

Featuring new research from Barna
produced in partnership with
Faith Driven Entrepreneur

Entrepreneurs: Untapped Problem-Solvers in the Church

*AMERICANS HAVE HIGH HOPES FOR WHAT CHURCHES
AND ENTREPRENEURS CAN ACCOMPLISH TOGETHER—
WHAT DOES THIS MEAN FOR PASTORS?*



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Funding for this research was made possible by the generous support of Faith Driven Entrepreneur. Barna Group was solely responsible for data collection, analysis and writing of the report.

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Introduction

by Barna Group

Today's entrepreneurs may represent an untapped resource for churches seeking to strengthen their community impact. This unique group possesses a blend of vision, drive and resourcefulness that could advance the work of the Church in powerful ways. This report, produced in partnership with Faith Driven Entrepreneur, explores some of the ways the entrepreneurial mindset might complement and enhance your ministry and outreach.

As you'll see in the data, most U.S. adults recognize how healthy partnerships between churches and entrepreneurs could help solve problems in our world. This belief runs especially deep among Christian entrepreneurs themselves, who see tremendous potential for such collaborations to address some of today's pressing challenges.

Even with this shared optimism, many churches haven't activated the entrepreneurial talent in their midst. Though pastors often express appreciation for innovative thinking, there's room to better integrate entrepreneurs' specific skills into ministry and outreach.

Our research reveals that Christian entrepreneurs consistently demonstrate their heart for

ministry through both their business practices and church engagement. Many see their work as a direct expression of their faith, leading with biblical principles in the marketplace. They also tend to give generously to their churches and, equally important, bring valuable expertise in areas like strategic planning, innovation and organizational development.

This research arrives at a pivotal moment as churches seek to stay relevant and make a difference in today's rapidly evolving culture. The entrepreneurial approach to problem-solving and thoughtful risk-taking might align well with the innovative spirit many church leaders hope to cultivate. Organizations like Faith Driven Entrepreneur have highlighted how this alignment can create powerful opportunities for the Church now and in the future.

As you read these insights and gain deeper understanding of entrepreneurs' experiences and potential contributions, our hope is that you'll discover new ways to both support entrepreneurs' spiritual growth and channel their gifts more effectively.

1.

Church Attendees or Ministry Partners? What Christian Entrepreneurs Offer

Most U.S. adults—**73 percent**—believe that **healthy partnerships between churches and entrepreneurs could help solve problems in the world.** Entrepreneurs themselves are especially likely to feel this way, indicating they are eager for greater collaboration with the Church; 80 percent of Christian entrepreneurs believe such partnerships could help solve global problems.

Pastors also affirm the potential of healthy partnerships between entrepreneurs and churches—and, for their part, they have some specific ideas about how entrepreneurs might be able to contribute. Roughly one in three pastors select strategic planning (37%) and innovation (33%) as the two most useful skills entrepreneurs can bring to the church. Furthermore, pastors identify young professionals' ministry (45%) and job placement ministry (33%) as specific ways that entrepreneurs could be most helpful in serving or providing guidance in the church.

These opportunities, of course, are focused on how entrepreneurs can serve as *churchgoers or volunteers in a church*. What about as *partners alongside a church*, strategically serving the broader community?

Our qualitative interviews indicate that pastors and entrepreneurs both see themselves as Kingdom-builders. Fostering partnerships between



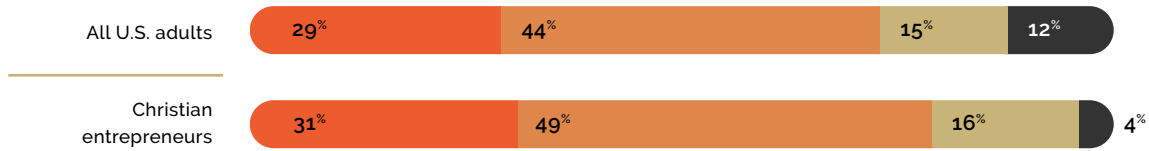
There's a heavy evangelical bent [in my business]. We give the believers inside the business a lot of latitude to share their faith with other team members, to share their faith with customers in the marketplace. ... We have a [daily] 10-minute Bible reading and peer-led devotion. ... We spend that time reading scripture, sharing encouragement, taking prayer requests. There's not really any segregation of work and faith for the believers there."

