



TRAINING PRODUCT SERVICE SUMMARY

THE PURPOSE OF THESE SEMINARS is to demonstrate that God's plan for all nations to follow and worship Him has not changed. But what must change are strategies for reaching the 65% of the world's population where "missionaries" are not allowed. Business and other professionals are uniquely qualified to enter these countries and live out kingdom values in the marketplace. The Gospel will be first incarnated and then doors will open for proclaiming the Good News and making disciples of Jesus.

These seminars provide entry and mid-level understanding of what Business as Mission (BAM) is and is not. It will provide an understanding of WHAT it is; WHY it is important; WHO can get involved and case studies of WHERE and HOW it is being done today. Plenty of Q&A will help attendees to see their role in using their skill and profession to make disciples of Jesus.

The length of seminar(s) can vary. The presentations also vary depending on the context which may be church, business luncheon, university classroom, or symposium in a conference. IBEC Ventures will tailor the presentation to their needs and goals of the audience. Below is a general outline from which to select what is needed. Various combinations can be selected; each is adaptable from 60-90 minutes. The methodology involves narrative heavily influenced by dialog and media.



GENERAL TRAINING

OVERVIEW OF BUSINESS AS MISSION

Business as Mission (BAM) has surfaced in the last 10 years as a 21st century expression of spreading the gospel in real life similar to what was well-known in former times. IBEC provides a 1-2 hour seminar which provides an understanding of what BAM is and the five reasons why it is important today. The seminar also gives several real-life case studies to provide an understanding of BAM at work.

+ **RESOURCES:** “Business as Mission Overview” power point; “Work as Worship” U Tube (www.godtube.com); Segment of movie, “Amazing Grace”; books and websites as listed on www.understandbam.com; “God Means Business” - Tunehag

BEST PRACTICES FOR BAM

Once one understands what BAM is and why it is important, “Best Practices” provides some themes which suggest how to do it well. This is a discussion model which provides propositions for review. Participants come away having wrestled with key issues like “who can do this?”, “will I be safe in a high-risk country?”, is team or individual business leadership the best?”, “is there a difference between micro-enterprise and Small-Medium Enterprises in BAM?”, “what are legal and moral issues to be aware of?” etc.

+ **RESOURCES:** 21 best practices developed by Patrick Lai and Larry Sharp; Bill Job – 4 minute video on Bluefishtv.com; Tentmaking – Lai; Great Commission Companies – Rundle, Steffen; The Missional Entrepreneur – Principles and Practices for BAM – Russell; TED talk by Sirolli, “Shut up and Listen”.

THEOLOGICAL BASIS FOR BAM

It is important to understand that operating sustainable, profitable businesses for the glory of God has its roots in biblical theology and practice. This endeavor is not just a “means to an end”, but BAM in and of itself brings pleasure to God, transforms lives and communities and produces disciples of Jesus. Old and New Testament passages will bring a foundation to why BAM is important, viable and sustainable today.

+ **RESOURCES:** Business as Mission, Neal Johnson; Kingdom Theology verses from Matthew; A Better Way, Dale Losch; www.thegospelcoalition.org/video; Power point, “All Professions: Is it Biblical?”, case study of Paul by Lai and Love.

WHO IS IBEC AND HOW CAN THEY HELP BAM BUSINESS OWNERS?

IBEC is a BAM consulting firm specializing in providing consulting, coaching and mentoring for kingdom businesses in the most unreached and underdeveloped areas of the world. Consultants use a 5-phase process in helping clients and also help provide Subject Matter Experts to address specialized needs such as business planning, marketing, capitalization issues, accounting, legal issues. Etc.

+ **RESOURCES:** www.ibecventures.com; “How Business Consultants Add Value to B4T Work”, power point; Twenty Questions from Forbes; 12 Questions

WHY BAM IS IMPORTANT IN A WORLD OF “TOXIC CHARITY” AND “DEAD AID”

Although IBEC believes there is a place for philanthropy, charity and Christian giving, the real key to growth and development is helping victims of poverty and injustice with job creation. Our vision is to create sustainable businesses in local cultures, using regional knowledge, strategies and resources so that long-term development occurs. Businesses are profitable and sustainable, but also create value in the community and make disciples of Jesus, thus obeying the Great Commandment and the Great Commission . “Give a man a fish, feed him for a day. Teach a man to fish, feed him for a lifetime.”

