly reflecting on your character and/or personality? What would God say about your self-assessment? If you are comfortable, share some of your reflections.

### The Word

#### a. **1 Peter 2:9:**

Scripture states that all believers – including you and me – have been chosen for a purpose. What is that purpose and how do you live it out?

#### b. **Matthew 28:18-20:**

On Easter night, after rising from the dead, Christ appears to His disciples and gives them a Great Commission – instructions for what all His disciples will do going forward. How would you describe this "Great Commission?" Since we have chosen to be disciples of Christ, what then, is our job? How is this passage similar to what we read earlier in Acts 1:8?

[Click for a Deeper Dive on EVIE](#) 



## CHAPTER 4

# DAVE

DAVE IS A CHARMING, CURLY-HAIRED, GUITAR-PLAYING PSYCHOTHERAPIST. His quiet strength and wisdom have earned him a respected position within the community, where he runs a small but successful counseling practice. Dave has always been inclined to play it safe. When a high school counselor suggested a future in psychotherapy based on one career assessment, Dave followed. Dave's ability to peer deep into people's souls and understand their pain has given him a magnetic quality with people who are broken. Dave plays in a small band that performs in bars around town on the weekends. He loves music and the camaraderie with his bandmates. If he's honest, Dave will also tell you he loves the ladies. Dave always seems to have a new girlfriend on his arm.



## CHAPTER 4 | DAVE



### General Reflection

- a. What do you think Dave wants out of life? What is his deepest longing?
- b. What is the false message Dave believes about himself? How does that impact his thought process surrounding Jesse's invitation?



### Personal Connection

- a. Like Dave, have you ever thought the cost of following God's plan was too great? Have you worried that you would have to give up your own goals and dreams to fulfill God's? Reflect on your personal experiences.
- b. Dave's friend proposes that perhaps there's another way — maybe Jesse isn't asking for an "all-or-nothing proposition" but a "yes, and." What might a "yes, and" situation look like in your life?
- c. Dave gravitates toward the familiar. He likes to play it safe and maintain his independence. Share about a time in your life when you took a big risk or leaped out in faith. What did you learn from that experience? What did you learn about God?



### The Word

#### a. Ephesians 2:10:

Scripture says we are God's "handiwork," created to do "good works." What does this mean to you? How do you live out your life – and your true nature – for the purposes of God?

#### b. 1 Corinthians 12:12-20:

The author, Paul, reminds us that each of us serves a purpose. As you consider God's work in the world, what can you do that others cannot do as easily? Is there something from your past which makes you uniquely qualified to connect with others who have a shared experience?

[Click for a Deeper Dive on DAVE](#) ▶



## CHAPTER 5

# ZACH

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Zach IS KNOWN FOR HIS BOYISH GRIN AND HIS ROLE AS FAMILY PEACE MAKER. Often, Zach's quick wit and good humor provide a welcome breath of fresh air in a tense room, yet it also translates into relationships that lack any sort of real depth. Zach has a successful role as a marketing director, in spite of himself. He's amiable, patient, and a devoted company man, which makes him an asset. His downfall is in leadership; Zach doesn't feel comfortable or equipped to manage difficult or awkward situations, instead relying on humor to stem the tide, change the subject, or simply make the problem go away in the moment. Zach is oblivious to his good fortune in birth and in life, and often takes the path of least resistance if it bears well for him.





## CHAPTER 5 | ZACH

### General Reflection

- a. What do you think Zach wants out of life? What is his deepest longing?
- b. What is the false message Zach believes about himself? How does that impact his thought process surrounding Jesse's invitation?

### Personal Connection

- a. Zach hesitates to accept Jesse's offer because he doesn't know what to expect. Have you ever regretted saying no to an opportunity because you didn't know how it would turn out? What lesson(s) did you learn from that experience?
- b. Zach wants to prove himself to Jesse and earn his place in the company, but the way performance is measured at Jesse's Hardware is a little unorthodox. Have you ever tried to prove yourself to God? What did that look like and what was the result?
- c. Words have incredible power to shape our identity and self-worth. Share a time when you allowed the words of others to impact

your spirit negatively or positively. Then take a few minutes to reflect on your God-given identity in Jesus Christ. What characteristics come to mind? Choose one that you want to focus on this week.

- d. What would it look like to wake up each day firmly rooted in your identity as a child of God? How could that change how you handle criticism, failure, or self-doubt?

