

## CFI Messaging

# Core Principles

### PRINCIPLE 1

## The Story Centers on Calling + Purpose

Our audience longs to honor their calling and live out their purpose. Even more than business implementation, we offer a safe space for students and leaders to explore and discover the meaningful expression of not simply their work but their whole lives. At the most fundamental level, this longing is the felt need that fuels their engagement with us.

### PRINCIPLE 2

## The Outward Expression of Our Work Is Social Impact

Connected to our focus on calling and purpose, the core metric of our success is our social impact. Big or small, we make a positive difference in the lives of real people and on society as a whole. This reality connects deeply to our target audience's discerning investment of time in things that lead to purpose-driven ROI.

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### PRINCIPLE 3

## Our Value Is Integrating Conversations and Connecting People

At the end of the day, we bring together people and ideas that rightly belong together but too often exist in isolation. Ministry and marketplace. Students and business leaders. Executives from separate companies. Academia and average-Janes-and-Joes. We bring them together into a collaborative space where they can accomplish more together than they ever could on their own. In this way, we're a hub of connection and impact.

### PRINCIPLE 4

## As a Community, We Discover and Innovate Together

Though we exist in an academic context, our mode of operation is fundamentally collaborative and curious before instructive or informative. We don't have the answers so much as we uphold the value; we don't teach the right way to operate so much as pointing the way itself.

# Principles of the CFI Brand Voice

## Theological Alignment with the Heart of Jesus

Jesus is already actively working in and through marketplace leaders; at our core, we're driven to be in step with Him. We sense that He sees the marketplace as a natural expression of the Church, and the Church as a necessary agent for change in the marketplace. Or said another way, we're driven to see the marketplace loosen its grip on material gain, and for the church to step off of the fringes of pious commentary to engage society in the practical everyday spaces that shape so much of actual life.

## Righting Wrongs for Kingdom Come

As we look through Jesus' eyes, we can't help see realities that look more like the kingdom of the almighty dollar than the Kingdom of Heaven; we see wrongs that need to be made right and injustices that need to be corrected. We're propelled forward by a deep commitment to bringing justice, mercy and humility into the world. We see the marketplace as a tangible engine to bring human flourishing into our world.

# Principles of the CFI Brand Voice

## **Brass-Tacks Business Mastery**

Our specific calling is about the marketplace, and we don't want to simply be Christians who dabble in business. On the contrary, our dedication to become true masters of our craft as businesspeople is second only to our commitment to Christ. We're driven to be "best-in-class" - not "competent for Christians." A core part of our brand DNA is our ongoing commitment to continually grow in business excellence.

## **Our Love for Students of All Ages**

Teaching and guiding are in our nature. Perhaps three of the most compelling words for us are simply "I don't know," spoken or implied by an honest mind and heart looking for direction. I don't know where to find purpose or I don't know how to make a difference or I don't know what to do next - all of these move us to action because of our deep love for students of all kinds, whether they be in the dorms or in the boardroom.

# Principles of the CFI Brand Voice

## **Restless Optimism for Insightful Solutions**

Though we see an urgent gap in societal patterns (both within and beyond the context of the Church), our fundamental posture is not desperation. Instead, we choose determination and drive, believing that better is possible, and perhaps even moreso, that it's solvable. We're activists at heart, and may even seem impatient to some, but we refuse to sit idly by when the world and Christ are both calling us to leverage the best of our intellects and influence toward finding smart, elegant solutions to problems that impact all of us.