

**For the Love of Business:**  
**Demonstrating the Reality of God**  
**Through the Practice of Business**

Dr. Kent W. Seibert  
Associate Professor  
Business/Economics  
Wheaton College  
Wheaton, IL 60187  
[Kent.W.Seibert@Wheaton.edu](mailto:Kent.W.Seibert@Wheaton.edu)

Mr. Scott McFarlane, MBA  
Director of EC Institute  
801 Ionia Ave. NW  
Grand Rapids, MI 49503  
[smcfarlane@ec-i.org](mailto:smcfarlane@ec-i.org)  
[www.ec-i.org](http://www.ec-i.org)

A Paper Submitted to:

The 20th Annual Christian Business Faculty Association Conference  
“Just Business: Christian Perspectives on Marketplace Justice”  
October 28-30, 2004

## ABSTRACT

### For the Love of Business: Demonstrating the Reality of God Through the Practice of Business

The institution of business is increasingly being seen not just as a means to ministry and missions, but as ministry and missions *in and of itself*. From the “business as missions” movement to the Lausanne Forum for World Evangelization, the Kingdom enhancing potential of business is being pursued like never before. This paper presents a framework for conducting business in a way that demonstrates the love and justice of God. It also provides concrete examples of businesses that are being run in this way. A manufacturing firm based in the Philippines and an IT start-up in South Asia demonstrate that business can actively promote economic development and social justice in addition to spiritual renewal. In this way the reality of God is holistically expressed to those in need.

For the Love of Business:  
Demonstrating the Reality of God Through the Practice of Business

These are indeed exciting times for Christians called to the world of commerce. The wall separating the sacred and the secular is beginning to be breached, with the result that business is starting to be recognized as a legitimate calling for believers. Lee Ryken's 1995 book, Redeeming the Time: A Christian Approach to Work and Leisure, challenged the view that some work (e.g., minister, missionary) is inherently a more spiritual calling than other, more "secular" work. A year later Michael Novak applied this thinking directly to the world of commerce in his book, Business as a Calling. Since then writing on this topic has proliferated, so much so that by 2002 a 200 page book simply cataloging all the books on this topic had been written (Hammond et al.'s Marketplace Annotated Bibliography). Even the secular world took notice, as a heavenly-looking cover of Fortune magazine in 2001 shouted: GOD AND BUSINESS.

The church is also realizing the tremendous potential of business to impact the world for Christ. The 2004 Lausanne Forum for World Evangelization has established "marketplace ministry" and "business as mission" as two critical topics for its [2004 conference in Thailand](#). ~~upcoming conference October 2004 conference in Thailand.~~ *Marketplace ministry* usually refers to individual believers' attempts to explicitly integrate their faith with their work in whatever environment they find themselves. From entry-level financial analyst to corporate CEO, from Christian business (like Tyndale Publishers) to secular firm (like Coca Cola), the calling to business is seen as an opportunity for ministry. *Business as mission* usually takes a more macro view, focusing on the role that the institution of business can play in bringing Kingdom values to the world. This typically

has a strong evangelistic and international flavor. Indeed, business is sometimes the only western institution granted access to some of the most unreached corners of the world. Whether through marketplace ministry or business as mission, more and more Christians are putting their business skills and even their capital to use to explicitly promote Christianity.

We applaud these efforts and wish to further push thinking and practice in this important area. Conceptually, we are indebted to the recent work of Befus (2001), Yamamori and Eldred (2003), and Rundle and Steffen (2003), who have described, respectively, kingdom business, kingdom entrepreneurship, and great commission companies. Although we admire their approaches, we wish to emphasize certain issues. For example, we do not view business as a tool *for* missions work. Rather we see the practice of business *in and of itself* (when undertaken according the Biblical values) as a mission. We also give very high value to the potential for business to contribute to social justice. And we believe that our non-western brothers and sisters in Christ have as much to contribute to the leadership of this movement as we in the United States do.

