

Holistic Transformation

Business as Mission

New context
new thinking

CREATIVE ACCESS NATIONS (CAN)

Is God Calling you to serve in A
CREative Access nation?

- Create a business
- Use your profession
- Humanitarian work (NGO)
- Work with a local church
(if available)

What is Business as Mission (BAM)?

(an invitation to co-create with God in the marketplace)

- Profitable and sustainable businesses
- Intentional about Kingdom of God purpose and impact on people and nations
- Focused on holistic transformation and the multiple bottom lines of economic, social, environmental and spiritual outcomes
- Concerned about the world's poorest and least evangelized peoples

Source: BAM Global Think Tank

BAM is not a technique.

It's a worldview of
following Jesus in the
marketplace

**Business is not a platform or a
cover to stay in a country. It is
the MINISTRY.**

What can we Learn from Paul?

Tentmaker out of necessity

**Tentmaker for
the sake of
credibility**

**Tentmaker for
integrated identity**

**Reproducible
model**

The Quadruple Bottomline

Holistic Transformation

Spiritual

(Make disciples)

Economic

(profit)

Physical

(steward environment)

Social

(serve people)

Bam Movement

Today

- More people are involved in business
- Greater common understanding globally
- Established BAM ecosystem
- Growing recognition that businesses are needed for holistic impact by agencies, churches, academics

Future

- businesses have unique contribution to solve problems **(1.8 Billion job deficit globally in Arab world/Asia)**
- Create jobs with human dignity
- Address environmental challenges through innovation

PREPARATION

Essential traits

- Perseverance
- Humility
- Resilience
- Calling
- Teach-ability
- Integrated view of work & ministry

How can you prepare?

- **Know yourself – strengths, passion, personality etc**
- **Build a support system before you go to the field**
- **Marketplace experience is CRUCIAL**
- **Network with other business people**
- **Field visit to research business opportunities**
- **Work as an apprentice – learn from experienced BAM owners**
- **Find a mentor/coach**
- **Commit to learn local language and culture**

B4T in CAN

- Small businesses (1-20 employees)
- Types of Businesses
 - Language and training centre
 - Cultural exchange
 - Travel Agency
 - Adventure tourism (rock climbing, hiking, cycling)
 - International schools
 - Communications services
 - Art Centre
 - local products
 - Hotel Services
 - Expat Services
 - Consulting
 - Web design, photography
 - Catering business
 - Bed & Breakfast
 - Bookstore
 - Real Estate
 - Dental Consulting
 - Restaurant
 - Import/Export
 - Agriculture (almond farm)

Business opportunities in Morocco

- Aeronautics
- Renewable energy – Project Nour
- Tourism services
- Teach Mandarin
- Environmental services
- Education
- Agriculture
- Digital Services
- Transportation

resources

Websites

- www.businessasmission.org
- www.business4blessing.org
- www.workasworship.org
- www.missionfrontiers.org

Books

- Tentmaking by Patrick Lai
- Business for Transformation – Patrick Lai
- God is At Work – Ken Eldred
- Authentic Lives – Thomas Hale