— From a qualitative interview with an entrepreneur

them may further demonstrate how they complement one another. While pastors work through the local church to disciple Christians to follow Jesus in their daily lives, entrepreneurs are positioned to create a Christlike counterculture in workplaces through servant leadership, generous business practices and holistic care for their employees and customers.

“Healthy partnerships between churches and entrepreneurs could help solve problems in the world”

● Strongly agree
 ● Somewhat agree
 ● Somewhat disagree
 ● Strongly disagree



n=1,532 U.S. adults, February 5–9, 2025;

n=397 U.S. Christian entrepreneurs, July 22–29, 2024 and November 1–8, 2024.

“These are the people who God has put in front of me today,” said one entrepreneur we interviewed. “These are the parishioners, these are the customers, these are the team members—did I love them as myself?” Another entrepreneur interviewee uses his business to share the gospel with his employees through daily prayer meetings, devotions and monthly communion. In other words, entrepreneurs can reach people regularly and perhaps in ways their churches can’t (particularly if a colleague would never enter a church anyway).

Perhaps the Church can begin to think more broadly, tactically and collaboratively about how to disciple and deploy Christian entrepreneurs. Beyond peripheral ministries and pigeonholed opportunities, these ambitious individuals might represent distinctive skills and embodied faith both inside and outside the worship community.

Key Insights

- Entrepreneurs and pastors alike believe that healthy partnerships between churches and entrepreneurs could help solve problems in the world.
- While pastors recognize some specific skills and ministries where entrepreneurs could volunteer in the church, they might need to be challenged to think bigger and more strategically about partnering together.

Questions to Consider

- How are entrepreneurs currently being engaged in your church?
- How could you learn from entrepreneurs by seeing them in action?
- What could you learn and appreciate from the way entrepreneurs “minister” through business?

2.

Christian Entrepreneurs Stand Out for Their Convictions & Contributions

People have high expectations for entrepreneurs.

Among U.S. adults who are familiar with the term “entrepreneurs,” 87 percent agree that entrepreneurs and business owners have a responsibility to give back to their communities. Nearly half in this group (46%) believe that entrepreneurs are driven by a desire to make an impact. In other words, U.S. adults recognize that entrepreneurs have potential for significant influence in communities, perhaps in ways the average person does not.

This isn't just an external expectation; entrepreneurs also feel this drive. We found that **71 percent of religious entrepreneurs see their business as a way to practice their faith principles in the workplace.** When we look at just practicing Christian entrepreneurs from this broader group, the percentage that holds this view rises to an overwhelming 91 percent.

Clearly, practicing Christian entrepreneurs do not see their work as “business as usual”; rather, their faith is essential to their impact in the workplace. This influence might apply to the people they employ, the vendors they hire and the customers, clients and communities they serve. In our qualitative interviews, Christian entrepreneurs were likened to “ambassadors of Christ” who



“What did I do with the time and talents that were afforded to me today? ... We want [the business] to grow, and we are oriented around that ... [but] I should still be able to rest well and say, ‘What a blessing that God put this one person in my pew or gave us this one team member, and I hope we are really faithful to them today.’”

— From a qualitative interview with an entrepreneur

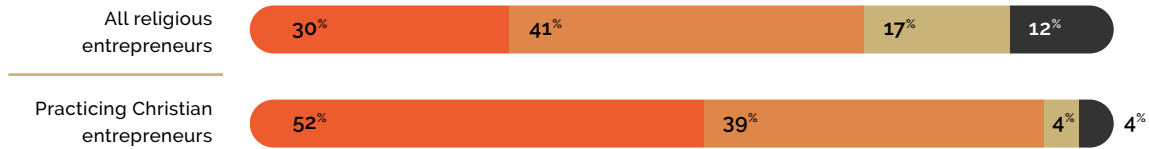
are doing their best to “reflect glory back to the Creator.”

