

The Beat

February 25, 2007

by Rebecca Haynes Mott

PreTeen Teacher
© 2007 HeartShaper®
Curriculum. All rights reserved.

Permission is granted to reproduce this page for ministry purposes only—not for resale.



You might think this man's message is "Eat Mor Chikin!" but one look at his life tells you otherwise. Truett Cathy, the founder of Chick-fil-A, Inc., has based everything about his business on faith and integrity. He believes if you have integrity, nothing else matters; and if you don't have integrity, nothing else matters.

Cathy proves integrity works. In business, he is known not so much for what he has done, but what he has not done. His nearly 1,300 Chick-fil-A restaurants in 37 states don't open on Sundays, even though research shows that about 20% of all fast-food profit comes on that day. The policy helps Chick-fil-A model the importance of time with family and the Lord.

Cathy's actions prove he's no chicken when it comes to standing up for what's right.

THINK ABOUT IT

- Why do you think Chick-fil-A is so successful, even though it loses the Sunday profit?
- Talk about the statement, "If you have integrity, nothing else matters; and if you don't have integrity, nothing else matters." What does it mean?



The Business of Doing Good

Where do you like to hang out? Eat? Shop? Make a list of your favorite businesses. What's one thing each of these could do to model the principle of integrity to the public? Write a suggestion for each.



What does it mean to live a life of truth? Do you do that?