

## Chapter 8: Revisiting The Teachings of Guti and Their Influence on ZEGU as An Entrepreneurial University

The ZEGU was established on the foundational teachings of Guti, the esteemed leader of the ZAOGA Forward in Faith Ministries International. Guti's teachings, deeply rooted in Christian faith and practical wisdom, have guided many aspects of life, including the principles of entrepreneurship and business development. The ZEGU Founding Chancellor, drawing from Guti's teachings, has embedded these principles into the university's core values, creating a unique framework for starting and managing businesses. The concept of stewardship is central to Guti's teachings that emphasise the responsible management of resources, whether spiritual, financial, or material. Guti taught that every individual is a steward of God's blessings and should manage these resources wisely to fulfil God's purpose on earth (Chikozho, 2018). This principle has been key in shaping the entrepreneurial spirit at ZEGU. The founding chancellor adopted this teaching to promote a culture of responsibility and ethical business practices among students. The idea was to encourage future business leaders to view their ventures as opportunities to serve the community and glorify God, rather than merely pursuing personal gain.

Another significant aspect of Guti's teachings was the emphasis on faith and integrity. Guti often taught that faith in God is important in all ventures, including business (Munyoro, 2021). He advocated for a strong moral foundation, where integrity and honesty are non-negotiable principles in business dealings. These values have been integral in shaping the business curriculum at ZEGU, where students are taught to uphold ethical standards in all their business transactions (Moyo, 2020). The Founding Chancellor has often reiterated that success in business is not just about financial profit but also about maintaining a good name and being a light in the business community.

Guti saw entrepreneurship as a form of ministry. He taught that starting and running a business can be a way of serving God and advancing his kingdom. This perspective has greatly influenced the entrepreneurial programmes at

ZEGU, where students are encouraged to start businesses that not only generate income but also have a positive contribution to society (*ibid.*). His inspiration through teaching has emphasised the need for businesses that are socially responsible and that promote values such as fairness, justice, and compassion (Munyoro, 2021). This approach aims to produce business leaders who are not just profit-driven but are also mindful of their impact on the community and the environment.

In line with Guti's teachings, hard work and perseverance are seen as essential ingredients for success in business. Guti often spoke about the importance of diligence and the need to persist despite challenges. He taught that while faith is important, it must be accompanied by hard work and a never-give-up attitude (Chikozho, 2018). This teaching was instilled in the ZEGU business community, where students and staff are encouraged to work hard and persevere in their business ventures, even in the face of adversity. He emphasised inspiring resilience and a strong work ethic among aspiring entrepreneurs at the university (Munyoro, 2021).

Guti placed a strong emphasis on the importance of collaboration as a community. He taught that no one is an island and that success in business often requires working together with others or collective collaboration. This principle has been integrated into the business model at ZEGU, where collaboration and teamwork are highly encouraged. The founding chancellor promoted the idea of businesses that are not only competitive but also collaborative, where the focus is on mutual growth and support within the community. This led to the creation of business networks and partnerships that extended beyond the university, fostering a sense of unity and shared purpose (Moyo, 2020).

The teachings of Guti have profoundly influenced the principles that guide business development at ZEGU. From stewardship and integrity to hard work and community, these teachings have shaped a unique entrepreneurial culture at the university. Drawing from these teachings, the ZEGU community has created a framework that encourages socially responsible, ethical, and faith-driven entrepreneurship. As ZEGU continues to grow, these principles remain at the core of its mission, producing business leaders who

are not only successful but also committed to making a positive impact in the world.

One of the foundational teachings of Dr. Ezekiel Guti is the significance of having a clear vision and purpose in life and in business. Guti emphasised that, just as God has a purpose for every individual, entrepreneurs should also have a clear vision for their businesses. "Without a vision, the people perish" (Proverbs 29:18) is a verse often cited by Guti to highlight the necessity of purpose-driven action. He taught that businesses grounded in a divine purpose are more likely to succeed because they align with God's plan for prosperity and impact.

Guti encouraged entrepreneurs to seek guidance from the almighty in defining their business vision, ensuring that their goals align with biblical principles and contribute positively to society. He asserts, "God's work must be done God's way, and then you will see God's results" (Guti, n.d.). This teaching implies that businesses operating with integrity and purpose, reflecting the values of the Kingdom of God, would naturally attract God's favour and blessings.