Entrepreneurs’ intentionality also applies to their tithing practices: Entrepreneurs are twice as likely to say they set their church giving at 10 percent or more of their income (36% of current entrepreneurs, 16% of past entrepreneurs, 14% of all others). We might assume that, for some entrepreneurs, this practice reflects having greater financial means, but it may also represent their faithfulness. Considering church giving has not

“I see my business as a way to practice my faith principles in the workplace”

Base: Religious entrepreneurs

Strongly agree Somewhat agree Somewhat disagree Strongly disagree



n=432 U.S. religious entrepreneurs, July 22–29, 2024 and November 1–8, 2024;

n=137 practicing Christian entrepreneurs, July 22–29, 2024 and November 1–8, 2024.

kept up with inflation over recent years, and that nearly one in five Gen Z and Millennials say they do not trust churches at all with their financial support, churches may find a reliable source of stability from the giving of entrepreneurs.

Together, the data signals that Christian entrepreneurs have great expectations placed upon them—and that they carry their own strong conviction and high capacity to make a difference.

Key Insights

- Entrepreneurs are expected to give back to their communities, and they already see themselves in this role.
- Most practicing Christian entrepreneurs see their business as an outflow of their faith and an opportunity to impact the people they work with.

- Entrepreneurs are more likely than non-entrepreneurs to give a traditional church tithe.

Questions to Consider

- Are there ways to strategically build relationships with entrepreneurs in your church so that their notable capacities for impact and giving can be incorporated in the church’s ministry to the community?
- Beyond financial giving, what are some ways entrepreneurs show up consistently in your faith community?
- Considering the many contributions of entrepreneurs, how can you avoid approaching them in a transactional way when it comes to their church engagement?

3.

Pastors Know the Moment Requires Entrepreneurial Thinking

Over the past several decades, the Church in America has sought keys to church growth and impact in the community. Many churches have grown accustomed to the pursuit of something different and new, whether multisite ministries, small groups or community programs.

This “entrepreneurial spirit” is something that our survey found was on the minds of pastors as they thought about their own congregations and the Church at large in the U.S.

According to our research, pastors are in a posture of learning about entrepreneurship. While half of the pastors we surveyed (51%) consider themselves to be at least somewhat entrepreneurial already, **53 percent of pastors say churches have a lot they can learn from entrepreneurial thinking.**

Interviews with pastors specified that creativity and a willingness to do hard things were particular contributions that entrepreneurial thinking could provide the Church. In addition, around two-thirds of pastors (66%) express a desire to learn more about the potential impact of entrepreneurs in society, churches and other community contexts.

While many pastors in qualitative interviews were hesitant to wholly align themselves personally with entrepreneurship—expressing concerns about leaning too far into a CEO or business



I think entrepreneurs probably naturally ask good questions—ask why, ask about needs—and they help meet a need.

Therefore, if they are successful, they're meeting a need. ... I wish I were more like that.”

— From a qualitative interview with a pastor

mindset that prioritizes profits or competition—nearly every pastor shared positive thoughts around the “entrepreneurial spirit.”

Pastors appear to understand that the current moment requires entrepreneurial thinking for their ministries and churches. Who are the Christian innovators and business owners from whom they can learn in their contexts?

Key Insights

- Pastors recognize the benefits that an entrepreneurial spirit can bring to their ministry and into the life of the Church.
- Although pastors are careful to differentiate their position from a CEO or the church from a business, they desire to glean from qualities

that are associated with being an entrepreneur (e.g., creativity, outside-the-box thinking, determination).

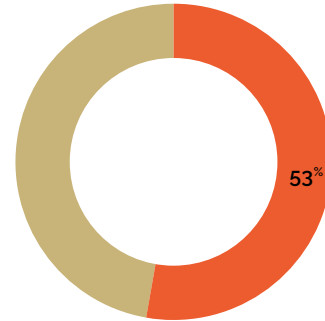
- Many pastors already consider themselves entrepreneurial and want to learn more about entrepreneurs' impact.

Questions to Consider

- What entrepreneurial qualities do you wish more church leaders had?
- Where do you think church leaders should maintain boundaries or distinctions in their own entrepreneurial leanings?
- Knowing that entrepreneurship can be a gift to the church, how can you make steps to foster learning from the entrepreneurs who are in your congregation?

"Churches have a lot they can learn from entrepreneurial thinking"

Base: pastors



n=653 U.S. Protestant pastors, July 22–29, 2024.

4.