### The Word

#### a. Galatians 1:10:

What does this verse mean to you? Who are you trying to please?

#### b. Matthew 17:14-21:

Being a disciple requires exercising our faith muscles. It requires stepping into situation because God asks us to and having faith that He will be with us as we obey. How do you stretch your faith muscles? When have you stepped outside your comfort zone to be used by God?

[Click for a Deeper Dive on ZACH](#) 



## CHAPTER 6

# BECCA

BECCA IS A KINDERGARTEN TEACHER AT THE SCHOOL SHE AND HER SIBLINGS ATTENDED IN IOWA. She is married to the principal of the school, a man 20 years her senior, and they have one child, a 7-year-old girl. Becca's daughter is the apple of her eye. She would move mountains for her. Becca is a hard worker, a good teacher and a devoted wife and mother. She is the most domestic of the siblings, spending any spare time she has on the 4 Cs: cooking, cleaning, canning, and crafting. Becca strives to make her home look like the "after" images on her favorite home remodeling shows. That translates to a healthy decorating budget that she acquires by shifting numbers within her husband's household budgeting tool. She knows what she wants, and one way or another, she figures out how to get it.



## CHAPTER 6 | BECCA



### General Reflection

- a. What do you think Becca wants out of life? What is her deepest longing?
- b. What is the false message Becca believes about herself? How does that impact her thought process surrounding Jesse's invitation?



### Personal Connection

- a. Becca has been subjected to her fair share of rumors, public scrutiny, and judgement. Have you ever experienced unfair judgement or criticism because of your faith? How did you respond?
- b. Can you relate to "picking and choosing" when to speak up about your faith or identity as a Jesus follower? What are the most common factors that hold you back from living openly?
- c. Do others know that you are a Christian? Is there a disconnect in your life between who you are in public and what you do when no one is watching? Why or why not?



### The Word

**a. Romans 8:35-37:**

His love for us and His love through us give us what we need to be "more than conquerors." Where do you need this reminder in your life right now?

**b. Ephesians 6:10-13:**

The real battle we face is with the enemy who counts it a win every time a follower of Christ steps off the path Christ has laid before us. The human, earthly battles are another of the devil's tools. What are the earthly battles you've been fighting lately? How is the enemy using them to entice or push you off the path of Christ?

[Click for a Deeper Dive on BECCA](#) ↻

## CHAPTER 7

# MO

MO IS THE CEO OF A NONPROFIT ORGANIZATION CALLED SQUASH, WHICH WORKS TO COMBAT URBAN FOOD DESERTS IN THE MIDWEST. As a kid, Mo always had his nose buried in a book, and was even considered a nerd. His school reputation changed when he took on the playground bully in 6th grade in defense of a boy even smaller and nerdier than Mo. Today Mo still stands up for the underdogs. He has been approached by many different national organizations who have been impressed by Squash, and he has received exciting job offers in both Los Angeles and New York. But Mo's recurring self-doubt and faltering self-esteem keep him in the Midwest, where he's comfortable.





## CHAPTER 7 | MO

### General Reflection

- a. What do you think Mo wants out of life? What is his deepest longing?
- b. What is the false message Mo believes about himself? How does that impact his thought process surrounding Jesse's invitation?

### Personal Connection

- a. How do you respond when life feels out of control? Do you display fear or anger? Do you act or retreat? Elaborate on your most common emotions and/or behaviors.
- b. Share a time in your life when things suddenly veered off course. The situation might have involved your work life, finances, relationships, or all of the above. Looking back, where was God in that? What did you learn from the experience?
- c. Mo's wife says, "Sometimes when you give up all control, things come together in ways you never could have possibly imagined." Do you agree? Why or why not? Have you ever relinquished control to God and been amazed by the outcome?

### The Word

- a. **Matthew 6:27-34:**  
When you consider investing in God's work with your full life, what worries you most? How have your worries impacted your participation (or lack of participation) in God's plan?
- b. **2 Corinthians 9:7-8:**  
How do you view your finances? Do you see yourself as the creator, the owner, or the steward? Do your actions align with your beliefs when it comes to financially supporting God's work in the world?

[Click for a Deeper Dive on MO](#) 

A close-up photograph of a hammer and a wrench resting on a dark, textured wooden surface. The hammer has a black handle and a silver metal head. The wrench is silver and has '200mm' and 'TEKIRO' engraved on its handle. The lighting is warm, highlighting the grain of the wood and the metallic sheen of the tools.

