

BAM Global Goals

Our Three BHAGs (Big Hairy Audacious Goals!)

1. Solve global issues with innovative BAM solutions

Business as mission is about serving God and people, seeking holistic transformation through business. We know that businesses are strong transformational agents and they can bring solutions to many human problems and needs.

The biggest lift out of poverty in the history of mankind has taken place in our generation. This has happened not through aid but trade – through businesses – especially small and medium sized companies. Financial wealth has been created through business, but so has physical wealth (health, medicines, etc.), cultural wealth (books, theatres, museums, etc.), and many other kinds of wealth. Wealth creation through business and job creation has been and continues to be a key driver for welcome progress in society.

BAM Global focuses attention on BAM solutions to strategic global issues on every continent. These issues are global and transnational, and they affect nations and peoples around the world. As a global BAM movement, we are addressing some of these challenges, but we need further reflection and action. Thus, BAM Global focuses on strategic issues such as:

- Unreached peoples – the role of business in bringing the whole gospel to the whole world.
- Poverty – the need for job creation and providing essential goods and services.
- Slavery – the role of business in prevention and restoration of victims of human trafficking.
- Corruption – encouraging Christian business leaders as they model and multiply ethical business practices.
- Creation care – the opportunity for businesses to take a lead in good stewardship of earth's resources, and to innovate and find business solutions to environmental issues.

BAM Global is working alongside networks and groups in the global BAM ecosystem focused on these issues, and we will initiate new Think Tank Working Groups where there are gaps. We will also continue to create resources and promote case studies that will equip practitioners focused on these global issues.

From the [Wealth Creation Manifesto](#) and [Business as Mission Manifesto](#):

Business has a special capacity to create financial wealth, but also has the potential to create different kinds of wealth for many stakeholders, including social, intellectual, physical and spiritual wealth. Wealth creation through business has proven power to lift people and nations out of poverty.

We believe in following in the footsteps of Jesus, who constantly and consistently met the needs of the people he encountered, thus demonstrating the love of God and the rule of His kingdom. We recognise the fact that poverty and unemployment are often rampant in areas where the name of Jesus is rarely heard and understood.

2. Reach a tipping point for macro impact through BAM businesses

The global BAM movement has grown rapidly in the last 20-plus years. There are now thousands of BAM businesses, and countless BAM-related initiatives in businesses, churches, missions and academia. As a growing number of business people follow Jesus in the marketplace and shape their businesses for God's glory and the common good, they will have a positive impact on the financial, social, environmental and spiritual well-being of people and societies.

Through the BAM Think Tank processes we have documented significant holistic transformation taking place through companies, affecting many stakeholders – employees, customers, suppliers, neighbours, officials, etc. – and on many levels. The BAM ecosystem is now large, varied and global, and has the hallmarks of a true movement. This is a positive growth and a strength.

However, now we need to go further, to build on this growth and better 'connect the dots' of BAM to enable greater impact. Transformation on a macro level is yet to emerge; on cultures, industries, cities and nations. To create momentum for macro transformation we need to scale up, multiply and reach a critical mass of business as mission initiatives in cities, nations and industries.

BAM Global works alongside others to increase both intellectual and social capital in the business as mission movement globally, to catalyse growth in both the number and quality of BAM businesses. We want to see more BAM businesses of all sizes, bigger BAM businesses and better connected BAM businesses. We need a growing diversity of businesses in terms of scale, industry and focus, supported by a healthy BAM ecosystem that provides supporting functions to BAM companies. This ecosystem will include a growing number of incubators, accelerators, investors, mentors, trainers, community builders, intercessors, researchers, teachers, and so on, connected to each other and to BAM companies.

Growth will require focused efforts on mobilising and equipping more BAM practitioners, as well as providing venues for the BAM community learn and cooperate. It will also involve engaging with other transformational influencers in society, building vertical links with policy shapers, legislators, educators, and others.

To this end, BAM Global will facilitate communication, connection and collaboration among BAM leaders and practitioners. BAM Global will nurture networks and communities focused around industries, geographical areas and special interests. We will also provide forums, tools, resources and case studies that support the growth of the BAM ecosystem as whole.

As the [Business as Mission Manifesto](#) puts it:

We believe that the Gospel has the power to transform individuals, communities and societies. Christians in business should therefore be a part of this holistic transformation through business. We recognise that there is a need for job creation and for multiplication of businesses all over the world, aiming at the quadruple bottom line: spiritual, economical, social and environmental transformation. We acknowledge that real bottom line of BAM is *ad maiorem Dei gloriam* – for the greater glory of God.

3. Transform views of business in the church worldwide

Business as mission is not simply a method or strategy; it encompasses a worldview and business praxis based on biblical principles and the church's teaching. The sacred-secular divide is still permeating the church. What is considered 'sacred' (worship, faith, church activities, etc.) is often judged to be more valuable than the 'secular' (work, business, material goods, etc.) The clergy (pastor, missionary, etc.) are considered to have a higher calling than the laity (teacher, business professional, lawyer, etc.). This is still a dominating paradigm among many Christians around the globe.

As a consequence, business people and professionals in the church do not fully understand that their gifts, skills and experience are vital to God's kingdom work on earth. Many feel that the most 'spiritual' thing they can do is to give financially to those doing the 'real ministry', and, if they really want to serve God, they should leave their company behind and become a missionary or pastor. While generosity and a true calling to church leadership is to be commended, this narrow view of the value of business ultimately hinders the mission of the church.

Thus, we want to change the thinking of the global church on business. BAM Global will positively engage with leaders in business, church, missions and academia to influence attitudes about business, wealth creation, work, and economics, and affirm business as a God-given gift and calling. Business as mission is about realising this new paradigm in the marketplace.

BAM Global reinforces and strengthens the paradigm shift by communicating biblically-grounded materials and other resources through mass media channels, social media and at the academic level. To this end, we utilise the growing intellectual capital generated through the BAM Global Think Tank peer-reviewed papers. BAM Global will facilitate further communication and collaboration between church, mission, academic and business leaders, and thus strengthen the global BAM ecosystem.

Paradigm shifts take time and can be stressful. We acknowledge that working towards this paradigm shift needs an intergenerational, long-term approach. Our goal is that business as mission, and the underpinning paradigm, will become a new norm, a given, a new baseline among Christians everywhere.

In the words of the [Business as Mission Manifesto](#):

We call upon the church world wide to identify, affirm, pray for, commission and release business people and entrepreneurs to exercise their gifts and calling as business people in the world – among all peoples and to the ends of the earth.

We call upon business people globally to receive this affirmation and to consider how their gifts and experience might be used to help meet the world's most pressing spiritual and physical needs through Business as Mission.

[READ ONE PAGE SUMMARY VERSION OF BAM GLOBAL BIG HAIRY AUDACIOUS GOALS](#)