

A Brief Introduction: Business as Mission

Business as Mission:

A Movement of Businesses
Transforming People &
Nations for God's Glory

Created by BAM Global



*Business
as mission
is a...*

Concept

Business as mission is the concept that **business is God's idea** and has the **power to do good** in the world—that Christians can leverage this God-given potential of business to address the world's most pressing issues, in response to God's mission call to the global Church.

Practice

Around the world people are living out this concept, **building all kinds of businesses**—that serve their communities, fight injustice, provide dignified work, lift families out of poverty, stand against corruption, steward creation, and bring the light of the Gospel to dark places.

Movement

This is not one group's idea, but a move of the Holy Spirit taking hold in the global Church. It is a **growing global community** of mission-driven companies—supported by capacity builders, investors, mentors, educators, mission agencies, NGOs, churches and others.

**In short,
business as mission
is more than a single
organisation.**

**Business as mission
is a spontaneous,
decentralised, and
rapidly growing
global community.**

What is business as mission?

Business as mission, simply put, is the seamless integration of excellent business with intentional mission. It is doing business for God's glory, the Gospel, and the common good.

Business is a God-given vocation and institution in society, with the potential to bring multiple benefits to people, communities and nations. Business as mission intentionally leverages this intrinsic power of business to address spiritual needs, hand in hand with social, economic and environmental needs. Business as mission (BAM) is strategic today because it is often best placed to meet a wide range of needs in communities around the world.

Dallas Willard once said, "Business is a primary moving force of the love of God in human history." Business, done well, is glorifying to God. Period. We see in the Bible and throughout history that business is able to create dignified jobs, multiply resources, provide for families and communities, push forward innovation, and, in short, do good in society. A company does not need a business as mission strategy to justify its purpose or to somehow make it more 'holy'. Business professionals following Jesus in the marketplace already have a sacred vocation. Business is a good idea that comes from God.

Yet, God has called us, His Church, to partner with him in the work of mission. To love our neighbour as ourselves, to care for the poor and vulnerable, and to share the Gospel and make disciples in every part of the world. And business people, along with their skills and experiences, are some of the most needed in the work of global mission today. Alongside more traditional forms of mission, the world is crying out for for-profit, business solutions to some of its most pressing issues. These issues include job scarcity, human trafficking, economic exploitation, corruption, environmental degradation, dire poverty, and the challenge of sharing the love of God and His good news with those who haven't yet heard it.

In the global marketplace today, we have an opportunity to harness the God-given power of

business to address these pressing spiritual, social, environmental, and economic issues. Business as mission is a movement of business professionals, mission leaders, church leaders and academics who are doing just that. They are taking the instrument of business, with its innate, God-given ability and power, and intentionally using that power in the work of mission. They are using their professional know-how and the gifts of entrepreneurship and good management to bring creative and long-term, sustainable solutions to local and global challenges. They are making a positive impact through for-profit business, along the 'four bottom lines': social, environmental, financial and spiritual. We sometimes refer to these as the 4Ps: people, planet, profit, and eternal purpose.

There is no one universally agreed definition of business as mission, but there are some key common denominators in the global BAM movement. And while there is growing consensus around the concept, many other terms are also used for the same, or similar, idea. Many prefer terms such as: transformational business, missional business or business for transformation (B4T), among others. Business as mission, or 'BAM', is just one widely used term in the English language, other terms have developed in other languages. This is the working definition used by [BAM Global](#):

Business as Mission is:

- 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.

Business as mission is not a new idea! Business and mission have been combined in different ways, at different times throughout Church history. However, the contemporary business as mission movement represents a growing intentionality in the global Church to fully integrate business goals with the call to the whole church to take the whole Gospel to the whole world. It is an answer to the prayer, 'May Your Kingdom come on earth as it is in heaven', as people and communities are positively transformed through for-profit enterprises. BAM is the intentional integration of business and mission.

The idea of integration is important. This is not 'ministry' tacked onto business for convenience or business tacked onto ministry. Instead the mission is worked out in and through the business, through its activities, through the products and services and through relationships built in daily business life—with employees, customers, suppliers, officials, contacts, and the wider community.

As already stated, business is designed by God to provide livelihoods, multiply resources, and enable communities to flourish through a combination of creativity, hard work and risk. A profitable and sustainable business is able to create new jobs, drive innovation, provide needed goods and services, and help societies develop. Through business as mission we can intentionally tackle poverty, bring positive social and environmental change, and carry with us the message of eternal life.

Jo Plummer, Co-Founder, BAM Global

BAM Global **is a donor-supported** **non-profit dedicated** **to serving the rapidly** **growing global BAM** **movement.**

We have made it our mission to see the business as mission movement multiply to every corner of the globe. We envision a future where BAM enterprises shape the global marketplace for God's glory, the Gospel, and the common good. To achieve this, we bridge the gaps between the disconnected parts of the ecosystem...



How BAM Global Serves the Movement



Partnering

Catalysing local networks to foster regional growth.



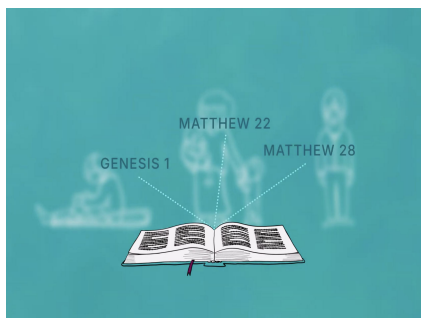
Gathering

Hosting global consultations and events where the movement meets.



Resourcing

Curating the world's most comprehensive library of BAM knowledge at businessasmission.com to help the community scale its impact.



“What is BAM?”

Watch the 3 Minute
Explainer Video



“The BAM Pathways”

Explore Resources &
Ways You can Get
Involved Today



“BAM A-Z”

Read the Free Book
& Download the Poster



Learn more about BAM Global

BAM Global aims to accelerate the movement through global forums, regional networks, and world-class events. We invite you to join this vibrant community by exploring our sponsorship and partnership opportunities to help fuel the next generation of Kingdom-minded businesses.

**BUSINESS
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