+ **RESOURCES:** www.povertycure.org video; Dead Aid – Dambisa Moyo; Toxic Charity- Robert Lupton; Giving Wisely – Jonathan Martin; TED Talks – Sirolli “Shut up and Listen”

TAKING A FAMILY OVERSEAS: *Tips for the transition process*

Operating a business overseas is more than just business. It involves moving your family and lifestyle to a new environment, culture, language and context. This seminar provides some understanding of the transition process, a very normal “coming to terms with the new cross cultural situation”. It provides tools and skills for facing the ambiguities which will come your way. The training will prepare you for the stresses ahead and for integrating into your new world.

+ **RESOURCES:** “The Transition Experience” power point; RAFT exercise

PRINCIPLES OF INTEGRATION: *How to overlay a mission plan with a business plan*

Just as a business needs a business plan, so ministry needs a plan. The two are integrated into a third component – the local cultural context. Kingdom values need to be integrated into the fabric of the business and the BAMer needs to be intentional in developing “spiritual capital” and seeking to make disciples. The Master Plan is an integration of business and ministry anchored in the local country and culture.

+ **RESOURCES:** Business as Mission – Johnson, chapters 12-18 plus Appendix 2-4; God is at Work – Eldred; The Integrated Life – Eldred; Bill Job 18-minute video interview; C-12 Ministry planning workbook.

BUSINESS CLIENT ONLY

HOW BUSINESS CONSULTANTS ADD VALUE TO BAM WORK

Consultants add value to businesses because of their experience and expertise in the business world. Successes and failures both contribute to growth and that understanding can be shared with others. Sometimes the value is because of strategic and management perspectives gained through years of hard work; other times tactical oriented expertise can be shared – such as accounting, legal, IT, marketing, planning abilities. Even though there are cultural barriers, in the business world there are many commonalities.

+ **RESOURCES:** “How Business Consultants Add Value to B4T Work”, power point; 5 minute video of Meet Me in India with Clint and Rick; 4 minute video of Nusa Dua with Rob and Ken; 18-minute interview video of Bill Job; Video of Larry “How Business Consultants Add Value – 20 minutes

CRISIS PREVENTION AND MANAGEMENT:

Issues of risk, security, identity, integrity and authenticity

This training will provide “best practices” for preparing oneself for high risk overseas locations. It will involve personal training in risk awareness, avoidance of trouble, and survival in potential crisis; it targets the need for secure communication, personal protection, making a contingency plan, developing a Short Tenable Statement (STS) and concrete training in managing a crisis.

+ **RESOURCES:** “Personal Risk Awareness, Avoidance and Survival” seminar notes; “Contingency planning” seminar notes; “Risk Assessment – an individualized approach”; Apollo 13 video segment

GETTING A BUSINESS STARTED: *Basic and Important questions*

IBEC has developed a basic structure for what it means to start a values oriented business and develop a simple business plan. In addition, the Forbes list of “The 20 Most Important Questions for Starting a Business” is a good instrument in facilitating discussion. The training includes the likes of value proposition, viable markets, competition, financial planning, SWOT, product development etc. Sometimes an entrepreneur needs a simple model and the business plan comes later; other times a more sophisticated business plan is necessary. How do you know the difference and which one fits best?

+ **RESOURCES:** Business as Mission – Neal Johnson; “Twenty most Important Questions for Starting a Business” – Forbes; “Definition of A Kingdom Business” – Louthan and Sharp; Launching New Ventures – Kathleen Allen; “What does IBEC Mean by Starting a Business” – print out; Simon Sinek on the importance of ‘WHY’ (www.tedtalks.com/talks); www.doingbusiness.org; Startup Weekend- Nager, Nelsen, Nouyrigat; Lean Startup – Ries ; Biblical Principles for Starting and Operating a Business – Tsague; websites listed under ‘Doing Business...’

HOW TO FINANCE A START UP OVERSEAS:

Principles and ideas for capitalizing the business

Principles of lean startups suggest that many businesses start without much financial capital. Traditional wisdom suggests that capital, when needed, comes from the 3 Fs – Family, Friends and Fools. Certainly a person’s own funds should be used in a start up business not only as a source of capital but because it sends a signal that you believe in what you are doing and will work hard for its success. Businesses may seek business loans, people to take an equity position in the company, or donations – often the case in humanitarian social enterprises. How does one go about raising capital?