## CHAPTER 8

# HOLLY

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HOLLY HAS LIVED WITH THE FAMILY HER ENTIRE ADULT WORKING LIFE. She loves and cares for each member of the family as though they are her own blood relatives. She knows each of the children inside and out and is Jesse's right hand when it comes to managing the estate. Holly was an English major in college, and upon graduation she worked at a coffee shop while writing her first book. At the shop she met Jesse. He saw something in Holly and offered her a position at his home. When Holly is not working, she can be found in various spots around the house with a book in her lap. Holly is a voracious reader who is curious and wise. She has the ability to hear what's on a person's heart by listening to their words, reading their body language, and noting what is left unsaid.



## CHAPTER 8 | HOLLY

### General Reflection

- a. What do you think Holly wants out of life? What is her deepest longing? Can you make any connections between Holly's role in the family and the role of the Holy Spirit in our lives?
- b. How does Holly connect with the children? How does she relate to Jesse?

### Personal Connection

- a. Who is in charge of your life? Are you following your own plan or allowing God to guide you along His?
- b. At dinner, with Holly listening and watching from afar, the children begin to share their thoughts and struggles with Jesse's invitation. Can you draw any parallels between their reflections and your own feelings?
- c. Holly prepared the table, but it was the children conversing with each other that led

to revelations and personal discoveries. What does this tell you about the role of the Holy Spirit versus the role of family and community in your life? What personal experiences have you had that underscore the importance of these different relationships?

### The Word

#### a. **John 14:26:**

Considering the roles of Father, Son and Holy Spirit, how would you describe each person of the Trinity? Why did God send us the Holy Spirit?

#### b. **Romans 8:14-16:**

What is the role of the Holy Spirit in your life? How can you grow in your trust of the Holy Spirit to lead you?

[Click for a Deeper Dive on HOLLY](#) 



## CHAPTER 9

# JESSE

JESSE IS NOT LARGE IN STATURE, BUT HIS PRESENCE IS STRONG AND COMMANDING. He was born to an Iowan farming family, and helped his father run the farm while his older brothers fought in WWII. After the war, young Jesse decided to open a small hardware store in Ames, so locals wouldn't have to make the trip to Des Moines when all they needed were a couple of bolts or blade sharpening services. Over the decades, Jesse grew the small business into a franchise that sprouted stores across the United States. Now he wants to plan his business succession and aims to have his adult children in vested roles within the family enterprise. Jesse is kind and very hard working, and he wants his family to follow his lead. Simple as that.





## CHAPTER 9 | JESSE

### General Reflection

- a. What do you think Jesse wants out of life? What is his deepest longing?
- b. How does Jesse relate to the children? What does this tell you about the relationship God wants with each of us?

### Personal Connection

- a. How does Jesse's view of his children and his desire to see them bring their individual skills, talents and personalities into the family business challenge your understanding of how God wants to use your unique skills, talents, and personality for His kingdom?
- b. What God-given gifts are you nurturing? What talents have been tucked away on a shelf while God has been patiently waiting for you to dust them off?
- c. What does it mean to use "all your life" for God's Kingdom? What ideas do you have about how you might more completely participate in God's work in the world? What will you do this week as a step in that direction?

### The Word

- a. **Genesis 1:27-28:**  
What was the Father's purpose for humanity from the beginning? Have His hopes for us changed?
- b. **Acts 1:8:**  
Coming back to this passage again, what is your role in God's work in the world? When will you accept your calling?

[Click for a Deeper Dive on JESSE](#) 



## ARE YOU READY TO JOIN THE FAMILY BUSINESS?

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God has extended you an irresistible offer! You are invited – and encouraged – to pour your gifts, skills, personality, and past experiences (good and bad) into a role that He has made just for you.

As you consider this exciting opportunity, here are three resources that may encourage you for the journey ahead:

- 1 **LISTEN:** Made For is a 9-episode podcast that will inspire and challenge you with stories of faith from around the world.

[HEAR THE PODCAST](#) 

- 2 **GROW:** Discover God's calling on your life through an online class, offered in partnership with Fuller Theological Seminary.

[VIEW THE COURSE](#) 

- 3 **ACT:** Set a personal, private goal to glorify God's name by positively impacting someone else's life.

[TAKE A DISCIPLESTEP](#) 