Guti frequently taught about the importance of diligence and hard work, drawing from Proverbs 22:29, "Do you see a man skilled in his work? He will serve before kings; he will not serve before obscure men." He believed that success in business comes from consistent effort and the willingness to go the extra mile. "God does not bless laziness. You must work hard and be diligent in whatever you do" (Guti, n.d.). This principle of diligence is essential for entrepreneurs who aspire to build successful, long-lasting businesses.

In his teachings, Guti often reminded believers that God blesses the work of their hands, but they must first put in the effort (Musoni, 2021). He discouraged the mindset of waiting for miracles without acting, insisting that faith must be accompanied by works. "Faith without works is dead" (James 2:26) is a scripture Guti uses to stress the importance of combining spiritual faith with practical action. Entrepreneurs are encouraged to work diligently, trusting that their efforts, when aligned with God's will, will yield fruitful results. Guti reiterates:

"So the kingdom of God is a mystery, now what I want to say to my children for you, the bible in the old testament says he came here, you know old gospel, many people many years ago they were preaching that we are going to be happy in heaven, we are going to be happy, we must work hard."

Guti's teachings also emphasised the role of faith in overcoming the inevitable challenges that arise in business. He taught that faith is the foundation that sustains entrepreneurs through difficult times, reminding them that "we walk by faith, not by sight" (2 Corinthians 5:7). This principle encourages business owners to trust in God's provision and timing, even when circumstances seem unfavourable.

"God is not a man that He should lie. If He has promised to bless you, He will do it" (Guti, n.d.).

Guti's teachings reinforced the idea that God is faithful to his promises, and entrepreneurs should hold onto their faith, especially when facing setbacks. He likened the journey of faith to a seed that takes time to grow, reminding business owners that growth often happens beneath the surface before it becomes visible. He further stated:

"And, then you find some people who have been Christians for a longtime, they never grow, all the same but if the seed, a true seed of the word of God is in you, you will grow Spiritual, you will begin to know the things which you didn't know before, you will begin to see the things you have never seen before. As you grow you will begin to understand things you never understood before then you later say why didn't I know these things, because you are growing."

Another key aspect of Guti's teachings was the importance of generosity and stewardship in business. He taught that everything we have is entrusted to us by God, and we are merely stewards of His resources. "Give, and it shall be given unto you; good measure, pressed down, and shaken together, and running over" (Luke 6:38) is a verse that Guti often quotes to encourage generosity.

He believed that businesses should not only aim for profit but also for impact, using their resources to support the Kingdom of God and help those in need. "When you are faithful with little, God will entrust you with more" (Guti, n.d.). This principle suggests that generosity opens the door to greater

blessings and opportunities. Guti taught that businesses should be built on the foundation of giving, as this aligns with the heart of God and attracts His favour.

Guti also emphasised the importance of prayer and seeking God's guidance in all aspects of business. He taught that prayer is the key to unlocking divine wisdom and favour. "Pray without ceasing" (1 Thessalonians 5:17) is a verse that he frequently cited, urging entrepreneurs to make prayer a regular part of their business strategy. He advised that before making any major decisions, business owners should seek God's direction through prayer. He reiterated: "God knows the end from the beginning, and when you seek Him first, He will lead you on the right path."

This teaching underscores the importance of relying on God's wisdom rather than solely on human understanding. Integrating Guti's teachings into ZEGU has presented significant challenges, yet the successes achieved highlight the profound impact of his principles. This section explores the obstacles encountered in applying these teachings at ZEGU and how the institution has navigated these difficulties to realise its vision to develop a total person who is academically, entrepreneurially, and spiritually sound.

One major challenge has been balancing academic rigour with the spiritual principles advocated by Guti. Traditional academic settings emphasise empirical evidence and secular methodologies, while Guti taught that "faith must be the foundation of all endeavours," including academic pursuits. He avers:

"The kingdom of God is a mystery, and it is from the kingdom of God that we draw the strength and wisdom needed for all our endeavours. If you want to enjoy the blessings of God in your business and daily life, you must first build your foundation on faith. Do not depend on borrowing money or deceitful practices. Instead, trust in God and remain honest. As you grow spiritually through faith and the word of God, you will find that life becomes easier and your efforts more fruitful. It is through faith that you will experience the true benefits and blessings of God."

This necessitated a rethinking of ZEGU's curriculum and research methodologies to incorporate faith-based perspectives without compromising

academic standards. Achieving this balance required innovative approaches and a deep commitment to Guti's vision (Mayinoti, 2021).