+ **RESOURCES:** See articles on L3C legislation; “Funding a Kingdom Business” – Rundle and Sudyk; On Kingdom Business – Transforming Missions through Entrepreneurial Strategies – Yanamori, Eldred.

LEGAL MODELS FOR STRUCTURING A BAM COMPANY

Many BAM companies are tied to mission or church sponsorship and thus face many challenges related to the mix of charity dollars and private funds. The simplest model is a privately owned or LLC type business, using private funds only; or a model based on humanitarian dollars only. It gets tricky when one tries to mix charity and private funds. This seminar takes into consideration the particular needs in the overseas arena and links it to North American legal compliance issues.

+ **RESOURCES:** Document entitled “BAM Structure Matrix” by Lindner; also MOUs for the “Sale to Owner” model and the “Loan” model of ownership.

PITFALLS AND BARRIERS: *Economic, political, missiological and personal*

Doing business overseas in very different cultures adds increased complexity. This seminar provides an overview of economic issues – largely related to macroeconomic issues of tax structures, monetary regulations, exchange rates etc; political instability and its effect on foreign owned business – things such as expropriation, taxation, corruption issues; missiological issues related to spiritual warfare, mission strategy etc. Personal issues of time use, lifestyle and survival greatly impact the success of a business as mission project.

+ **RESOURCES:** Business as Mission – Johnson; God is at Work – Eldred; Just Business – Hill; Business for the Common Good – Wong and Rae

THE IMPORTANCE OF HEART / SOUL / MIND IN DOING BUSINESS AS MISSION

Business as Mission is not just all about business. It is equally spiritual and missional thus it necessitates the guarding of heart, soul and mind. Start up businesses take far more than 40 hours per week, so how then does one keep close to God and in obedience to His principles? This seminar encourages dialog of how one keeps himself representing a totally Kingdom operation and be a God-oriented owner and all the while growing the business. Models of accountability and the question of metrics will be explored.

+ **RESOURCES:** Bill Job 18-minute video interview.

DECISION GUIDELINES FOR CROSS CULTURAL ETHICS ISSUES

This training is designed to help business owners with decision making in situations of another culture very different than their own. It recognizes Biblical standards but also that cultures and contexts are very important when making ethical decisions. This will not provide “absolute” answers to be applied at all times, but a grid for the “Decision Making Process” and a “Starter Kit of questions to Consider.” The course includes a list of the best materials for gaining a further understanding.

+ **RESOURCES:** “Decision Guidelines for Cross Cultural Ethics Issues” – By Larry Sharp (December 2012)

CHURCHES AND AGENCIES ONLY

SEVEN THINGS EVERY MISSION LEADER OR PASTOR SHOULD KNOW ABOUT BAM

Owning or operating a business is not the skill set of a pastor or mission leader. These seven principles from an experienced traditional mission leader, turned business entrepreneur allow for an understanding of both worlds and focus on the all-important need to fuse together faith and business. It validates the key role that churches and agencies play in Business as Mission (BAM) but equally validates the uniqueness of business.

+ **RESOURCES:** “Mobilize Your Church Through ‘Business as Mission’ – power point; Article – “Seven things every Mission Leader should know about BAM”; “Integrating a Business as Mission Focus into a Traditional Mission Agency” – Sharp; “Reaching the World through the Workplace” - power point.

HOW TO INTEGRATE A BAM FOCUS INTO YOUR AGENCY OR CHURCH

The first step in integration is to understand the foundations in scripture and in Christian history. This training addresses key principles for the making of disciples and how the entire body of Christ is responsible. This includes business people and stories of how they make a difference for the kingdom through their work place. Billy Graham is quoted as saying, “one of the great moves of God in the 21st century is going to be through believers in the work place.” If that is true in North America, it is true for the entire world. Included are steps for mobilizing your church for Business as Mission.

+ **RESOURCES:** “Integrating Marketplace Professionals” power point; “Mobilize Your Church Through Business as Mission” – power point; Glocalization – Bob Roberts; “Olive Technology” – Bluefish video; U Tube “Where do I fit” on www.techmission.org; “Business as Mission – what do I have to offer?” – Sharp.

IBEC VENTURES CONSULTANTS AND SUBJECT MATTER EXPERTS

PRINCIPLES OF COACHING FOR IBEC CONSULTANTS

Not every expert can be a consultant. IBEC believes that consultants need to be listeners because that helps develop a relationship with the client and provides understanding of the issues at stake which can then be addressed. We teach that “coaching for engagement” is the first rule for consultants. Consulting may be longer term coaching or mentoring which involves trust and facilitation; or it may be more the role of a Subject Matter Expert which is specialized toward addressing certain needs and challenges.

