

**"You've got some in your church, and they don't know how to contribute, and they're feeling alone and they're feeling isolated."**

CAREY NIEUWHOF

ARTICLE

## The Decade of How: What Comes Next?

*The "why" is no longer in question. It's settled. The next decade will be defined by the how, by those who know how to bring Kingdom vision to life and turn conviction into execution.*

**Mark Grunden**, VP of Mobilization,  
Faith Driven Entrepreneur

For a long time, what felt impossible is now not only possible, it's becoming normal.

Twenty years ago, pastors like Erwin McManus, Tim Keller, and J.D. Greear were among the first to see us — the entrepreneurs, the builders, the risk-takers, and call us into something more. They encouraged us, and we ran. And now? We've run far.

In a recent survey conducted with David Kinnaman and our friends at Barna Research,

- > 84% of entrepreneurs said they are aware of the gifts and talents God has given them.



- > 95% said they want to use those gifts and talents for the good of others.

That's not a fringe group. That's a movement.

And today, it's no longer surprising when a pastor *doesn't* talk about faith and work. That conversation has become the norm, not the exception. Which is why it's time to name what's next.

## The Faith and Work Movement Is Changing — And That's a Good Thing

"Ending" doesn't mean disappearing. It means evolving. Most movements eventually outgrow their original language. "Business as Mission." "Biblically Responsible Investing." These phrases once sounded niche and novel. Now they're mainstream. They seeded what came next.

The same is true for the *Faith and Work* movement. It's not going away — but the language is shifting. We've graduated from the entry-level course. The one-to-many messaging has done its job. The foundation is laid.

Now the question isn't *why* faith and work matter. We know they do.

The question isn't *whether* God cares about what happens in the marketplace. He does.

The question now is *how*.

## The Next Decade Will Be Defined by "How"

Vision is everywhere. Conviction is everywhere. The Church and the

marketplace are overflowing with people who *want* to make a difference.

In a recent survey we conducted with **Barna Research**, **84%** of entrepreneurs said they are aware of the gifts and talents God has given them and an astonishing **95%** said they want to use those gifts for the good of others. And yet, **62%** told us they're still searching for more help with the *how* ... how to practically live out that calling in their business, their community, and their leadership.

The "why" is no longer in question. It's settled.

The next decade will be defined by the **how**, by those who know how to bring Kingdom vision to life and turn conviction into execution.

Because ideas are cheap. Execution wins the decade.

And "how" is what will separate *talk* from *transformation*.

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## How in the Business: Inside Out

For entrepreneurs, the “how” means more than just building a company. It means building systems that bring care, clarifying purpose, and advancing mission.

It means caring deeply for teams, not just as employees, but as image-bearers.

It means designing organizations that reflect Kingdom values from the inside out.

And it means peering beyond the walls of our own businesses to see how we can *collectively* tackle the world’s greatest problems.

This is already happening. Businesses are beginning to collaborate around issues like hunger, education, water access, and joblessness, leveraging their talent and capital for redemptive ends. The “how” is no longer theoretical. It’s practical, operational, and deeply strategic.

## How in the Church: From Everywhere to Somewhere

The Church is shifting too. Movements like Business as Mission and Biblically Responsible Investing were once niche. Now, they’re mainstream. And “Faith and Work”, the phrase that helped start the conversation, is now seeding what’s next.

But here’s the truth: trying to launch a “faith and work center” for every domain at once is paralyzing. I’ve seen many churches try, and most fail without a \$2

million budget to fund it all.

We need a different approach. We need to start somewhere.

And that “somewhere” is entrepreneurs.

Entrepreneurs are driven, motivated, and resourced. They’re catalysts by nature, the spark plugs of movements. They don’t wait for permission. They build. And in a church context, they often become the small group leaders of this next chapter, the ones who rally others around vision and push good ideas into action.

Starting with entrepreneurs doesn’t mean we ignore other vocations. It means we start with the people most ready to move and build from there.

## Vision Won’t Build It. How Will

Vision is vital. But vision alone won’t build the future.

We’ve spent decades articulating *why* work matters, *why* entrepreneurship is a calling, and *why* the marketplace is a mission field. That message has landed. It’s taken root. It’s bearing fruit.

Now we step into a new era — one where the question is no longer *why* but *how*.

How do we disciple teams and steward culture?

How do we design business models that solve systemic problems?

How do churches and entrepreneurs join forces to address hunger, poverty, evangelism, and injustice — not in theory,

but in measurable, lasting ways?  
We've got the why. Now let's master the how

## The Decade of How

The Church sees the marketplace differently than it did twenty years ago. Entrepreneurs see their calling differently than they did ten years ago. The conditions are here. The trust is here. The people are here.

Now the question is whether we'll connect the dots — whether we'll step beyond conviction into execution. Because the next decade belongs not to those with the loudest vision, but to those with the clearest *how*.

One of the most practical ways we're helping make that possible is through **Faith Driven Entrepreneur Groups**, a free, ready-to-deploy framework designed to help churches, leaders, and business owners disciple and activate entrepreneurs in their communities.

There's **no cost and no catch** — just practical, field-tested tools to help people move from ideas to impact and from isolation to redemptive community. Businesses and churches can use these groups to **tap into their convening power, focus their influence, and build ecosystems of collaboration** that drive real change.

We've made these tools freely available because we believe that "how" shouldn't be a mystery, it should be a movement.

This is the decade of *how*, and it's already begun..