This paper presents a framework for business as mission founded on God's love, and provides concrete examples of businesses that are being run in this way. While we refer to our approach as *business as mission*, it also incorporates most elements of *marketplace ministry*. It emphasizes holism, authenticity, and true globalization. Our understanding of business as mission views business as a primary institution to serve people's various needs in a way that demonstrates the reality of God's love and justice. Evangelism is a critical part of this, but our definition of "mission" transcends simply [sharing-preaching](#) the gospel.

The Great Commission (Matt. 28:19-20) calls believers not to save souls but to “make disciples.” Disciples understand their relationship to God, to other people, and to God’s physical creation. The institution of business is ideally suited to living out this understanding in a fallen world through its emphasis on the management of physical resources and social interactions. The foundation of discipleship is love, God’s love expressed in His creative and redemptive work, and our love, imperfectly expressed in gratitude to God. Before Jesus gave the great commission He identified the great commandment, quoting from Deuteronomy and Leviticus: “You shall love the LORD our God with all your heart, and with all your soul, and with all your mind ... and you shall love your neighbor as yourself” (Matt. 22:37-39).

The commandment to love transcends feeling affectionate toward others, of course. It shows concern for others’ eternal souls, but it also transcends even this. The love [that](#) believers are called to in the New Testament is a love of action. Luke immediately follows Jesus’ identification of the great commandment with the story of the good Samaritan. [True love involves acting in loving ways toward the unloveable.](#) James ([cha. 2](#)) talks about loving one’s neighbor as not showing partiality, and as clothing and feeding those in physical need ([chapter 2](#)), while the writer of Hebrews (13:1-3) describes love as showing hospitality to strangers and those who are ill-treated. John writes: “But whoever has the world’s goods, and beholds his brother in need and closes his heart against him, how does the love of God abide in him? Little children, let us not love with word or with tongue, but in deed and truth” (I John 3:17-18). Even Jesus announced His own ministry by declaring that He would preach good news to the poor, proclaim release to the captives, and set free the downtrodden (Luke 4:17-18).

*Business as mission* means business practiced in a way that not only leads to sharing the gospel, but also ministers to people's physical, social, and emotional needs.

People the world over are hurting, hungry, and in want. Providing [jobs-employment](#) and quality products that meet [basic-real](#) needs are just two ways that business can demonstrate God's love in tangible ways. When it does this, the act of conducting business, *in and of itself*, becomes a sacred act.

We believe that business as mission is business that serves people holistically. This has the potential to lead to individual and even community transformation. When business stewards the resources of creation to serve people's needs, it demonstrates the reality of God's love in a way that both reflects and promotes discipleship. Biblical love is love expressed in concern for the *whole* person. On the individual level it means that a person is offered both the bread of life *and* a cup of water (to borrow Ron Sider's phrase). On the community level it means that business can actively and intentionally promote economic development and social justice in addition to spiritual renewal. In this way the good news holistically sets free the downtrodden.

Business practiced this way is not just holistic but authentic as well. By this we mean that Christian values permeate *every* aspect of a business run for God. Just as love should be evident in all aspects of a believer's life, love should be apparent in all aspects of a believer's business. Practically speaking, this means subjecting every business decision, policy, and practice to the biblical values of stewardship, reconciliation, justice, dignity, and peace. What a challenge! Just as one's personal testimony can be muted when actions and words conflict, so too a business that effectively articulates the gospel but then treats its employees poorly or deceives its customers will find its testimony silenced.

In an authentically Christian business, business is not seen as a tool for missions, it *is* a mission. The secular-sacred divide is shattered. Everything the business does is charged with sacred significance. Thus its relationship not just to owners, but to employees, customers, communities, competitors, and the physical environment become paramount. Tough questions like just wages, profit sharing, humane working conditions, fair pricing, and non-manipulative advertising and selling, to name just a few, are addressed. Can a business do this and still be competitive? Not easily or perfectly, but our examples will show that it can be done.

Finally, business founded on God's love involves taking a truly global view. There is a great need in some contexts for westerners to bring their spiritual and business acumen as well as their financial capital abroad to start kingdom businesses. But there are other situations where indigenous believers can already take the lead in making business as mission happen in their communities. Americans also need to remember that we can learn much about our faith, business, and their integration from believers abroad. These insights can enrich business as mission not just in their countries but in the U.S. as well.