Pastors Feel Called to Support Entrepreneurs—But Aren't Confident They Can

Essential to the role of a pastor is to be a shepherd of their flock. This includes shepherding congregants in the way they find purpose and meaning in their work uniquely as Christians. Our research confirmed this sentiment: **An overwhelming majority of pastors (95%) agree that they have a responsibility to help congregants find purpose and meaning in their work.**

But, while pastors as a whole believe this is their duty to their parishioners, less than two in five (39%) say they feel equipped to provide counseling specifically related to work-life balance and career decisions. Likewise, while nearly two-thirds of pastors (64%) believe that entrepreneurs may need support from pastors in balancing their work and personal life, pastors don't feel especially confident in ministering to these entrepreneurs (38% say they are "very confident"). There may be training or education gaps that prevent them from feeling equipped or confident in providing this kind of vocational guidance.

Another contributor to their low confidence could be the fact that only 16 percent of pastors rate their own work-life balance as excellent (far below the 47 percent of entrepreneurs who are very satisfied with their own work-life balance).



It's hard to not take [work] home. ... My business just happens to be for a profit, where [a pastor's] business is more specifically the spiritual aspect of shepherding and growing others. Both kind of follow you everywhere you go."

— From a qualitative interview with an entrepreneur

Some pastors may feel as though their own struggles with work-life balance could hinder their ability to provide quality advice and counsel to their congregants about the matter.

Qualitative interviews found that entrepreneurs seem to resonate with pastors' struggles. They know what it's like to feel like you have a 24/7 job that is difficult to leave at the office (or in the pulpit). Perhaps this resonance illustrates another way in which pastors and entrepreneurs can learn from one another about bolstering their own work-life balance.

How confident are you in ministering to entrepreneurs and encouraging them in your work?

Base: pastors

Very confident Somewhat confident Not very confident Not at all confident



n=522 U.S. Protestant pastors, July 22–29, 2024.

Key Insights

- Pastors overwhelmingly believe that it is their unique calling to provide Christians with counsel regarding their vocation.
- Yet fewer pastors feel very confident or equipped in being able to provide the level of counseling that is required regarding work-life balance and career decisions.

Questions to Consider

- If the entrepreneurs within your church resonate with work-life balance struggles but likely have greater satisfaction in this area, how can you as a pastor begin to learn from them?
- What context or skills do you lack when it comes to talking about the marketplace or workplaces today? Does this make it difficult to provide counsel to your congregants about their work?
- What theological or pastoral resources do you look to to help you provide counsel regarding the intersection of faith and work?

5.

Creating Mentorship Opportunities for Christian Entrepreneurs

Some things just can't be taught in a classroom. From learning how to set achievable career goals to receiving constructive criticism, mentorship often provides the encouragement, support and wise counsel that can't be gained from a certification or diploma.

Our research found that both pastors and entrepreneurs agree that mentorship can have a significant impact on a person's career. Three in five entrepreneurs who are also practicing Christians (61%) believe their mentor had a significant impact on their journey of entrepreneurship. Similarly, 71 percent of pastors who have been mentored agree that their mentor had a significant impact on their journey of ministry or faith.

But the value pastors place on mentorship does not necessarily mean that they see themselves as being career-oriented mentors—especially to the entrepreneurs in their congregation. For example, only 17 percent of pastors select “mentorship or counsel on organizational management” as something entrepreneurs may need from them as their ministry leader. Meanwhile, **95 percent of pastors agree that pastors have a responsibility to help congregants mentor others.**

In other words, even when pastors do not see themselves as mentors, they may still recognize themselves as nurturers of the kind of community



When personal mentorship flourishes, churches become stronger and healthier because members are actively engaging in each other's growth. This fundamental reproduction of disciples will help the church multiply in all areas of ministry—disciples, leaders, groups and churches. This multiplication leads to broader church growth, as disciplined individuals continue to mentor others, fostering a culture of spiritual reproduction and sustainable church vitality.”

— Obe Arellano, founder & CEO of Exponential Español

where congregants—including entrepreneurs—can get connected to someone who might provide the type of vocational mentorship they need.

Data from another Barna study, *Discipleship in Community*, supports this finding. That study found that half of churchgoing mentees (51%) met their mentor at church. No other source comes close, including recommendations of family members

How much of an impact do you feel the mentors in your life have had on your journey of entrepreneurship?

