

# *Business Without Mission: Not Good For Long-Term Impact?*

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# What are we?

Christians doing good and ethical  
business only; social enterprise, CSR

or

Do we also have a mission to glorify  
God and make Jesus known?

# Holistic Transformation

- Takes time
- Robert Woodberry and 50 research assistants
- 14 year long research project
- Christian mission on many continents and long term impact

# Observations / Conclusions

Correlation between Jesus centered  
conversionary missionaries

and

democratic development, better health,  
lower corruption, greater literacy, higher  
educational attainment and stronger civil  
society, et cetera.

# BAM Implications

- There is not one-size-fits-all approach or just one way of being a follower of Jesus in the marketplace.
- We need to be tactful and also mindful of culture and security related issues.
- But at the same time we should learn from those who have gone before us: **Jesus centered missionaries were instrumental in bringing about holistic transformation.**

**We mustn't be or do business  
without a Kingdom of God  
mission  
and  
JESUS IS KING**

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