



The Missional Business Charter

Purpose

The **Missional Business Charter** is an initiative that highlights, celebrates and encourages Christians in the practice of business.

The Charter defines values and objectives for business practice that are based upon a Biblical worldview.

The **Business Charter** is intended for business men & women that seek to demonstrate a serious approach to business ethics and kingdom expansion that focuses on the impact of their business on it's staff, supply chain, local community, future generations and support of local Christian churches.

Values & Objectives

The values and objectives of this Charter have been developed with reference to scripture and through the help of many wise counselors.

Businesses are geared to make money, to flourish & grow therefore require an appropriately aggressive business ambition as well as big dreams and hard work, in order to make a lot of money, save a lot of money, give a lot of money.

The values and objectives outlined in this charter cannot be enforced, but are encouraged and we collectively seek to help each other hold to them.

Remember, that being Christian doesn't automatically equal financial success in business because success is measured by impact.



1. Called to Create

God is the original entrepreneur. If anyone knows what it's like to create and build something completely new, it's Him. And we can see that from the very beginning He has created us to share in His entrepreneurial process.

So often, we think of work as a curse—as something God made us do after Adam and Eve were sent out of the Garden of Eden. But what if work is actually a part of His image? What if it's an invitation to create and build alongside the Ultimate entrepreneur? What if work is something God gave us as a vehicle through which we can enjoy His presence?

What made the Garden of Eden so special wasn't the absence of work. It was the presence of God. The Garden of Eden and all the plants and animals in it were given to Adam to name, manage & work. That's the perfect vision of work—that we can be united in purpose, passion, and pursuit with God.

God wants us to work with Him. He wants to create with us. He wants to start, share, and complete new projects and ideas with us. He didn't leave Adam alone to tend to the Garden of Eden, and He doesn't ask us to work in isolation.

God uses us to bring about His kingdom on Earth as it is in heaven. Our creations can bring order out of chaos, solve problems, seize opportunities, rally against injustice, and create dignity and opportunity for those who interact with our work.

Initiatives:

- Treat creativity as something that we do alongside God.
- Look at our work and see that it is good.
- View work as a form of ministry that blesses others and honours God.
- Embrace thinking outside the box, creating new ideas, investing in the good, the true, and the beautiful.
- Enjoy the work of your hands.

Scripture references:

Genesis 2:15-20



2. Steward vs. Owner

We're working with God's goods. We're the cooks in His kitchen. That's the honest, humbling truth. Even, and perhaps especially, if you started your own business, you're creating out of the ingredients God created first.

We see this in the Garden of Eden. Adam didn't create the Garden. He cultivated it. Instead of owning it, he stewarded it. And that's what Christian Entrepreneurs can do with our businesses as well.

We are stewards of God's resources. We understand that He has entrusted these resources to us to steward effectively according to His purposes rather than our own. Because of this, we see the role of money as a tool. Because God is the owner, any finances under our control are tools for His ultimate purpose.

We understand that financial success provides us an opportunity to financially partner with ministries, and yet we also realize that a God who took five loaves and 2 fish and fed 5,000 doesn't need our money.

We celebrate that He provides great opportunities to participate in the work He is doing for His glory, not ours.

Initiatives:

- Setting a financial finish line. Answering the question: "How much is enough?" through prayer, counsel and time in God's word.
- Process the "Stewardship in Marketplace Missions" course from Aquila Theological Institute.
- Integrate Biblical principles into a written mission plan.
- Clearly explain Holistic mission plan to major stakeholders (revisited annually?).
- Operations are evaluated holistically (both business returns and spiritual impact).
- Invite others to hold us accountable to our plans.

Scripture references:

1 Corinthians 3:9 (ESV)
1 Chronicles 29:10-13 (ESV)
Leviticus 25:18-23 (NIV)
Psalm 50:8-15 (NIV)



3. Generosity as a norm

We serve a God of abundance. We do not live in a world of scarcity. He has and continues to be generous to us. He doesn't call us to a moment but a lifestyle of generosity that flows into our team members, customers, suppliers and partners.

Christian Entrepreneurs understand that God has entrusted resources to us to steward effectively according to his purposes rather than our own. Because of this, we see the role of money as a tool which results in intentionality and radical generosity.