Base: entrepreneurs who have / had a mentor

● Significant impact ● Some impact ● Little impact ● No impact



n=401 U.S. entrepreneurs who have or had a mentor, July 22–29, 2024.

or friends. Pastors, as facilitators and connectors, play an integral role in the “unique centrality of the Church in the lives of churchgoing adults” which includes the “inherently spiritual nature to churchgoers’ pursuit of mentorship.”

Key Insights

- Both pastors and entrepreneurs believe that mentors have a significant impact in their respective ministry and career journeys.
- Pastors may not think of themselves as filling a career mentorship role for their congregants, including entrepreneurs.
- Instead, pastors play an important role in nurturing mentorship and opportunities for churchgoers to connect to mentees and mentors in their congregation.

Questions to Consider

- In what ways can your church become a place where mentors are equipped to support and mentor others?
- If most churchgoers find their mentors through their church, what does that say about how they think about the nature of mentorship itself? For example, do they see mentorship as intrinsically connected to a shared faith?
- Are you sharing your own positive experiences of being a mentee or mentor with others in the church?

6.

54% of Pastors Are Interested in Starting Small Groups for Entrepreneurs

Although pastors may not see themselves as the ones who are best positioned for certain types of vocational counsel or mentorship, they are connectors and networkers who can help congregants become better mentors to one another. In the life of the church today, that kind of mentorship often happens in the context of small groups.

According to Barna research in *Discipleship in Community*, “**small groups that disciple make attendees feel that they belong and are like family.**” Few churchgoers who attend small groups have anything negative to say about them; to offer or attend a small group is generally a good thing.

In many churches, small groups are often segmented by life stage—such as students, retirees or parents raising kids of similar ages—or location—such as a shared neighborhood or zip code. While this works in many cases because people in these small groups have common ground, entrepreneurs may have difficulty engaging with small groups where their professional instincts, challenges or experiences aren’t well understood.

Encouragingly, 54 percent of pastors express interest in starting a small group for entrepreneurs. In other words, pastors appear to recognize the need for small groups that are specifically geared toward entrepreneurs and their unique needs to



This beautiful idea of mentorship and discipleship is not like, 'Let's sit across the table and let me give you some really good advice or encourage you.' It's about actually including me in your life. It's saying, 'We're making dinner, the family's here, come into the middle of our mess.' 'Hey, I'm going to be at the office. I don't necessarily have time to get coffee, but come and just see how I live life. Come and be a part of it.' Let me see who you really are!"

— Gloria Umanah, founder & executive director of The Ex-Nihilo Collective

help them feel engaged and connected in a close-knit community.

What would it look like for entrepreneurs to be engaged in a small group that understands them and provides the fellowship, mentorship and support that they are looking for? More entrepreneurs may find themselves feeling like they truly belong in the life of the church. They may feel more

If you had the opportunity, how interested would you be in starting a small group or other type of networking group for Christian entrepreneurs in your church, or in your community?

Base: pastors

- Very interested
- Somewhat interested
- Not very interested
- Not at all interested
- We already have one or more of these groups



n=544 U.S. Protestant pastors, July 22–29, 2024.

grounded in their faith, calling and community in a way that strengthens their business leadership. And congregations may be positively affected by the increased opportunities for entrepreneurs to grow together as groups.

Key Insights

- In many churches, mentorship and discipleship often happen in the context of small groups, particularly when they help attendees feel like they belong or are a part of a family.
- Typical ways of organizing or categorizing small groups may leave entrepreneurs feeling that they do not fit neatly into any of them or that the groups do not understand them as entrepreneurs.
- More than half of pastors express interest in starting small groups for entrepreneurs in their own churches.

Questions to Consider

- What are the unique challenges for which entrepreneurs may need spiritual input (e.g., work-life balance, stewardship, courage, humility, leadership, integrity)?
- How might a small group geared toward entrepreneurs be inclusive of the varied schedules and lifestyles of different entrepreneurs? For example, an entrepreneur in the food industry may have a very different schedule than an entrepreneur in the tech industry.
- How can small groups of entrepreneurs benefit the church or community more broadly? Are there certain resources, networking, skills or other contributions that a group of entrepreneurs can offer together with broad impact?

7.

