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Title (64/70): Why **Values Matter in Business**: Insights from a Faith-Focused MBA

Author: [Dr. Leonard Van Drunen](#)

Featured image link: [LINK](#)



Topic cluster: mba program for working professionals

Target keyword: values in business

Meta description (156/155): Discover why **values in business** matter more than ever. Learn how a **faith-based MBA program** cultivates **ethical leadership** and purpose-driven decision-making.

Blog tags: MBA

Campaign: New Blogs 25/26

Content offer: [MBA guide](#)

Additional keywords:

Keyword	Volume	Keyword Difficulty
ethical leadership	2400	38
values in business	390	35
core values in business	170	38
ethical values in business	70	28
purpose driven leadership	260	32
stewardship in business	110	4
principles of ethical leadership	90	19
ethical businesses	390	37
leadership core values	320	27
long term thinking	170	31
humility and leadership	320	29
company culture and ethics	70	24
ethical corporate culture	90	22
ethics and honesty	70	19
ethical decision making in business	140	31

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values and business	1900	46
accountability and integrity	50	10
corporate stewardship	50	15
faith based leadership training	30	35
driving innovation	170	20

[H1/Title] Why **Values Matter in Business**: Insights from a Faith-Focused MBA

[H2] Key Takeaways

- Integrating **values in business** moves organizations beyond short-term profits toward sustainable **long-term thinking** and **ethical leadership**.
- **Purpose-driven leadership** and **stewardship in business** empower professionals to manage resources and people with profound care and respect.
- Navigating modern corporate challenges requires a strong foundation of **ethics and honesty** to ensure uncompromised integrity.
- At Calvin University, our **MBA program** provides the unique **faith-based leadership training** needed to merge professional business excellence with a higher calling.

The modern business world is fast-paced, highly competitive, and historically driven by the relentless pursuit of immediate profits. But a profound shift is happening across industries. Consumers, employees, and stakeholders are increasingly demanding more from the organizations they support and work for. Profits alone aren't enough; they want to see genuine **values in business**.

But what does it actually mean to lead with values in a corporate setting? For [professionals](#) looking to make a meaningful impact, it's about serving the common good. By integrating faith into advanced business concepts, professionals are equipped to navigate complex modern challenges with both technical skill and moral clarity.

Read on to learn why **values and business** must go hand-in-hand, and how a faith-informed, [hybrid MBA program](#) prepares you to lead the charge.

In This Blog:

- [The Shift to Purpose-Driven Leadership](#)
- [Navigating Complexity with Ethical Leadership](#)
- [Driving Innovation Through Core Values](#)
- [Prepare for Your Calling with a Faith-Focused MBA Program](#)

[H2] The Shift to Purpose-Driven Leadership

Traditionally, business success was measured by a single metric: the bottom line. Today, true success requires **purpose-driven leadership**—a mindset that views business operations as a platform for positive societal impact rather than solely profit.

In a faith-focused educational context, this is often referred to as **stewardship in business**. Beyond basic management, stewardship is the responsible, caring oversight of the resources, people, and environments entrusted to a leader. When executives and managers practice true **corporate stewardship**, they see their employees as people who deserve respect and their communities as more than just markets to tap into. They view their leadership role as a responsibility to uplift others, create sustainable value, and foster human flourishing.

[H2] Navigating Complexity with Ethical Leadership

Every business leader, regardless of industry, will eventually face high-stakes situations where the "right" choice isn't necessarily the easiest or most profitable one. Cultivating steadfast **accountability and integrity** is essential for surviving these pressure-cooker moments without compromising your principles.

This is where a foundational framework for **ethical decision-making in business** comes into play. Traditional graduate programs typically teach you how to analyze a risk matrix or optimize a global supply chain, for example. A faith-focused curriculum takes your learning further by covering the same strategic business essentials while also pushing you to ask deeper questions to leverage your expertise for the common good: Will this decision harm anyone? Does this action align with faith-based principles and values?

Leaders who value virtues—such as humility, justice, empathy, and honesty—are equipped to build trust with their teams and safely navigate the ethical gray areas of corporate governance. By consistently prioritizing **ethical leadership** and treating people with dignity, businesses build the kind of resilient reputation and loyal workforce that outlasts inevitable market fluctuations and economic downturns.

[H2] Driving Innovation Through Core Values

When companies lack a moral compass, "innovation" is often reduced to finding faster ways to cut corners or exploit loopholes for immediate profit. But when a company prioritizes **core values**

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in business, innovation focuses on solving real-world problems, improving lives, and designing systems that last.

Leaders who undergo **faith-based leadership training** are challenged to view industry disruption and strategic growth through an ethical lens. Instead of asking, "How can we maximize margin at all costs?" they ask, "How can we design a better, more sustainable solution that serves our community?" This is where true **long-term thinking** meets strategic design.

By combining advanced business strategy with a steadfast moral framework, professionals are empowered to lead their organizations into new territory, creating products, services, and cultures that are both highly competitive and deeply impactful.

[H2] Prepare for Your Calling with a **Faith-Focused MBA Program**

Calvin University's [Master of Business Administration \(MBA\) program](#) is for professionals who want to lead with excellence and unwavering integrity. Through comprehensive **faith-based leadership training**, Calvin's program equips you to drive organizational innovation, manage teams responsibly, and make a lasting, positive impact in your industry.

Built for working professionals who want more than just a credential, Calvin's program is designed to fit your life while pushing you forward:

- **Flexible hybrid format:** Complete the program in just 13–25 months. Courses are online with both asynchronous and live sessions, complemented by two one-week residencies on campus.
- **Cohort model:** Move through your core leadership and innovation courses with a diverse, tight-knit group of peers, building a powerful, supportive network that lasts well beyond graduation.
- **Experiential, real-world learning:** Go beyond theory with business simulations and hands-on projects, partnering with actual organizations to solve critical industry problems alongside expert faculty.
- **Customizable path:** Tailor your degree by choosing an area of focus: Marketing, Finance, Applied Communication, or Nonprofit Management. Plus, applicants with a business background can waive certain foundational courses.

To learn more about how a faith-centered MBA program can prepare you to innovate boldly and lead with humility, download our free guide: [From Experience to Leadership: When an MBA Makes Sense for Your Career](#).

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