Another significant hurdle has been external scepticism from prospective students, parents, and academic peers who may view the integration of religious teachings with higher education as unconventional. Guti's teachings stress that "God's wisdom surpasses human understanding," yet persuading stakeholders to embrace this perspective demanded persistent advocacy and demonstrable success. Financial constraints have also posed challenges in implementing Guti's teachings. Guti teaches that "where God guides, He provides," but managing a growing institution with limited resources has tested this principle as encapsulated below:

"God spoke to me in those years and what he says is what he says. I went through fire, I went through water, but what he says is what he says he never change."

ZEGU faced the challenge of generating revenue while remaining true to its mission. Balancing financial sustainability with ethical and faith-based practices required innovative solutions. The university embraced social entrepreneurship and community-based projects aligned with Guti's teachings, creating alternative revenue streams that are both ethical and sustainable (Dockery, 2012).

Resistance to change has been another challenge, particularly from staff and students accustomed to traditional educational models. Guti's teaching that "change is necessary for growth" highlights the need for transformation, but leading an institution through such change requires patience. Resistance appeared as reluctance to adopt new teaching methods and challenges in embracing the university's holistic approach. Addressing these issues demanded strong leadership and clear communication of the vision rooted in Guti's teachings (Erwin, 1985). Despite these challenges, ZEGU has achieved significant triumphs by adhering to Guti's teachings. One success is the creation of a unique educational environment where students receive not only academic knowledge but also spiritual guidance. This holistic approach has produced well-rounded graduates, equipped to succeed in their careers while staying grounded in their faith. Another triumph is the integration of ethical leadership into the university's governance. Guti's teaching that "leaders must serve with integrity and humility" has guided the development of a

governance structure prioritising transparency, accountability and servant leadership. This has fostered a strong ethical foundation for decision-making, earning respect and trust from the broader community.

Furthermore, ZEGU's commitment to community service, inspired by Guti's emphasis on serving others, has led to successful community outreach programmes. These initiatives have benefited surrounding communities and reinforced ZEGU's identity as an institution that practices its values. The university's social entrepreneurship ventures have become models of how faith-based principles can address real-world issues, providing both economic and social benefits (Mayinoti, 2021). Guti taught that "faith is the key to overcoming challenges," and this principle has been central to ZEGU's approach to obstacles as articulated in the following:

"Since I found out the kingdom of God, the life becomes so easy, no more struggling. It's like you own the keys of the kingdom of God. You know if you want this, you touch this and it happens, you want this thing, you touch this, and it happens."

"When you are in big trouble, you think God was not honest. It's like Mama Guti when we were flying and thought we were going to die in that flight...if God is with us, nothing is gonna happen."

Financial difficulties were addressed through faith-driven solutions such as partnerships with like-minded organisations and income-generating projects aligned with its values. Resistance to change was met with patience and gradual progress, guided by Guti's teachings on perseverance.

The application of teachings from notable scholars offers valuable lessons and implications for future business ventures. This section explores how these principles can guide businesses towards success and integrity, reflecting on their practical applications and broader impacts.

The principle that "true success is achieved through dedication to a higher purpose" has profoundly influenced various approaches to business. This teaching underscores the importance of aligning business goals with spiritual values (Morris & Ma, 2018).

For future business endeavours, this means that integrating ethical and moral considerations into business strategies can lead to sustainable success.

Businesses that prioritise values such as honesty, integrity, and social responsibility are more likely to build strong, trust-based relationships with stakeholders and achieve long-term success (Harrison & Wicks, 2013).

The teaching that "resourcefulness and innovation are essential for growth" highlights the importance of adaptability in business. On Resourcefulness, he taught that:

"When you are running a business you must do another thing, it's like running the farm, if you are running a farm you cannot depend on maize which you put in the field, when you are running a farm you have to have hot culture where you have a garden, vegetables, for waiting for this maize in the field, but if you depend on that you suffer because it only happens once a year, but you have to have something, small garden or small thing where you get food."

On Innovation he averred:

"The business, when you are running a business, like selling houses or selling something, that is a business that does not bring money quickly. You cannot run a business for real estate selling houses without doing another business, you cannot survive because it takes time to sell that house, so never depend on that kind of business, you must have another one."