How Today's Practicing Christians Show Up to the Workforce

Even as we explore the possibility that churches are underutilizing the entrepreneurs in their midst, there is a lot of good news to celebrate: In recent decades, the broader U.S. Church has been facilitating a rich conversation at the intersection of faith and work. We see the fruits of that in our study among the Christian workforce: In general, practicing Christians in the U.S. have a strong desire to understand how their unique gifts and talents can serve God and neighbor through the workplace.

A majority of practicing Christians (97%) believe that God has given them certain talents for his glory. Likewise, 95 percent express a desire to use their gifts and talents for the good of others. Notably, practicing Christians are more likely than nonpracticing Christians to describe themselves as entrepreneurs (40% and 32% respectively); their intentionality about integrating faith and work may often go hand-in-hand with their entrepreneurial mindset.

Still, as practicing Christians begin to think *specifically* about their work and their gifts and talents, they express a desire for further clarity. While a significant majority of practicing Christians (84%) state that they are aware of the specific gifts and talents God has given to them, **62 percent of**



There's no separation in my mind between sacred and secular. It's all God's. So how does that business leader, man or woman use their gift sets in the church?"

— From a qualitative interview with a pastor

practicing Christians wish they had a clearer understanding of how to use their talents to serve God.

We previously noted that pastors don't always feel equipped to speak into or lead on these matters (see page 11). Indeed, few practicing Christians (20%) think of their pastor as a source of wisdom for vocation and career. But, zooming out, there are some related lessons for which practicing Christians may look to a pastor for guidance, such as leadership development (32%) and innovative thinking (25%)—or simply living wisely (62%).

Pastors have a special role to play in helping all practicing Christians recognize their own gifts, live with purpose and glorify God in their daily routines—and, based on this study, their influence in this area is already significant.

Key Insights

- Practicing Christians generally understand that their work, gifts and talents are for serving God and their neighbors.
- Practicing Christians also want a clearer understanding of *how* their specific talents can be used to serve God.
- While pastors do not seem to be an obvious source of wisdom on career, practicing Christians do look to their pastors for wisdom on related topics like leadership development.

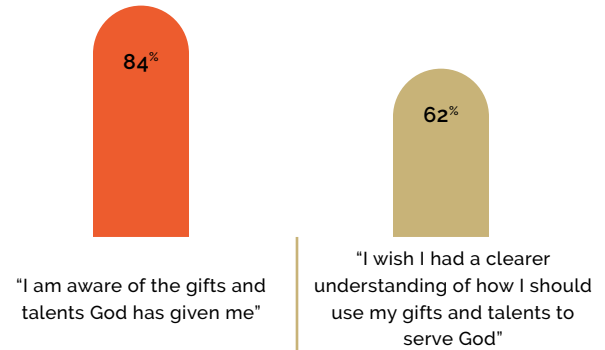
Questions to Consider

- In your own church, what are existing ways for Christians to receive support in recognizing and using their gifts?
- Are there additional discipleship and education opportunities that your church could offer, such as lessons in leadership development?
- How can you check in with your congregants to learn more about the vocational, professional or even entrepreneurial questions on their mind? Do you utilize any surveys, town halls or other resources to gain this context and assess your own efforts to provide vocational discipleship?

Practicing Christians Want to Lean into Their Gifts

Are any of the following true of you?

Base: U.S. Christian adults



n=398 U.S. Christian adults, July 22-29, 2024.

8

Passing the Baton to an Entrepreneurial Generation

While this report has focused on recognizing current trends among Christian entrepreneurs, we would be remiss to not shift our sights to the future—toward the aspiring entrepreneurs who may be in the next generation.

Questions about discipling teens, college students and young adults tend to focus on cultural influence, morality and establishing a strong faith foundation. These conversations could miss, however, what our research indicates: Ambition and entrepreneurial spirit are common among young people, and the Church has an opportunity to help them understand and harness it.

Overall, a majority of employed teens (58%) say they feel called to their work. There is a telling gap between male teens (66%) and female teens (46%) on this point, suggesting young women could especially benefit from encouragement to identify and use their gifts as they approach career-building years. Among Christian teens, 90 percent want to use their gifts and talents for the good of others.

At present, few teens identify themselves as entrepreneurial (19%)—this makes sense, given their stage of life. But while they may not (yet) apply this label to themselves, they resonate with other characteristics that are typically affiliated with an entrepreneurial spirit. For example, **92 percent of**



[Teens are] not the Church of tomorrow, they're the Church of today. They're not sitting on the sidelines waiting until they're grownups to be a part of 'real church.' ... That's how we grow: by hearing different perspectives, older people pouring into young people, younger people sharing their perspectives with older people."