We should be intentional about where & how we give. But we should also be ready to give an answer to "Why do you give?" and seize the chance to share about the one who has given so freely to us.

Initiatives:

- Treat money as a tool rather than a goal.
- Seek out ways to be cheerful givers who are joyfully generous with others out of an abundance of gratitude and thanksgiving to God.
- Recognize that every provision—money, opportunity, talent, success—is from God above. These gifts are freely and abundantly given to us not because we earned them, but because God loves us, and he expects us to use his provisions to bless others and bring glory to his name.

Scripture references:

Deuteronomy 15:10

Luke 6:38

2 Corinthians 9:7

James 1:17



4. For the joy

It can bring great joy to start, and run a successful business. Yet, at the same time it can be a great source of strain and stress to start and run a successful business.

The Christian's source of joy is the Lord himself. So when things go according to plan, and when things don't work out as expected, the Christian looks to their Lord and remains content. Enjoy each moment as a part of the journey with God, for it all serves to witness/sanctify not only you but your team, partners, suppliers and customers.

Initiatives:

- Take the time to reflect on progress (or supposed lack of progress) and recognize the Lord's hand in it. In the time's when you're not seeing it, cling to the Word as your anchor.
- Recognize that every provision/lack — money, opportunity, talent, success — is from God above. Give thanks to God for both.

Scripture references:

Job 1:21

Romans 8:28-30



5. In Partnership

One of the most unifying experiences in life is to go through a battle with another human being. And business is a battle. It's hard. It's challenging. Each day brings its own difficulties. But those trenches can create an unbreakable sense of unity that can be used to bring joy, purpose, and practical benefit to your life and your work.

Having a business partner who you can turn to and just be honest with changes the way you approach business. When things are great, they share the joy of achievement. And when things are terrible, they're the one person that you don't have to convince that things aren't as bad as they look.

Your partner gets to know the inner workings of the business as well as you do. And when that type of professional transparency occurs, it can lead to a deeper personal vulnerability that is like a salve for your soul.

We have the chance to link arms with someone who shares a relationship with Christ and who wants to see His name glorified in all things. When that motivation lies behind two or more people leading a business, there are no limits to where the work can go.

That's the power of partnership. That's the power of working together with a shared faith toward a common goal.

Partnership also comes in many forms. While many times it can be a group of Co-founders it can be like-minded investors or a group of advisors. Perhaps it's from a Community Group, CEO Group of deeply committed believers that feel strapped to the mast with you to accomplish the mission and purposes of God for your venture. Whether it's with co-founders or in the company of other communities it's putting to death the Lone Wolf mindset of going further alone.

Scripture references:

Ecclesiastes 4:12

Mark 6:6-7



6. Don't Worship Work

The temptation to do so is obvious for entrepreneurs. We can take the responsibility God has given us (the call to create) and run with it. We can use that as permission to be a workaholic. Even worse, making work an idol that steals our affections from God. It's not hard to discover the costs of placing our time/energy/efforts exclusively in one place.

So how do we keep this all in tension? How do you ensure that you're fostering strong values in your lives and the culture of your venture?

Community: The role of an entrepreneur is a lonely one. Even for those of us who have lots of friends and co-workers, we can still feel isolated. Objectively, it doesn't make sense. How can I be isolated if I have a lot of people around me? The key has to do with being fully known and fully loved. And for entrepreneurs, the barriers to entry for that type of relationship are high. Which might be why entrepreneurs are statistically:

2X more likely to suffer from depression

6X more likely to suffer from ADHD

3X more likely to suffer from substance abuse

2X more likely to have suicidal thoughts

(Source: Faith Driven Entrepreneur)

To stay healthy, it means stepping forward. It takes stepping out of our protective shell and giving others the opportunity to love us. It's never easy, but we have to decide to either strive alone or thrive with others. Christian Entrepreneurs tend to choose the latter.

Family: How do we prioritize families? We instill a culture that says there are no heroics in staying in the office/workshop late at the expense of family. Prioritize one night a month that's a dedicated date night. Get a babysitter and spend the evening loving and affirming your spouse.

This isn't going to happen naturally. In fact, submitting to our families is probably the least natural thing a person can do. But when we partner with our spouse (view them as an aid, not as an obstacle) we get to experience perhaps the closest thing we can find to Christ-like love this side of heaven.