Many organisations have demonstrated this principle by developing innovative solutions to financial and operational challenges (Tidd & Bessant, 2013). For businesses, embracing a mindset of continuous improvement and creativity can drive growth and competitiveness. This involves exploring new technologies, developing novel products or services, and finding unique ways to meet customer needs (Christensen, 1997).

The integration of these teachings into business practices has significant implications for the future. One key implication is the shift towards values-driven entrepreneurship. Businesses that embrace ethical principles and a strong sense of purpose are likely to attract customers, investors, and employees who share similar values. This alignment can enhance brand reputation, foster customer loyalty, and create a competitive advantage in the marketplace (Porter & Kramer, 2011). Another implication is the importance of community engagement and social responsibility. The teaching that "serving others is the highest form of leadership" highlights the role of businesses in contributing to societal well-being. Future business ventures should consider how they can positively impact their communities, whether



through charitable initiatives, sustainable practices, or partnerships with local organisations. Businesses that actively engage in social responsibility are better positioned to build trust and strengthen their relationships with stakeholders (Carroll, 1999). Furthermore, the principle of faith-driven resilience is crucial for navigating challenges.

Applying these teachings involves several practical integral steps for future business ventures. First, businesses should incorporate ethical guidelines into their operations and decision-making processes. This includes establishing codes of conduct, implementing transparent practices, and ensuring accountability at all levels of the organisation. By doing so, businesses can build a reputation for integrity and trustworthiness (Kaptein, 2008). Second, adopting a servant leadership approach requires developing leadership training programmes that emphasise empathy, communication, and support. Businesses can invest in leadership development initiatives that focus on cultivating these qualities in their leaders. This can lead to more effective management, improved team dynamics, and a positive organisational culture (Liden *et al.*, 2008). Third, fostering innovation and resourcefulness involves creating an environment that encourages experimentation and creativity. Businesses can support innovation by investing in research and development, encouraging cross-functional collaboration, and recognising and rewarding creative solutions. This approach can drive continuous improvement and help businesses stay ahead of the competition (Drucker, 1985).

Strategic implementation of Guti's teachings in business ventures is critical for translating his principles into actionable and sustainable practices. This section explores how to strategically integrate these teachings into business operations, ensuring that they are not only adopted but also effectively embedded within the organisational culture and practices.

One of Guti's core teachings is that "success is achieved through alignment with God's will and spiritual guidance" (Tarugarira & Moyo, 2020). To strategically implement this teaching, businesses should start by defining a clear set of core values and principles that reflect their commitment to spiritual and ethical standards. This involves developing a mission statement and vision that articulates the business's dedication to values such as

integrity, honesty, and social responsibility (Niemandt, 2017). For instance, businesses can create a Values Statement that explicitly outlines their commitment to ethical practices and their belief in the importance of aligning their operations with higher spiritual principles.

Another important strategy is to embed these values into all aspects of business operations. This can be achieved by incorporating ethical considerations into decision-making processes, establishing codes of conduct, and ensuring that all employees understand and adhere to these values. Regular training and workshops on ethical behaviour and spiritual alignment can reinforce the importance of these principles and ensure that they are actively practiced. For example, ZEGU's approach to integrating spiritual values involves regular staff development sessions focused on ethical leadership and spiritual reflection that can serve as a model for other businesses (Chabarwa, 2013).

An effective way to integrate servant leadership is by setting up mentorship programmes where experienced leaders guide and support newer employees. This not only helps in personal development but also creates a culture of care and support within the organisation. For instance, ZEGU's leadership model includes a mentorship system that pairs senior staff with junior employees, promoting a culture of guidance and support that reflects Guti's teachings (Tarugarira & Moyo, 2020).

Investing in research and development is another critical strategy. Businesses should allocate resources to explore new technologies, improve existing products, and develop innovative solutions to meet evolving customer needs. Encouraging cross-functional teams to collaborate on innovative projects can also drive creativity and problem-solving. For example, ZEGU has implemented a research fund to support innovative projects and ideas from both faculty and students that helps in advancing their mission and contributing to societal development (Maxwell, 2000).

Guti's teaching that "faith is the foundation for overcoming adversity" underscores the importance of resilience in business. To strategically implement this principle, businesses should develop resilience training

programmes that help employees and leaders cope with challenges and setbacks. This includes providing resources for stress management, creating supportive work environments, and fostering a positive organisational culture that encourages perseverance and optimism (Longwe & Clarke, 1994).