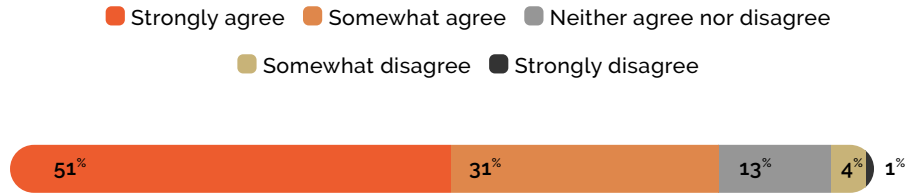
— Kristel Acevedo, spiritual formation director at Transformation Church

teens agree that they are looking for ways to improve, 82 percent like to be part of creating something new, and 72 percent are looking for ways to solve problems in the world.

The next generation is already vocationally oriented and expresses entrepreneurial leanings. Pastors, youth ministers and other trusted Christian adults can help show teens how to pursue these ambitions while following Christ. Time will tell how this motivated generation will make an impact.

"I like to be part of creating something new (for example, a new business, product, gathering or initiative of any kind)"

Base: U.S. teens



n=400 U.S. 13–17-year-olds, July 22–29, 2024.

Key Insights

- The majority of teens who are employed see their work as a calling.
- Christian teens want to use their gifts and talents to help others and serve God.
- Although teens rarely call themselves entrepreneurial, the majority values being problem-solvers and creators.

Questions to Consider

- How can churches disciple teens in ways that appropriately empower them to lean into their vocational identity or even their entrepreneurial spirit?

- Consider the gap between male teens and female teens in terms of seeing their job as a calling from God. How can this inform the vocational support and encouragement young people receive from your ministry?
- What are some existing ways to help teens begin to exercise their hopes of creating new things or solving problems? Are there programs, services, volunteering needs or other opportunities in your church that could use their fresh eyes and energy?

Partner Perspective: The Value of the Entrepreneur for the Future of the Church

By Justin Forman, Cofounder & executive director of Faith Driven Entrepreneur

As the Church looks ahead, we face a pivotal moment of both challenge and opportunity. With trust in traditional institutions waning, Christian entrepreneurs stand uniquely positioned to help the Church remain salt and light in their communities. Entrepreneurs aren't just business leaders; they're problem solvers who can see opportunities where others see obstacles, and create value where others see scarcity.

The data tells us what Faith Driven Entrepreneur has been witnessing in churches and businesses worldwide. Entrepreneurs may be sitting in the back row of your church, but they have a front-row seat to what's happening in our communities.

With 7 out of 10 U.S. adults believing partnerships between pastors and entrepreneurs can solve the world's greatest problems, opportunity is readily apparent—but the story is deeper than the data. This isn't about creating another church program or finding new ways for business leaders to serve in their churches. This is about empowering

the numerous entrepreneurs already sitting in church, ready to be ambassadors of the Gospel in break rooms, board rooms and on Main Street.

As a pastor or church leader, you may have more in common with the entrepreneurs in your midst than you realize. Like you, they feel called to serve others. Like you, they wrestle with how to steward resources wisely. Like you, they're building teams and casting vision for a better future. Like you, they need community and support to fulfill their calling.

In our work, Faith Driven Entrepreneur sees what happens when churches become launching pads for entrepreneurs. When pastors and business leaders cross the bridge between Sunday worship and Monday work, transformation follows. We're witnessing entrepreneurs move from limping to truly living as they discover how their business can be a powerful instrument for redemption in a broken world. You can be a leader who helps cultivate this change.

Faith Driven Entrepreneur has created free resources to help you start and nurture conversations with entrepreneurs in your church. A group of generous donors have made this available at no cost, with no catch. Our volunteer-led groups are already thriving in over 130 countries, requiring no additional staff or budget from participating churches. Scan the QR code to access this valuable, video-driven small group study for your church.