+ **RESOURCES:** Training materials by Bob Hancox and Tekara; Coaching for Engagement – Hancox, Hunter and Boudreau; Creating Understanding – Don Smith; TED Talks – Sirolli “Shut up and Listen!”

CROSS-CULTURAL CONSULTING 101: *How to avoid critical pitfalls*

The landscape for those who do business crossculturally is full of land mines which need to be navigated carefully. While a full course on cross cultural survival is impossible in an hour or two, there are some basic Dos and Donts, which everyone can learn. Both cognitive and practical learning scenarios will help attendees to be better prepared to not make serious mistakes, keep themselves from serious trouble and give them a better audience.

+ **RESOURCES:** <http://geert-hofstede.com>; Cultures and Organizations-Software of the Mind – Hofstede; Creating Understanding – Don Smith.

“DOING BUSINESS AS...” *How to understand the local business climate of the client*

This workshop will present some of the websites which help business people to know the unique nature of working in a certain country – business culture, legal implications, unique accounting laws, business start up regulations etc. Other sources will explore the missiological implications of who are the unreached and their cultural, religious and social character. The understanding of both business and spiritual culture is important and then a strategy must be developed to start well. All of this must be set in the economic, social and political milieu.

+ **RESOURCES:** www.doingbusiness.org/economyrankings; www.joshuaproject.net; www.pewforum.org; www.transparency.org; www.heritage.org/index/country; www.state.gov/; www.cia.gov;

TOOLS AVAILABLE TO IBEC CONSULTANTS

IBEC has various tools which are available to the consultant and Subject Matter Expert. Tools include instruments like the Pro-D personal assessment, SWOT, business opportunity index, the Values Triad, the 5 phases of consulting, business plan template. These tools combined with the consultants own experience provide the framework for coaching and teaching the client in the field.

+ **RESOURCES:** www.ibecventures.com; “Business Assessment Model” power point; “Capabilities Presentation” power point; “IBEC Business Model” power point; www.taiinc.com; www.bluesagestrategies.com

DEVELOPING A BUSINESS MODEL AND A BUSINESS PLAN: *What is the difference?*

A business model describes how one plans to create, deliver and capture value. It answers the question, “how does the product or service solve the customers’ problem? The model recognizes who the customer is and what he values. On the other hand a business plan is a strategic document which is built on the Business Model. It includes a industry analysis, operations plan, business strategy, legal structure, management details, financial plan and a marketing plan. A hands-on seminar like this helps the consultant to help the client to know the difference and be prepared to have a business model and a business plan in a timely manner.

HELPING A CLIENT THINK AND ACT STRATEGICALLY

It is important that a business person think strategically and develop a mindset which will focus on listening and learning first, developing analytical skills with the new information, understanding the competitive advantage, involving the entire team, thinking goals as a way of life, and making decisions based on long-term implications. Such a thought process is fundamental to the strategic planning process and must be prioritized before planning.

+ **RESOURCES:** Strategic Thinking – Bruce and Langdon; Miscellaneous articles

MODELS OF DOING BAM: *Is there one best way?*

There is much conversation about whether an entrepreneur is different from a business person. Is it all about an entrepreneur or is BAM more about a team of people combining their various skills and experience? This seminar will acknowledge the role of the stereotypical entrepreneur but affirms that most businesses are composed of missional business people with a wide range of skills, experiences and expertise. We will discuss pros and cons of: entrepreneur; team approach; microenterprise; tentmaking

DETERMINING IF THERE IS A BUSINESS OPPORTUNITY OR NOT

One of the services a consultant can provide is to help the client determine if he/she may have the potential to own or run a business or not. They may be pressured by their agency or other factors and need to understand that they are more cut out for something else – teaching; humanitarian work etc. Tools like personality assessments; discussions of what brings fulfillment; testimonials from others can give the consultant insights for giving counsel. I like to ask and process questions like – “did they make money in their lemonade stand?”, or “...what magazines do they pick up when waiting in a doctor’s office?”, “what college classes did they pursue?” or “do they long to start something or do they have a passion to solve a problem?” These are conversation starters which lead to the question of their preparation for a business endeavor.

TO BOOK A SPEAKER, PLEASE CONTACT LARRY SHARP

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