



EXECUTIVE SUMMARY

BUILD FOR MORE

Seven talks from the 2026 Faith Driven Entrepreneur Conference, distilled to the lessons that matter most.

READ THIS FIRST

FIVE TAKEAWAYS FOR THE 2.5-HOUR EVENT

1

The core frame

Applause builds empires, humble ambition builds the kingdom. All seven talks teach some version of that same choice.

2

Set your giving ceiling early

Decide your giving ceiling before you're wealthy. John Maxwell and Richard Garnett both set a fixed lifestyle number in advance and gave everything earned above it away.

3

Ownership language changes behavior

David Green's shift from owner to steward reshaped pay, promotion, and profit distribution at Hobby Lobby.

4

Treat problems as the business

Learn2Earn and For Others both built revenue models that make solving the problem pay for itself.

5

Church and entrepreneur, one lane

Pastor Muriithi's shift in that belief helped his church nearly triple its total church plants.

OPENING: BUILD FOR MORE

APPLAUSE CAN BUILD EMPIRES. HUMBLE AMBITION BUILDS THE KINGDOM.

The 2026 theme argues ambition and faith aren't in tension. The organizers coin a word for the balance: humbition, God-sized ambition held together with radical humility. The test they offer: do you want God to bless what you build, or are you willing to let God use it? Asking for blessing keeps the business yours; offering it up puts God in charge.

Henry Kaestner

THE MOVEMENT

Co-founded Faith Driven eight years ago, after years of feeling pressure to hide his faith among business peers and apologize for his ambition among church peers. His fix was not to pick a side. He named the tension itself as the assignment: build with full ambition, aimed fully at God.

He calls that mix humbition, God-sized ambition held at full strength alongside radical humility. The daily practice behind it: wake up, tell God the business is His, and ask to be shown how to steward it that day. He's watched enough so-called overnight successes to know what's underneath them: years, sometimes decades, of obedience nobody saw, trusting God when the numbers made no sense and staying put when the door stayed shut.

BY THE NUMBERS

2M+

Entrepreneurs served

130+

Countries reached

55K+

People in active community

FOUR MARKS OF A FAITH DRIVEN ENTREPRENEUR

- Think differently: steward what's entrusted to you
- Build differently: pair excellence with generosity
- Stay connected: treat isolation as the real enemy of impact
- Treat ambition itself as worship, when it's aimed at God's glory

SIGNIFICANT SOUNDBITES

- "We stay connected to the local church and to the global church because we know that isolation is the enemy of impact."*
- "Business can be one of the most powerful tools for good in the world when it's surrendered to God."*
- "Every overnight success you see today is built on years, even decades, of often unseen obedience in the same direction."*

THE TAKEAWAY

Aim your ambition at God's glory. That turns it into worship.

Richard Garnett

CHOCOLATE MONEY

Went from actor to UK financial services, then spent years pouring every raise into himself, before a terminal cancer diagnosis in 2014 reordered what the money was for.

The number that undid him: of every £100 that leaves a Western Christian's hand, only about a quarter of one percent ever reaches outside the West. He opened a separate stewardship account, froze his own lifestyle where it stood, and sent every raise after that straight into the account.

BY THE NUMBERS

2.5%

Average yearly giving, Western evangelicals

£30K/yr

Income that puts you in the world's top 1% of earners

£100B

Extra reaching kingdom work yearly if giving rose from 2.5% to 10%

WHAT \$1 MILLION ACTUALLY BUYS

- India: funds 500 evangelists for three years, planting 1,000 to 1,500 churches
- Africa: teaches 10,000 of the poorest women to read, write, save, and earn a living
- Bible translation: gives scripture to a 20 million-person language group
- Digital outreach: 100 million gospel views in 12 least-reached countries, 200,000 decisions for Christ

SIGNIFICANT SOUNDBITES

- “*The more I invested in His kingdom, the more joy I got, more than the joy of a new house, a foreign holiday, whatever it might be.*”
- “*All the money we have, this side of heaven, is chocolate money.*”
- “*You cannot out give God, that God meets your needs in every conceivable way.*”

THE TAKEAWAY

Set your lifestyle ceiling before the wealth arrives, then give away everything above it. You cannot out give God.

Iyinoluwa "E" Aboyemi

LEARN2EARN

Co-founded Andela, a billion-dollar African tech-talent company backed by Mark Zuckerberg, then built Learn2Earn to pay young Nigerians a living wage to learn AI, cybersecurity, DevOps, and blockchain full time, so they don't have to choose between eating and studying.

History backs the pattern: the database and web era moved talent to India, the Industrial Revolution moved it to China. Every technology shift creates a matching talent shift, and it favors whoever trains people first. Learn2Earn is built to pay for itself on that bet.

BY THE NUMBERS

26,000

Applicants for the first cohort

750

Spots filled, merit only

Top 2%

Graduate earnings among Nigerians

HOW LEARN2EARN PAYS FOR ITSELF

- \$3,000 trains one fellow for a year, full time, no other job needed
- \$12,000 comes back within four years, through a revenue-share agreement once fellows are earning
- Selection is merit only: 26,000 applied, 750 got in, no connections required

SIGNIFICANT SOUNDBITES

- “Africa does not lack talent, but rather the infrastructure to level set access and thus leverage opportunity.
- “It's giving people who are voiceless, a voice. It's giving people who are underprivileged, access.
- “When we're successful, we start to change that story so that the African is the human in the loop.

THE TAKEAWAY

Every technology shift creates a matching talent shift. Invest in training people for it now, before the window closes.