Methodology & Glossary

An online survey of 1,800 U.S. adults and 400 teens ages 14–17 was conducted July 22–29, 2024. Respondents ages 14–17 were treated as a separate population for analysis and reporting. The margin of error for the U.S. adult and teen samples are +/- 1.8 and +/- 3.9 percent, respectively, at the 95 percent confidence interval. An additional question was fielded in an online survey of 1,532 U.S. adults from February 5–9, 2025. The margin of error for this U.S. adult samples was +/- 2.0, at the 95 percent confidence interval. For these surveys, researchers used an online panel for data collection and observed a quota random sampling methodology. Quotas were set for age, gender, region, race / ethnicity, education and income to achieve representation according to estimates calculated using U.S. Census Bureau data. Minimal statistical weighting has been applied to maximize sample representation.

The same online survey was redeployed to the field from November 1–8, 2024, to collect an oversample of entrepreneurs. Entrepreneurs are defined as individuals who currently own a business, including running a small or large business, being self-employed, owning a franchise or any other type of business ownership. Responses were gathered from 248 additional entrepreneurs. This oversample was not added to the total U.S. adult sample and was treated as a separate population for analysis and reporting.

An additional online survey of 653 U.S. Protestant senior pastors was conducted July 22–29, 2024. The margin of error for the sample is +/- 3.1 percent at the 95 percent confidence interval level. For this survey, researchers used an online panel for data collection and observed a quota random sampling methodology. Some participants are members of Barna Group’s proprietary Pastor Panel, and others were accessed via an online panel.

Acknowledgments

Barna Group sincerely thanks our partners at Faith Driven Entrepreneur, a brand of Faith Driven Movements. Your passion for helping and equipping entrepreneurs has made this project better.

Faith Driven Entrepreneur would like to acknowledge: The entrepreneurs, investors, builders and givers who see opportunities where others see problems—you are the heart of this movement; the pastoral voices who have championed this cause for years—J.D. Greear, Chip Ingram, Tim Keller, Lecrae, David Platt and thousands of faithful pastors leading their congregations in this vital conversation—your wisdom and leadership have helped bridge the gap between Sunday worship and Monday work; the many partners we get to serve alongside in this movement; the founding families whose generous support make this work possible; the growing community of donors who have joined in this vision. Your faithful partnership enables us to reach further and dream bigger.

The Barna research team for this study included Daniel Copeland, Ashley Ekmay, David Kinnaman and Emily Schonefeld, with assistance from Rachel Wolfe. Alyce Youngblood was the editorial lead, with assistance from Cicely Corry. Doug Brown edited the manuscript. Cameron Smith designed the cover. Annette Allen designed the interior layout and data visualization. Brenda Usery managed production. Morgan Faasse served as project manager.

Appreciation also goes out to our Barna colleagues for their support: Chuck Bomar, Hannah Andrews, Tayloe Clements, Lauren Daugherty, Jonathan Fawcett, Kelly Gordon, Mel Grabendike, Kristine Hampton, Joe Jensen, Savannah Kimberlin, Marian Liautaud, Lauren Petersen, Matt Randerson, T'nea Rolle, Micah Scharchburg, Layla Shahmohammadi, Craig Springer, Justin Stowell, Verónica Thames, Karyn Vorhees and Todd White for their support.

About the Partners

Barna

In its 40-year history, Barna Group has conducted more than two million interviews over the course of thousands of studies and has become a go-to source for insights about faith and culture, leadership, vocation and generations. Barna Group has worked with thousands of businesses, non-profit organizations and churches across the U.S. and around the world. Barna is an independent, privately held, nonpartisan organization based in Dallas-Fort Worth, Texas.

Barna.org

Faith Driven Entrepreneur

Faith Driven Entrepreneur is a brand of Faith Driven Movements, a 501(c)(3) that exists as a family of non-profit ministries to support entrepreneurs, investors and future leaders. Through its brands—Faith Driven Entrepreneur, [Faith Driven Entrepreneur for Teens](#), [Investor](#), [Solving the World's Greatest Problems](#) and [Halftime](#)—the organization provides content, community and coaching that helps leaders understand their God-given calling.

Faith Driven Entrepreneur believes that entrepreneurs can be instruments of redemption, bringing about human flourishing around the world. Through partnership with other ministries, churches, advisors and thousands of volunteers worldwide, Faith Driven Entrepreneur is honored to serve a movement that equips builders, investors and givers to move forward under his power and for his glory.

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