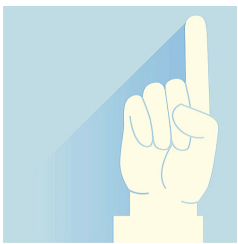


# BAM TALK

BAM 1 – 2 – 3 – 4 &  
BEYOND



## 1. ONE GOD, ONE LORD: CHRIST IS THE LORD OF THE MARKETPLACE AND OUR BUSINESSES.

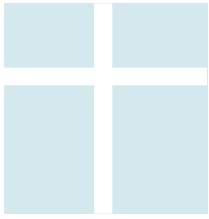
Christ is Lord of all, or He is not Lord at all.

The early Church confessed *Christos Kyrios*– Christ is Lord. It was revolutionary when the greeting was supposed to be *Kaiser Kyrios*– the Emperor is Lord.

So may His Kingdom come, may Christ the King be the ruler of our lives, business and the marketplace.

BAM is recognizing the Lordship of Jesus Christ, taking our Sunday talk into a Monday walk.

BAM is to be a follower of Him, into the marketplace, among all peoples and to the ends of the world.



## **2. TWO DIMENSIONS: BAM IS ABOUT DOING BUSINESS FOR GOD AND THE COMMON GOOD**

BAM is recognizing a dual purpose: we shape our business for God and for people.

It is breaking down the secular-sacred divide, it is a seamless integration of loving God and people through business.

It is applying the Matthew 25 litmus test to business: what you have done to the least, the lost and the lowliest you have done to Christ.



## **3. THREE BIBLICAL MANDATES: CULTURAL MANDATE – GREAT COMMANDMENT – GREAT COMMISSION**

## **CULTURAL MANDATE:**

God is the Creator, He is creative, and He creates good things.

The Triune God creates in community and for community.

We are created in God's image, to be creative, to create good products and services.

A BAM business is a community of people getting together to create for community.

It is about stewardship of gifts and resources, to create different kinds of wealth, to support human flourishing, and to reflect and glorify God the Creator.

## **GREAT COMMANDMENT:**

We are to love God and our neighbor; again, the dual dimension.

Who is my neighbor in business? Staff, clients, customers, suppliers, competitors, the community, the physical environment, our families, the city, the nation, ...

BAM is thus an intentional and professional effort to serve and love our various neighbors in the way we conduct our business.

## GREAT COMMISSION:

God so loved the world that he sent his Son. Christ sends us to the world, to all worlds and spheres of society – including the business world.

We are to make Christ known among all peoples on all continents, also through business.

BAM means doing business in this global thrust: to all peoples!

## 4. FOUR BOTTOM LINES: BAM SEEKS TRANSFORMATION THROUGH BUSINESS: FINANCIALLY, SOCIALLY, ENVIRONMENTALLY AND SPIRITUALLY

BAM is about holistic transformation of people, businesses, industries, societies, and nations. Business are strong transformational agents, which can lift people and nations out of poverty.

BAM pursues a positive impact on all bottom-lines, while recognizing that they overlap and Interact.

**1. Financial** - a business needs to be profitable so it can grow, and create jobs and contribute to flourishing societies.

**2. Social** - businesses can provide a framework for human dignity as well as opportunities for human creativity and development.

**3. Environmental** - businesses should be good stewards of creation, and can develop business solutions to environmental challenges.

**4. Spiritual** - Seeking Christ in all our relationships in business:



*Christ in the heart of every man who thinks of me, and my business*

*Christ in the mouth of everyone who speaks of me, and my business*

*Christ in every eye that sees me, my staff, customers, suppliers, and competitors*

*Christ in every ear that hears me speak about my products and services*



BAM is to plan, operate and evaluate a business with quadruple (four) bottom-lines.

We serve our customers, staff and suppliers with professionalism, excellence and integrity, and trust God for the kairos moment, and spiritual impact.





## **5 BEYOND: BAM IS NOT FROM THE WEST TO THE REST, IT IS FROM EVERYWHERE TO EVERYWHERE. ALL FOR GOD'S ETERNAL GLORY!**

God is beyond our comprehension.

God can do things through BAM which is beyond our imagination.

BAM is beyond our business and our local context.

BAM is a global movement, involving leaders in business, church, missions and academia.

BAM is growing on all continents. BAM is bigger than we often think.

BAM is beyond business and four bottom-lines. It is ultimately about God's eternal glory.

Ad maiorem Dei gloriam: to the greater glory of God.

## SEE BAM GLOBAL'S TWO FOUNDATIONAL DOCUMENTS:

1. The BAM Manifesto <https://bamglobal.org/lop-manifesto/>
2. The Wealth Creation Manifesto  
<https://bamglobal.org/report-wealth-creation-manifesto/>

## FOR MORE BAM RESOURCES:

The biggest BAM resource library in the world  
<https://www.businessasmission.com/>

For BAM material in 19 languages, and videos  
<http://matstunehag.com/>

For BAM Global, and all BAM think tank reports  
and more

<https://bamglobal.org/>

Produced by Mats Tunehag

