

## Business as Mission & Fighting Poverty & Corruption

Mats Tunehag  
Brisbane, Australia  
November 2014

Business as Mission is NOT a technique.  
It is a worldview and a lifestyle.  
It is about following Jesus in the marketplace - to the ends of the earth; loving God and serving people through business

### Business as Mission, BAM

It is NOT doing business with a touch of "churchianity"  
It is a pro-active pursuit of SHALOM in all relationships in and through business

We are not just in business  
but  
working on the business, asking:  
How can we shape business for God and the common good?

### An instrument for transformation

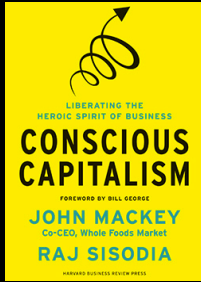
- Johan Sebastian Bach used the organ as an instrument to create beautiful music to the glory of God and for us to enjoy. Businesses are also **instruments**.
- They should serve people, align with God's purposes, be good stewards of the planet and make a profit.

### Many names, many similarities

<u>SECULAR ARENA</u>		<u>CHURCH ARENA</u>
<ul style="list-style-type: none"> <li>• Market-based solutions to poverty</li> <li>• Social enterprise</li> <li>• Creative capitalism</li> <li>• Impact enterprise</li> <li>• Conscious capitalism</li> <li>• Inclusive business</li> </ul>		<ul style="list-style-type: none"> <li>• Business as Mission</li> <li>• Missional Business</li> <li>• Great Commission Companies</li> <li>• Business for Transformation</li> <li>• Transformational Business</li> </ul>

John Mackey,  
 Founder & CEO *Whole Foods*

Businesses should...  
*"endeavor to create financial, intellectual, social, cultural, emotional, spiritual, physical, and ecological wealth for all their stakeholders".*



Common denominators in our context

- Business
- Kingdom of God
- Holistic Transformation
- Global
- God Glorified

Looking forward, fighting corruption

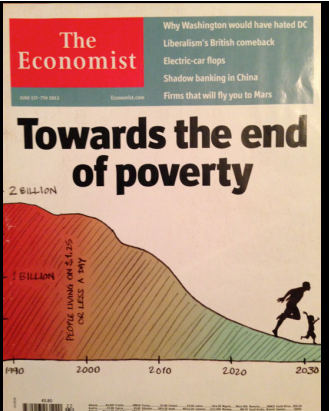
1. Affirm, equip and deploy people to serve I business
2. Acknowledge the business as a possible change agent for good
3. Shape business for God & good
4. Recognize importance of SMEs
5. Create critical mass for macro transformation

1. Wealth creation is a godly gift

*"Remember the LORD your God, for it is he who gives you the ability to produce wealth." (Deut 8:18)*

Multiple bottom lines  
 Multiple stakeholders

2. Business can be a change agent for good



3. Shape business for God & good

*Nr 12. Measuring the Impact and Performance of BAM Businesses*

[www.BAMthinktank.org](http://www.BAMthinktank.org)



### 4. SMEs are critical for building nations

The Economic Development Spectrum

- Well-established
- This is largely vacant
- Growing or Well-established

Relief & Development    Micro-credit    Small to medium enterprise (SME)    Multinationals (MNCs)

- Typically SME generates most of a developed nation's employment
- SME provides as much as 90% or more of a developed nation's tax base
- SMEs are strong transformational agents

### 5. Create Critical Mass: Movements of Societal Transformation

<p><u>Examples</u></p> <ul style="list-style-type: none"> <li>• Protestant Reformation</li> <li>• Abolition of Slavery</li> <li>• Civil Rights Movement</li> </ul>	<p><u>Common themes</u></p> <ul style="list-style-type: none"> <li>• Small minority</li> <li>• Shared vision</li> <li>• Common values</li> <li>• Connected with one another</li> <li>• Tenacity</li> <li>• <b>Critical mass</b></li> </ul>
--	--

### Example from Indonesia

**BAM in English**  
 &  
**15 other languages**  
[www.MatsTnehag.com](http://www.MatsTnehag.com)