

BAM in a Box

One may talk about three phases in the global BAM movement:

1. Developing the concept
2. Selling the concept
3. Applying the concept

There is of course not one book, one event, one person or one organisation that can be credited with the development of the concept in our day and age. We believe it is a Biblical concept and thus as old as the foundational stories of creation. It is based on theology and anthropology; who God is and what he does, and who we are as human beings and what we are called to do. Good and godly principle of work and value adding processes are found in the first chapters of the book of Genesis.

We also acknowledge that God has used women and men throughout history to serve God and nations in and through business.

Developing the Concept

Nevertheless it is also true to say that there is a new awakening of the concept – today often called Business as Mission, BAM. The Global Think Tank on BAM, under the auspices of Lausanne 2002 – 2004, was an unparalleled global assessment of BAM practices and a key to the development of the BAM concept as understood and embraced by most today.

Selling the Concept

There is a growing global movement of people, organisations, churches and businesses who are embracing the concept. Thus we may look back at the last 15 years and see how the concept has developed and been sold, as it were, and embraced all over the world.

Applying the Concept

But there are more who accept the concept than those who are actually applying it. See graph enclosed below. There is more BAM talk than BAMers. The number of BAM businesses in the Arab world and Asia have been growing quite slowly, albeit steadily.

In the global BAM movement since the mid-90s, many gifted entrepreneurs have started and developed BAM businesses. These BAMers are highly entrepreneurial.

There have also been many failures, often related to the wrong people trying to do the right thing, i.e. it has been people with limited passion and skills for business trying to start and run businesses. But that's not the whole picture.

High and Medium Entrepreneurs

In any given context there are more medium-level entrepreneurs than high-level entrepreneurs. There are just a few Bill Gates, Microsoft, and Ingvar Kamprad, IKEA, who can start from scratch and build big. There are a few others who can start from an idea and develop a growing business small to medium size.

But how are we to tap into the many medium-level entrepreneurial people who also are good managers, but won't start from nothing, as it were?

People in this category can often run a franchise successfully, a McDonalds, a Starbucks, a Chick-fil-A, etc... These are businesses in a box: unpack, read the manual and go.

BAM in a Box

I recently met a fellow BAMer who has a background in franchising in the US. Now he is in the Middle East and among other things responsible for BAM for his organisation. He mentioned about a gathering of BAMers in a country and that most were aspiring BAMers with little or no prospect of succeeding. I asked: is it because we are assuming everybody can start from scratch? Are we missing an opportunity to tap into this pool of committed people because we don't have a **BAM in a Box** to offer? Could these people become good BAMers if there were franchising options?

Many people are:

- Medium-level entrepreneurs
- Medium risk takers
- But good managers

These are good qualifications for franchise operators.

BAM in a Box could actually engage more people in applying BAM. It would also mean more opportunities to serve people and nations by providing employment and good services and products, et cetera.

BAM in a Box & Human Trafficking

BAM in a Box is also worth exploring and pursuing as we deal with human trafficking. We know that areas with unemployment are high risk areas for human trafficking and that unemployment makes people vulnerable to traffickers cunning schemes.

Rescuing people out of trafficking and prostitution is insufficient unless there is a job with dignity at the other end. Thus **BAM in a Box** can be an answer to relevant and scalable job creation measures for prevention and restoration.

BAM & Scalability

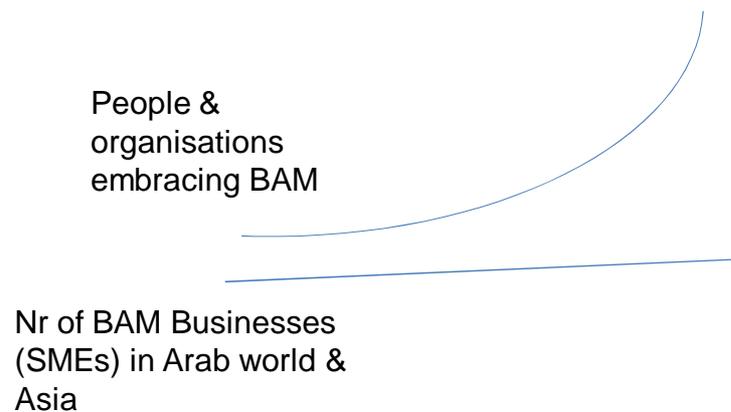
The social, demographic and economic challenges of the Arab world and Asia are enormous and growing. How can we meet the many needs and be true to our CSR+ mission? Would we be satisfied with a similar growth curve of BAM businesses as in the past ten years in Asia and the Arab world?

The global BAM movement must seriously consider scalability options when it comes to applying the BAM concept in this region. I believe **BAM in a Box** could be one answer.

Mats Tunehag

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How to bridge the gap? BAM in a Box?



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