Businesses can also benefit from incorporating faith-based resilience strategies into their crisis management plans. This involves developing contingency plans that align with the organisation's values and preparing employees to handle crises with a focus on maintaining their spiritual and ethical principles. For example, ZEGU's approach includes integrating faith-based principles into their crisis management protocols, ensuring that the response to challenges reflects their core values and commitment to spiritual guidance (Niemandt, 2017).

Strategic implementation of Guti's teachings involves integrating spiritual values into business practices, adopting servant leadership, fostering innovation, and building resilience. By embedding these principles into their operations, businesses can create a strong ethical foundation, support a positive organisational culture, and drive sustainable growth. The practical application of these teachings, as demonstrated by ZEGU, provides a framework for other businesses to follow, ensuring that the values imparted by Guti are effectively translated into actionable strategies and practices. The successful integration of these teachings not only enhances organisational performance but also contributes to broader societal well-being, reflecting the enduring relevance and impact of Guti's principles in the business world.

Evaluating the success and impact of implementing Guti's teachings in business ventures is essential for assessing the effectiveness of these principles and ensuring that they lead to positive outcomes. One of the key indicators of success in applying Guti's teachings is the degree to which a business aligns with spiritual values. Guti's principle that "a business must operate in harmony with divine principles" suggests that businesses should evaluate their practices against their stated values and mission (Guti, 1994). This involves conducting regular audits to assess whether business operations reflect the commitment to ethical standards, integrity, and social responsibility. For instance, businesses can use tools such as values-based

performance reviews and ethical compliance checks to measure how well their practices align with spiritual principles (Biri, 2014). Additionally, feedback from employees and customers regarding the company's ethical conduct and adherence to its values can provide valuable insights (Tarugarira & Moyo, 2014). ZEGU, for example, conducts annual reviews of its operations to ensure that they are consistent with its spiritual and ethical commitments that helps in maintaining transparency and accountability.

The impact of adopting servant leadership, as emphasised by Guti's teaching that "servant leadership is the highest form of leadership," can be evaluated by examining leadership effectiveness and employee satisfaction. This thread is captured in the following thought:

"True leadership is about serving others, putting their needs before your own, and leading with humility and integrity. A leader must always be a servant first, focusing on the well-being of the people they lead."

To assess servant leadership, businesses can use surveys and feedback mechanisms to gather input from employees about their leaders' effectiveness in supporting and empowering them. Leadership assessments can focus on qualities such as empathy, active listening, and supportiveness. Key performance indicators (KPIs) related to employee engagement, retention rates, and job satisfaction can also serve as measures of leadership effectiveness. For example, ZEGU's leadership development programmes include regular evaluations of leaders' performance in fostering a supportive work environment (Biri, 2014), and these evaluations help in identifying areas for improvement and ensuring alignment with Guti's teachings.

Guti's teaching that "resourcefulness and innovation are key to growth" highlights the importance of evaluating the effectiveness of innovation strategies. To measure innovation success, businesses can track metrics such as the number of new ideas generated, the implementation rate of innovative projects, and the impact of these innovations on business growth. Additionally, assessing the return on investment (ROI) for research and development initiatives and measuring the success of new products or services in the market can provide insights into the effectiveness of innovation efforts (Guti, 1994). Businesses should also gather feedback from employees and customers on the perceived value of innovations and their

contribution to solving problems or enhancing experiences. For example, ZEGU monitors the success of its research initiatives and innovation projects by tracking their outcomes and impact on organisational growth and development.

Evaluating the impact of faith-based resilience strategies, as per Guti's teaching that "faith is the foundation for overcoming adversity," involves assessing how well businesses handle crises and challenges. This includes analysing the effectiveness of crisis management plans, the ability to recover from setbacks, and the overall resilience of the organisation. Businesses should review their crisis response and recovery processes, including how they align with spiritual and ethical principles (Guti, 1994). Metrics such as recovery time, employee morale during crises, and stakeholder satisfaction can provide insights into the effectiveness of resilience strategies (Biri, 2014). For example, ZEGU evaluates its crisis management efforts by analysing recovery outcomes and employee feedback to ensure that its approaches are in line with its values and teachings.

