



Stewardship: Motives of the Heart

Discussion Questions – The Steward’s Brand

Consider the following popular companies that have created a successful brand/image. What message or reputation do you associate with each? What kind of person purchases their products?

1. Apple _____

2. Nike _____

3. Marriott Hotels _____

If our lives are our greatest sermons, and sermons are our way of sharing our “product” (the Gospel) with the world, does it follow that how we live our lives is the greatest publicity campaign we could put on for God’s kingdom? Justify your response.

The “good steward” image or brand has six characteristics – list and define each.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

If you had to trust all your worldly goods to someone with all but one of these traits, which, if any, would you be willing to overlook? Explain.