Fitness: The main reason to encourage fitness in your company is because our bodies are a part of who we are, and God loves who we are. There's a reason God made humans with arms and legs and torsos and all the muscles and sinews that hold those things together. We are His creation. And it's our responsibility to honor what God has made. In some ways, our bodies can also be viewed as a resource. Whether we steward or neglect it will begin to show quickly and have long term consequences.

Sabbath: Discovering the Command to Rest is not an easy thing. But this isn't a suggestion. Find regular rhythms of rest and renewal. It's no coincidence God also reassures us that when we seek him he can do immeasurably more than we can ask or imagine. So find a stopping point on that to-do list. Recalibrate your heart. Find Rest.

Initiatives:

- Create values that align with who you are as a Christ-follower and who you are as a business leader.
- Set the right priorities. (See priorities & planning from BCC)
- Find ways to value our faith, family, and fitness in addition to our work.
- Talk to co-workers, co-founders, and spouses to get on the same page with what's important and why.

Scripture references:

Mark 12:28-31
Ephesians 5:21-25
Colossians 3:15-17
1 Corinthians 6:19-20



7. Excellence Matters

We believe that we were created in the image of God.....a God who worked 6 days and whose work was “good”. We also know that His work continues to this day. This understanding as God’s image bearer, together with the gratitude that comes from the gift of life, now and forever, provides us with a powerful energy source that allows us to strive for, and achieve excellence.

We understand that it is by the degree that we do our work well, that we gain an opportunity to witness and be heard (Francis Schaeffer paraphrase)

We pursue a plan for excellence in business that includes aspects from planning, professional development, cultural formation, goal setting, execution and assessment.

God asks for our best work, not the best "Christian" version of our work.

Unfortunately, in some secular circles, “Christianity” is associated with below-average returns. The label of "Christian" is not an excuse for poor workmanship—in fact, it is the exact opposite. Because we report to a higher authority, we seek to serve him with the highest-quality work possible. We can safely assume that no wobbly chairs came out of the carpenter's shop in Nazareth, so we must follow the example of our Savior and seek excellence in every aspect of our daily job.

Initiatives:

- Have a program for professional development as you seek to be the absolute best. (See pro. dev. plan)
- Make use of the advisors from the Missional Business Network.
- Have and communicate the plan for the business to stakeholders.
- Measure the key metrics that drive your business.
- Know who your customer is and focus on delivering excellent value to them.

Scripture references:

John 5:17

Colossians 3:23

Deuteronomy 8:18

1 Corinthians 9:24

Proverbs 15:22



8. Faithful vs. Willful

Too often people slide into doing good things through their business without actually changing themselves. The life of a Christian Entrepreneur has to start with heart transformation and complete devotion to the Gospel.

An entrepreneur needs to be on guard about being willful vs. faithful. But what's the difference? Here's an example: looking to raise money at all costs rather than asking God to give (or not give) you exactly what you need when you need it. Or being set in your business plan because you're positive that it's what God wants you to do without actually praying in the first place.

It can be hard to separate these two, especially when you think you're doing the right thing. But here's the litmus test. If you find yourself thinking, "I want to do God's will, I just want to do it this way," you might be in trouble.

Willful happens when you mistake your will as God's will. Faithful happens when you surrender your will to God's will.

Another way to look at it is the difference between "contending" for the faith (what God has directed you to do), and "striving." Contending means I bring all that I am in obedience to the Lord Jesus but the outcomes are His—it's a position of dependency and entrusting the results, timing, and funding etc. to Him. Striving is characterized by an internal pressure that "I have to make this happen" in my energy, in the timeline I believe is necessary and in many cases by the means that I think is best.

Contending is accompanied by peace and dependency. Striving is accompanied by anxiety, and pressure. You choose.

Initiatives:

- Spend regular time in prayer, asking God to show you where to be faithful.
- Remind yourself that you are not in control but that everything—both success and failure—are in God's hands.
- Let others into your life and then ask them to be honest with you, letting you know where you might be leaning more toward willful behavior than faithful.