Finally, assessing the impact of Guti's teachings on the broader community involves evaluating the business's contributions to societal well-being and social responsibility. This includes measuring the effectiveness of community outreach programmes, charitable activities, and initiatives aimed at addressing social issues. Businesses can use metrics such as the amount of resources allocated to community projects, the number of beneficiaries served, and the positive changes resulting from these initiatives. Feedback from community members and stakeholders can also provide valuable insights into the impact of these efforts. For instance, ZEGU assesses its community impact by tracking the outcomes of its social responsibility programmes and gathering feedback from community partners to ensure that its efforts are aligned with its mission and teachings.

Evaluating the success and impact of implementing Guti's teachings in business ventures involves measuring alignment with spiritual values, assessing leadership effectiveness, evaluating innovation, and analysing resilience and community impact. By using these evaluation methods, businesses can ensure that they are effectively integrating Guti's principles

into their operations and achieving positive outcomes for all stakeholders. The ongoing assessment of these principles helps businesses maintain their commitment to ethical and spiritual values, drive sustainable growth, and contribute to the well-being of society, reflecting the enduring relevance and impact of Guti's teachings in the business world.

As businesses evolve and face new challenges in an ever-changing world, it is important to consider how Guti's teachings can continue to guide and inspire future business practices. This section explores potential future directions for integrating Guti's principles into modern business strategies and the importance of continuing his legacy to ensure sustainable and ethical growth.

Guti's teaching that "timeless principles must be adapted to the changing times" emphasises the importance of flexibility and innovation in applying spiritual and ethical values. As businesses encounter new challenges such as technological advancements, global competition, and shifting consumer expectations, adapting these principles to contemporary contexts is essential. Businesses should explore how Guti's principles of integrity and ethical conduct can be applied in digital environments and global markets. This may involve developing new frameworks for ethical decision-making in areas like data privacy, online marketing, and international trade. Companies could also invest in technology that supports transparency and accountability, aligning with Guti's teaching that "integrity should guide every aspect of business."

Guti's emphasis on "being stewards of God's creation" aligns with the growing focus on sustainability and environmental responsibility. Businesses can continue to honour this teaching by adopting sustainable practices and promoting environmental stewardship. This includes integrating sustainability into business models, reducing carbon footprints, and supporting initiatives that protect natural resources. He highlights that stewardship involves responsible management and care of the resources and gifts that God has entrusted to us. He articulates:

"The kingdom of God is like a mustard seed which a man took and sowed in his field. It is indeed the least of all the seeds, but when it is grown, it is greater than the herbs and becomes a tree, so that the birds of the air come and nest in its branches".

This parable reflects the importance of nurturing the small beginnings into something great that aligns with the idea of stewardship—taking care of the small things so that they can grow into something significant. He further elaborates:

"If you love God and read the word of God every day and pray, you will grow spiritually. You will understand things you never understood before, and you will have what we call the blessings of God".

This statement underscores that stewardship involves not just managing physical resources but also cultivating spiritual growth and understanding. He taught that to be good stewards men should not borrow, whilst emphasising on integrity as captured below:

"Don't borrow money, believe in God. Stop telling lies, get rid of those things that are not good. Fight to separate yourself from the spirit of dishonesty."

Future directions for sustainability could involve developing innovative green technologies, implementing circular economy practices, and fostering partnerships with organisations dedicated to environmental conservation. By aligning business practices with principles of stewardship and responsibility, companies can contribute to long-term environmental and social well-being. For instance, ZEGU's sustainability initiatives are guided by Guti's teachings, focusing on reducing environmental impact and promoting responsible resource management.

Guti's teaching that "leadership must be a reflection of ethical and moral values" underscores the importance of ethical leadership in shaping business culture and practices. Moving forward, businesses should prioritise the development of leaders who embody these values and are committed to creating positive organisational cultures.

This involves implementing leadership development programmes that emphasise ethical decision-making, empathy, and accountability. Additionally, businesses should establish robust governance structures that promote transparency, fairness, and ethical conduct. Regular evaluations and feedback mechanisms can help ensure that leadership practices remain aligned with Guti's principles. ZEGU's leadership training programmes are designed to cultivate ethical leaders who reflect the values espoused by Guti, fostering a culture of integrity and excellence.

Guti's teaching that "true success is measured by the positive impact on others" highlights the significance of community engagement and empowerment. Businesses should focus on creating meaningful and lasting contributions to the communities they serve.

Future efforts could involve expanding community outreach programmes, supporting local entrepreneurs, and investing in initiatives that address social and economic challenges. By empowering communities and addressing their needs, businesses can enhance their social impact and build stronger relationships with stakeholders. ZEGU's community programmes, inspired by Guti's teachings, aim to support and uplift local communities through various initiatives, including educational health programmes.