John Maxwell

PICK A NUMBER

Argues that without a fixed lifestyle ceiling, income only breeds more perceived need. Rockefeller's answer to how much is enough: just one more dollar.

He frames it as two stories you can tell with your life. One is your own, built on what you accumulated. The other is bigger, built on what you did for others with what you had. His discipline for crossing from the first story to the second: pick your number early, while you're sober about money, before a windfall makes you generous with hypotheticals only. Then give while you're living, so you already know where it went.

FOUR EFFECTS OF PICKING A NUMBER

- Breaks the cycle of always needing more
- Removes the fear of losing what you've earned
- Restores control over how the money gets used
- Creates joy by freeing you to give from surplus

His own giving order: evangelism first, then organizations that send laborers into ministry, then Bible translation and distribution, then the local church.

SIGNIFICANT SOUNDBITES

- “ *We were not created by God to hold what we have. We were created by God to be a river, not a reservoir.* ”
- “ *The money doesn't own you, you kind of own the money.* ”
- “ *Only one life, and it'll soon be passed. Only what's done for God will last.* ”

THE TAKEAWAY

Pick your number before you get rich, then give away everything above it. That's how you build a life that outlasts a story about yourself.

Pastor Muriithi

MARKETPLACE MINISTERS

Leads Mavuno Church in Nairobi and shifted his church's planting model from paid, professional planters to equipping the marketplace leaders already there.

He rejects the pastor-entrepreneur split as unbiblical: the Bible calls every believer a priest. Most churches use only 5 to 10 percent of the skill already inside their own congregation. Unlocking the rest turned him from the guy everyone watched into the coach of a team that plays without him.

BY THE NUMBERS

20

Churches planted in 17 years, the old way

60

Churches planted in 4–5 years, the new way

100%

Of members take a Faith Driven Entrepreneur course at onboarding

WHAT ACTUALLY CHANGED HIS CHURCH'S GROWTH RATE

- Every member is equipped as an entrepreneur or intrapreneur, six days a week, not only Sunday
- A business's own internal small group sometimes becomes the seed of the church's next plant
- New churches get planted by bivocational leaders working from inside businesses they already run

SIGNIFICANT SOUNDBITES

- ” *The thing that limits the church across the world was the idea that it's all about training someone to be like me.*
- ” *The pastor must be an entrepreneur, because you're always solving problems, and entrepreneurship is solving problems.*
- ” *We don't leave our business at home. We don't leave our entrepreneurship at home when we come to church. We come as we are.*

THE TAKEAWAY

Stop training your church to be like you. Equip the marketplace skills already in the room and ministry multiplies.

David Green

OWNED BY GOD

Built Hobby Lobby from a small loan and a garage frame shop into one of the largest private companies in America, then had to decide what to do with the wealth.

His own pivot came before the fortune: flying home from a missions conference, he felt God ask for 30,000 dollars he didn't have. He and his wife wrote four checks over four months, and each one arrived on the exact day the ministries receiving it had been praying for provision. That's when he stopped treating business and ministry as separate categories.

WHAT CHANGED WHEN THE FAMILY DECIDED GOD OWNED IT

- No family member takes profit or salary they haven't earned
- Green's own compensation is set by a council, not by himself
- Major decisions run through a multitude of counsel rather than one person

The question that actually moved him: praying about how to pass the company to his kids, he felt God ask what he'd do differently if the name on Hobby Lobby's deed read Jones. He knew the answer instantly. That's the moment he stopped calling himself an owner.

SIGNIFICANT SOUNDBITES

- ” *I knew that I'm not an owner, and at that time we decided we were going to be stewards of what God had given us.*
- ” *No one in our family gets anything they don't earn.*
- ” *I say today that we are anointed to do what we do in business.*

THE TAKEAWAY

Ask who actually owns what you built, and let that answer set the pay, the succession, and the profit split.

Chad Spencer

FOR OTHERS

Built one of the country's largest furniture businesses, then turned his attention to why children get removed from stable homes in the first place.

The mechanism is a domino, not a single failure: a car breaks down, a job goes, then it's rent or food, then the state has grounds to remove a child who was never actually unsafe. Money alone doesn't stop that chain. It takes people willing to notice a family before the first domino falls and stay close enough to catch the next one.

BY THE NUMBERS

62%

Of foster removals trace to preventable causes

\$38K

Cost to keep one child in care for a year

\$1M → \$12M

Iowa seed funding that unlocked matching state dollars

HOW FOR OTHERS SCALES A FIX

- Show the state government real data on what the problem actually costs, using a shared tool
- Put catalytic private money in first, and prove the fix over two to three years in a handful of counties
- Once it works, help embed it into policy so state funding carries it the rest of the way

SIGNIFICANT SOUNDBITES

- “The current model is like, we're printing money and burning it.
- “Bringing awareness is doing the work. That's half the battle.
- “If you can keep a family together, get them out of crisis, you're saving hundreds of millions of dollars in taxpayer dollars.

THE TAKEAWAY

Fix the financial shock before it becomes a removal. Keeping a family together costs a fraction of what the system pays after it breaks apart.

CLOSING

THREE WAYS TO KEEP BUILDING

The conference closes with three concrete next steps for anyone who wants to keep building past the event.

1

Build With Your Church

Join or start a Faith Driven Entrepreneur group locally.

2

Build Your Team's Culture

Bring in Culture Amplifier to translate stated values into how a team runs meetings, hiring, and daily decisions.

3

Build Beyond Yourself

Join a giving fund through Solving the World's Greatest Problems at solving.org.

The closing line ties back to the day's frame: applause builds empires, humble ambition builds the kingdom.



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