

Getting Started

In

Business As Mission (BAM)

This document is intended to provide the Mission to the World (MTW) “family” (e.g. church pastors and mission committees, and church members who are businesspeople) a brief look at several ways BAM can be utilized to have a kingdom impact and to facilitate evangelism, discipleship and church planting around the world.

At MTW we have given our BAM ministry the name of Xchange (“Business Minded. Kingdom Focused”). The idea is to encourage businesspeople to become engaged in an “xchange” with other businesspeople around the world; “xchanging” business experiences with each other and helping to “xchange” or transform businesses and communities with the gospel.

I. What is BAM At Mission to the World?

Xchange or BAM is a ministry that has operated around the world for some time and which is growing recently in its scope and acceptance in many countries and among many churches and missions agencies. There has been BAM related ministry on a limited basis at MTW for years. Xchange operates as a support ministry to MTW’s primary ministry of church planting. We believe business is ministry, and not just a platform for ministry.

How and when BAM activities are implemented is determined by MTW field leadership. Each context will have a unique strategy for how BAM can be most helpful. MTW has appointed a Director of BAM, John Tubbesing, to help the field launch and coordinate these ministry efforts, and to promote BAM to the businesspeople in U.S. churches. The Director of BAM will also help the field implement practices that are consistent with MTW guidelines related to BAM.

You may go to www.mtw.org/Xchange to learn more. At that site you may indicate your area of interest in serving if you are a businessperson. You may also contact the Director of BAM, John Tubbesing, at john.tubbesing@mtw.org or 314.409.0942.

II. What Is Its Purpose?

In partnership with a local church, we envision local businesspeople coming to Christ because of relationships formed in the marketplace. We envision discipleship occurring in the very context that businesspeople live and work in together. We envision local families having an income they didn’t have before and local churches becoming self-sustaining. We

envision communities transformed by the gospel and “kingdom companies” having a multiplying effect in a community and even a country.

III. What Could BAM Look Like?

That can be addressed from two broad perspectives: (a) what would it look like in various types of contexts, and (b) what are several ways businesspeople can get involved. The second perspective is mostly dealt with in the Section III.

- a. In a more developed country/context. This would for example be in Western Europe or more advanced cities in much of the world. U.S. and local businesspeople, and those from other countries, will be involved in helping locals start businesses. We also see businesspeople living “in country” as bi-vocational workers or tentmakers, and not only in “restricted access countries”. Bi-vocational workers or tentmakers could have a very effective way of opening doors and building relationships with those in the business community. We see young people as well as “second career” people ministering in partnership (e.g. using their travel dollars and vacation time to travel “with a purpose”) or as full time members of MTW teams in many such areas.

There will also be many occasions where U.S and other businesspeople will have areas of expertise that would be valuable in a seminar context, to attract local people for pre-evangelism contacts. Spiritually mature businesspeople may also be able to help disciple believing businesspeople by discussing how to live out their “faith at work” and have a kingdom perspective.

One example of what BAM could look like in this context would be a business seminar that may be conducted for university students or experienced business professionals. It could be for 1-5 days in length. It would take weeks of planning and preparation in order to attract the participants and arrange a suitable meeting facility. The Director of BAM or the Regional BAM Coordinator would work with the missionary team on site, and possibly come to the city to help launch the first seminar and to help explain the seminar and attract participants through contacts the missionary team has. Especially for longer seminars, the visiting businesspeople could spend part of the time in one-on-one sessions and possibly at a business that a participant works at or owns. Participants may even be interested in traveling (e.g. to the U.S.) to see and interact with a business for even greater training (and discipleship).

- b. In a less developed or majority world country/context. It could look very much like described in the previous context. However, in this situation we anticipate that an even more significant role will be in helping nationals start businesses. In most cases those businesses will either be a 1-2 person business producing a craft good (i.e. a micro-enterprise) or a 3-20 employee small medium enterprise (SME)). There are several organizations we are aware of or even with whom we have established relationships that will be helpful in terms of providing training programs, teaching materials, and even micro-finance resources.
- i. For work in very poor contexts there is a need to have very solid but simple training and materials. Reconxile (www.reconxile.org) provides such business training material free of charge. One MTW team has evaluated the material and is considering using it in rural villages in their country.
 - ii. Also in some very poor contexts, assistance in starting businesses will be combined with other initiatives in education, healthcare, or overall community development. The Chalmers Center (www.chalmers.org) provides such “complete” training material and programs to the local church, and several MTW teams have had good experience with it.
 - iii. IMED (www.imed-online.org) is a ministry which assists nationals exclusively in the 10/40 window starts micro businesses and with whom MTW teams have partnered successfully. They also provide loans themselves to graduates of their training.
 - iv. Hope International (www.hopeinternational.org) and Opportunity International (www.opportunity.org) are two micro-finance organizations among many that will lend money to start micro-enterprises.
 - v. In order to help entrepreneurs start SME businesses, or to help existing entrepreneurs run their businesses more effectively, Regent University’s Center for Entrepreneurship (www.regententrepreneur.org) has developed a program that has been used successfully in Africa. This program is targeted to someone who has the capacity to start and run a more significant business. This program is briefly described later.
 - vi. There have also been very pioneering businesspeople from other countries (e.g. the U.S.) that have started even larger businesses, and we want to be very helpful and supportive of them. We are anxious to see them be successful and to support them and their local employees however we can.