Guti's teaching that "technology should be used to advance good and not harm" suggests that businesses should leverage technological advancements to promote ethical and positive outcomes. This includes using technology to enhance transparency, improve efficiency, and address social issues as underscored below:

"I was speaking to my Deacon now, stop telling lies. We have said that anything you do, you know that it is not good, fight, get off those things, get off from that spirit, fight to get out, fight to get those things. I saw it in other countries where our people are, because of the things, the bad pictures they see over there, you find that there is no fire in them; you find that they are weak because of the negative things they see, pornography and other things."

Businesses can explore how emerging technologies such as artificial intelligence, blockchain, and data analytics can be used to support ethical practices and drive positive change. For example, implementing blockchain technology for supply chain transparency can help ensure that products are sourced ethically and responsibly. By aligning technological innovation with principles of good stewardship, businesses can create impactful solutions that reflect Guti's teachings.

Continuing Guti's legacy involves preserving his teachings and promoting their relevance in modern business practices. This can be achieved through educational initiatives, leadership training, and public awareness campaigns that highlight the importance of integrating spiritual and ethical principles into business.



Businesses can support the preservation of Gutí's legacy by partnering with educational institutions, such as ZEGU, to develop programmes and resources that promote his teachings. Additionally, sharing success stories and best practices that demonstrate the positive impact of these principles can inspire others to follow in his footsteps. ZEGU's commitment to upholding Gutí's legacy is reflected in its educational programmes and community outreach efforts that continue to embody the values and principles he championed.

As businesses look to the future, integrating Gutí's teachings into modern practices offers valuable guidance for navigating contemporary challenges and promoting ethical growth. By adapting principles to changing times, focusing on sustainability, fostering ethical leadership, engaging with communities, leveraging technology, and preserving his legacy, businesses can ensure that they continue to honour and advance Gutí's teachings. These efforts not only contribute to the success and integrity of individual businesses but also support the broader goal of creating a more ethical and sustainable world, reflecting the enduring impact of Gutí's wisdom and vision.

Integrating Gutí's teachings into contemporary business practices offers a profound opportunity to guide modern enterprises toward ethical, sustainable, and impactful growth. His principles of integrity, stewardship, and leadership provide a robust framework for addressing current challenges, including technological advancements, environmental sustainability, and community engagement. By adapting these timeless values to fit evolving contexts, businesses can foster a culture of ethical responsibility and social contribution. Emphasising sustainable practices, ethical leadership, and community empowerment not only aligns with Gutí's vision but also addresses the pressing demands of today's global market. Moreover, leveraging technology responsibly and preserving Gutí's legacy through educational and outreach initiatives ensure that his teachings continue to inspire and influence future generations of business leaders. The integration of Gutí's principles into modern business strategies not only enhances the ethical and operational standards of businesses but also contributes to a more equitable and sustainable world. This alignment between timeless teachings and contemporary practices underscores the enduring relevance of Gutí's

wisdom and its capacity to drive meaningful and positive change in the business world.

The chapter explored the profound impact of Dr. Ezekiel Guti's teachings on the Zimbabwe Ezekiel Guti University (ZEGU) as it evolves into an exemplar of entrepreneurial education in the Global South. Central to Guti's teachings was the concept of stewardship that has influenced ZEGU's ethos, emphasising responsible management of resources and ethical business practices. Guti's principles of faith, integrity, and purpose have been integrated into the university's entrepreneurial programs, encouraging students to view business ventures as opportunities to serve both community and faith. This holistic approach that combined academic rigour with spiritual values, aims to produce socially responsible business leaders. The chapter detailed the challenges faced in aligning Guti's spiritual teachings with traditional academic models, including balancing academic standards with faith-based perspectives and addressing external scepticism. Financial constraints and resistance to change within the institution were also significant hurdles. Despite these challenges, ZEGU has succeeded in creating a unique educational environment that integrates ethical leadership, community service, and social entrepreneurship. These successes demonstrate the potential of Guti's teachings to guide business practices and contribute to societal well-being. Looking ahead, Chapter 9 will explore the practical strategies for integrating faith-based principles into business operations, focusing on how to translate spiritual values into actionable and sustainable business practices. It examines the evolving landscape of entrepreneurship, emphasising the need to integrate theory with practical realities and emerging trends.