Scripture references:

Matthew 26:39

James 4:7

Hebrews 11:6



9. Marketplace as ministry

Christian Entrepreneurs believe that God has placed them in the marketplace to be salt and light through their actions. We look to love our employees and the broader communities in which we do business in a way that is exemplary and distinct.

We are entrepreneurs that acknowledge that we need to be active members of our local community as leaders and encourage our employees to do the same.

We:

- 1) provide our employees with an opportunity to do meaningful work
- 2) pay our employees well
- 3) encourage them to love their families and communities well.

Initiatives:

- Serving together as a company in our communities with projects championed by our workers.
- Benefits packages that are at, or better than those in our industries.
- Creative structures that allow our employees to love on their own families well.
- Access to and encouragement for physical fitness.

Scripture reference:

Matthew 5:16

Proverbs 16:2

Romans 1:12

Hebrews 12:1

3 John 1:2

Proverbs 21:3



10. Ministry in Word

We all want to appear like we have it all together. As entrepreneurs, we want our investors, employees, and customers to know that everything is under control. We can take care of everything. We can handle whatever comes our way.

The problem with this attitude is that it often ends with us putting up a front. And trying to manipulate the way others perceive us is a slippery slope because eventually all we have is this false frame that others see with no concept of our actual self that lies within it. We can quickly become walking shells of humans with personalities we've merely created for ourselves.

Here's the truth: we can't do it alone, and even if we could, it's not about us anyway. God wants our honest hearts, not the facades we put up for others, or the version of ourselves we're most proud of. But to give Him that requires humility.

We are entrepreneurs that realize that our own brokenness is an outstanding opportunity to share the reason for the hope that we have. We understand that sharing "why" we do what we do is effective leadership when done with love and respect.

We believe that praying for opportunities to share our faith and praying with and for our partners, suppliers, customers and employees in times of crisis can be a good witness when done with love and respect.

Initiatives:

- Share Biblical truth with staff and other business relationships when appropriate.
- As a form of witness, company has clear policy on business ethics and doing business in a God-honoring manner.
- Pray with others in the marketplace as/when appropriate
- Believers within the company regularly get together to pray for the business and those in and around it.
- Seeking to take what God has taught us in the workplace and encouraging other believers in business.

Scripture references:

1Peter 3:15
Luke 24:47
2 Timothy 1:8
Matthew 28:18-20



11. Active in the Local Church

At the end of the day, pastors and entrepreneurs aren't that different. We're doers, we're builders, we're leaders. We want the best for the people around us. But we also want to be the best. It's not just strengths we share—our weaknesses match as well.

That's why we have to rely on each other. It's easy for pastors to overlook the value entrepreneurs bring to Christ's church body or be intimidated by them. Just like it's easy for entrepreneurs to hit resistance in their church, to be frustrated by the slow pace and bureaucracy, to feel unwelcome, and to abandon the very group that wants to help them.

We want to see more happening between entrepreneurs and pastors. Because, whether we like it or not, we need each other. Business will never replace the church, and the church will always need the help of business-minded people.

God's mission is happening in both pews and cubicles—the church auditorium and the marketplace. And both spaces can learn from and help one another to better advance the work God is doing in and through his people.

Scripture references:

Hebrews 10:24-25

Romans 12:4-5

Acts 2:46-47



12. Connected to the Global Church

One of the biggest myths in many churches today is that the calling to use your life in God's commission is a sacred, mystical experience reserved for only a select few. More specifically, it's a calling that you can only fulfill if you're a pastor or a missionary.

But all Christians are called to ministry. Not necessarily to vocational ministry, but to leverage their lives for the Great Commission. After all, that call was included in the initial call to follow Jesus. "Follow me," Jesus said, "and I will make you fish for people" (Matthew 4:19). That means when you accepted Jesus, you accepted the call to mission.

There are more open doors in the world for business than missionaries. There is a greater likelihood of reaching people with the Gospel through local businesses than professional missionaries. This is simply because there are more Christian businessmen/women than missionaries and because there is no country in the world that is closed to business.

The question is no longer if you are called, only where and how.

Scripture references:

Luke 24:47

Matthew 28:18-20

Acts 1:7-8



Virtue list:

- Temperance
- Diligence
- Kindness
- Patience
- Humility
- Courage
- Prudence
- Piety
- Charity
- Chastity