A program to help nationals start SME businesses would take time to plan and to implement, but the impact on a person, a family, and even the church and the broader community can be significant. The program from Regent University's Center for Entrepreneurship (RCE) as an example would take several months for the participants to complete, at the end of which those who would graduate would be equipped to establish their business (not just create a business plan). The program is based on biblical principles without being overtly evangelistic and so it can work effectively for believers and non-believers (this can be tailored for the specific context). A MTW/RCE certified facilitator would lead the program and the sessions. Participants would total from 12-40 per session and there would be 3-4 week-long classroom sessions. In between these formal sessions, participants would complete extensive field work. A team of 3-4 businesspeople (some local and some from for example the U.S. would be recruited to add their perspectives and mentoring during each of the week-long sessions. They would also be available through email and Skype to the participants during the weeks following their session to provide additional mentorship and encouragement.

The following are real examples of business initiatives that have been implemented within the MTW family;

- A coffee producing company which exports its product to the U.S. This business employs several nationals.
- A consulting and training company has recently been launched by a missionary unit to provide business visas and to help nationals start businesses. One of the goals is to also fund church planting efforts.
- A small business where nationals make jewelry for export to the U.S. The proceeds are used to fund an orphanage.
- A small business where nationals make women's handbags. Several employees are church members and at least one who was not has become a believer and is now a church member.
- Two different missionaries operate English language training companies in two different countries.

- An MTW missionary was a bi-vocational worker for many years in several “restricted access countries”. He worked for major corporations as an engineer. He then started his own company.
- A media company has been created by a missionary team. The company creates Christian content for sale to satellite companies and to train media professionals who will operate media businesses in their own “restricted access countries”.

IV. I’m Interested So Now What Do?

- a. I am a businessperson who wants to teach business to nationals to help our missionaries make pre-evangelism contacts or to help with the discipleship of believers:
- You should contact those missionaries you know, or think about a country or region of the world you feel drawn to. You should post your interest on the MTW Xchange website. You may also contact the MTW Director of BAM.
 - Topics you could teach include creating a business plan, business strategy, marketing, sales, accounting/finance, operations, human resources, business ethics, being a Christian businessperson, viewing business as ministry, etc. Your students may be very experienced businesspeople or business students, or somewhere in between.
 - Your missionary will guide you in these choices, as well as how overtly Christian your teaching is to be or not be (this will depend on the context and the goal).
 - You will need to have some preliminary training in the culture into which you will be teaching and sharing, which MTW will arrange and provide.
 - You will be expected to have prepared so that you provide a very professional and valuable session(s). Students in some cases will be paying for this teaching. Your time in country for this will likely be from 3-7 days.
 - You will be expected to pay for your travel and lodging and all other costs you incur.
- b. I am a businessperson who wants to help nationals start businesses and see them operated successfully:
- You should contact those missionaries you know, or think about a country or region of the world you feel drawn to. You should post your interest on the MTW Xchange website. You may also contact the MTW Director of BAM.
 - You are most likely someone who has broad business experience, and possibly experience starting a business or who has operated a small business.
 - You will most likely teach/consult/mentor several nationals who want to start businesses. They will have been “pre-qualified” for this training only somewhat. You will most likely be part of a 3-4 person team who follows a program that is a

series of 3-4 one –week sessions over a several month period. You may choose to participate in more than one session over this period if you are qualified in more than one topic. The topics may include identifying what makes a good business, what makes a good businessperson, what someone is qualified to start and run, assessing a market, creating a business plan, business ethics, and the various topics corresponding to the key functions of a small business. It may also include being a Christian businessperson and seeing business as ministry.

- Between the times you are mentoring and training “in country”, you will be offered the opportunity to communicate with one or more students as a mentor from afar. This will be via email and Skype. This will likely occur on a monthly basis.
- It could be very beneficial, but not necessary, if others in your church or city/presbytery could form a complete team. This may take 6-8 people in total. The benefits in this case would be that you would develop a relationship with each other and out of this you might find a new group of business and spiritual advisors.
- You will need to have some preliminary training in the culture into which you will be mentoring and sharing, which MTW will arrange and provide.
- You will be expected to have prepared so that you provide a very professional and valuable session(s). Students in most cases will be paying for this teaching. Your time in country for this will likely be a week at a time.
- You will be expected to pay for your travel and lodging and all other costs you incur.

c. I am a businessperson who wants to live “in country” and use my business skills to help MTW impact the kingdom :

- This is not for everyone. It can involve much in terms of learning and adapting to a new culture. It may require learning a new language.
- It is also many times more difficult to be in business in another country.
- However, it can be done successfully!
- You may want to become an employee or consultant for a company with a presence in the country you desire to live, work and minister in. Every culture needs kingdom-minded businesspeople.
- You may want to consider being a MTW BAM Regional Coordinator and help nationals start and operate businesses and work to bring businesspeople from the U.S. or other countries to the country or region you would live in.
- If you want to start a business yourself, MTW is prepared and excited to help you however we can. This will vary from one place to another but may include: (a) learning the new culture and language and customs; (b) introducing you to a

pastor and church in the area; (c) possibly assisting you with finding employees, suppliers, customers, financial and legal advisors in country; (d) praying for and with you.