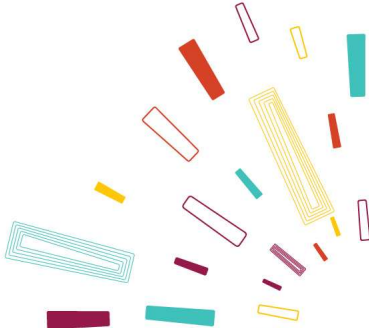


# Business as Mission: Challenges and Possibilities

Craig S

*transformational*  
**SME**

[transformationalsme.org/urbana2022](https://transformationalsme.org/urbana2022)



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- Our objective is to identify seven key challenges and opportunities for the Business as Mission (BAM) practitioner...
- recognizing that challenges and opportunities are often intricately connected...
- and launching an idea- and relationship-rich conversation to suggest ways of approaching them effectively.



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# 1. BAM is spiritual warfare

- We have a personal Enemy who may appear variously as a roaring lion or as an angel of light
- Hostility or opposition is an outward manifestation of an underlying clash of competing, incompatible worldviews
- Embrace suffering in the power of the cross of Jesus Christ
- Dysfunctionality is multi-dimensional, contextual and time-dependent
- Conduct BAM in a context of accepted risk tolerance, thoughtful risk analysis and prudent risk management



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# 2. Developing the business model

- Location
  - missional
- Product
  - marketable
- Design
  - operational
- Continuity
  - more than a personal project
  - beyond profitable



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### 3. Building team

- Business is community in action
- “Two walking together...agreed”
- Business creators
- Business builders
- Character, competency, commitment
- Complementary skills and spiritual gifts
- Mapping larger stakeholder eco-system



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### 4. Raising capital

- BAM needs seven types of strategically integrated, patient capital (s, h, i, s, n, i, f)
- Money is to the business what blood is to the human body
- Business is a living organism: capital needs to be relevant to the company stage of life
- Honorable capital: the morality of money



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## 5. Getting access

- Strategically, much of the “closed” world is open for business
- Tactical role of small-medium enterprise (SME)
- Theological and practical implications of “just capital”
- Regulatory infrastructure
- Labour market
- Consumer market
- Supply chain/resource market



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## 6. Presenting the Kingdom and the Gospel

- Demonstration, proclamation and extension
- Whole person – body, soul and spirit
- The Kingdom is present but not yet
- Contextualization
- Shifting paradigms
- Generous hearted and patient
- Hard or neglected?
- Living with ambiguity in the grey zone and practicing a life of forgiveness
- BAM companies as points of light



*“When I stopped hating them, I began to love them!”*

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## 7. Achieving transformational outcomes

- “Quadruple bottom line”
  - Economic
  - Environmental
  - Social
  - Spiritual
- Achieved through
  - Value-adding goods & services
  - Job creation
  - Ethical operations
  - Robust financial foundations
  - Patient, intentional, integrated BP and SIP



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