

# AS SEEN IN *Forbes & Fortune*

▶ THE FUTURE OF BUSINESS  
IN SAN ANTONIO

## Integrating Faith and Purpose in Business

C12 offers connections, advice, and solutions for faith-centered leaders who want to make a difference in the world.



In today's rapidly changing business world, the present-day formula for business success is incredibly dynamic. But one thing that doesn't change is that "every business—no matter the industry—is actually a people business," says Mike Sharrow, CEO of C12, the nation's largest network of Christian CEOs, business owners, and executives.

Since its founding in 1992, C12 has become the world's largest peer advisory community for Christian business leaders. Each year, C12's 200 full-time coaches, active in 175 cities across five continents, serve over 4,000 leaders with monthly peer groups, one-on-one executive coaching, world-class business resources, and executive-level business curriculum in an architected environment. Each month, leaders meet for a full day of learning and collaboration on relevant business topics.

"Executives today have to augment the limitations of their personal experience to solve for changing technology, regulations, consumer demands, supply chain, and managing and motivating new workforce generations," says Sharrow. A C12 business forum prepares CEOs to proactively navigate the challenges of 21st-century business.

In 2023, Deloitte found that nearly 70% of C-suite executives seriously consider quitting their job for a role that better supports their well-being. These leaders are at a high risk of burnout due to feeling overwhelmed and alone. "C12 CEOs have high accountability

and camaraderie; they are engaged with the right local peers—and it shows," says Sharrow. "An impressive 75% of CEOs in C12 saw a better work-life balance in their own lives, with 80% reporting improvements to their marriage and home life.

"What is good for the leader is also great for the business," Sharrow continues. "Membership in C12 boosts employee morale, and CEOs who engage with C12 have an average of 50% better employee engagement than similar companies in their industries. In 2024 alone, more than 70% of companies reported becoming more profitable as a result of being part of C12."

### SEEING THE DIFFERENCE

In March 2020, Natura®, an interior landscape company, was headed for its best year yet when the COVID-19 pandemic upended the world. Second-generation President Josh Senneff suddenly found himself in uncharted territory.

"The way Senneff navigated an unprecedented problem is a lesson for every executive in this era," says Sharrow.

Instead of becoming discouraged, burning out, or clinging to old ways of doing business, Senneff turned to the collective wisdom of his C12 peers, exchanging ideas and best practices. He learned to view his business through a different lens—as both an economic engine and a platform for ministry impact to employees, vendors, and the community.

Thanks to his C12 peers, Senneff forged into uncharted territory and emerged significantly stronger. "Natura® not only survived the pandemic, it grew," says Sharrow. "Now, it's one of the top three companies in its industry."

### FOR A GREATER PURPOSE

"In this era, there is a collective yearning for justice, love, truth, and caring for those in need. C12 equips Christian CEOs and business owners to build great businesses for an even greater purpose," concludes Sharrow. Faith- and purpose-driven peer groups are the fastest-growing sector in the coaching industry. C12 not only invigorates leaders through peer learning, increasing the likelihood of business profitability and resilience, but makes an eternal impact.



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