It is easy as American Christian businesspeople to think that we have all the answers for less developed and less reached nations. The reality is that people in many developing countries are skeptical of or even antagonistic toward western capitalism. Some of this is based on misunderstandings if not outright propaganda. But some of it is based on first hand experience with economic exploitation. Sensitivity, humility, and a willingness to learn from our brothers and sisters abroad will enhance the likelihood that the global church can capitalize on this emerging view of business.

A truly global view will also be sensitive to the fact that not all businesses will be able to be overt in sharing the Gospel. Some of the neediest places are also some of the most hostile. Open witnessing can bring persecution up to and including death. Private one-on-one sharing can occur as an outgrowth of business interactions, but it would be suicide for businesses in such contexts to make their faith an explicit part of their identity.

~~Indigenous businesses run holistically and authentically have~~ Holistic and authentic business as mission has tremendous potential to demonstrate God's love and justice for the world and to promote the development of strong disciples. ~~Sensitivity, humility, and a willingness to learn from our brothers and sisters abroad will enhance the likelihood that the global church can capitalize on the business as mission movement. Indigenous businesses run as holistic ministries have tremendous potential to demonstrate God's love for the world.~~ As Dr. Joseph Stiglitz has said (2002, p. 253), "The challenge today is how to reform globalization, to make it work not just for the rich and the more advanced industrial countries but also for the poor and the least developed countries." ~~Pg. 253~~ Here are some examples that are leading that reformation.

#### *Case Study #1:*

Bill Mallory founded an international trading company in 1980, and after a successful career in international trading, Bill and his wife, Page, moved to Cebu, Philippines in 1997 to further develop and manage a manufacturing plant there as part of the trading company. Their story has become a powerful testimony to the creative way business can be utilized to provide dignity to individuals in a low-income developing country, while respecting and encouraging the indigenous ~~culture and~~ community. Dr.

Judith Dean, Research Economist at the United States International Trade Commission and member of the EC Institute Board of Advisors, said, “Since the majority of the world’s poor still live in the lowest income developing countries, expanding national income is critical to raising the welfare of all groups in a nation.” Bill Mallory is an example of a businessperson who has contributed powerfully to this great vision. Here is his story.

Bill Mallory started out as many of today’s current students... a young man gifted with business skills, and open to what the Lord would have him do with them. He earned a degree in Industrial INDUSTRIAL International Management from Georgia Institute of Technology-~~INSTITUTE OF TECHNOLOGY~~ Technological University. In the 1970’s he bought a ~~IN THE 1970s~~ and ~~HE~~ then ~~BOUGHT~~ became a ~~Franchisee~~ with World Bazaar (a retail store chain selling imported hand made products for the home ~~A RETAIL STORE CHAIN SELLING IMPORTED HAND MADE PRODUCTS FOR THE HOME~~ a large international trading and retail chain), and -later he became ~~LATER~~, which led eventually to ~~BE~~ ~~CAME~~ coming World Bazaar’s Vice President for Merchandising. In this position, he- traveled to 24 countries ~~AND TRAVELING TO 24 COUNTRIES~~ several times a year ~~SEVERAL TIMES A YEAR~~ buying ~~BUYING~~ products. This role was a great opportunity for Bill to get hands-on experience and priceless practical education in the global market. When he started his own international trading company ~~IN 1980 HE STARTED HIS OWN INTERNATIONAL TRADING COMPANY~~ in 1980, he- set up offices in several countries ~~AND SET UP OFFICES IN SEVERAL COUNTRIES~~, one of which was the ~~ONE OF WHICH WAS THE PHILIPPINES~~ Shilippines. He then went on to be World Bazaar’s Proprietor for International Trading, which further refined the skills God had given him.

~~By the 1990's~~ ~~BY THE 1990s~~ Bill's ~~trading company was~~ ~~TRADING COMPANY~~  
~~W~~~~successful~~ ~~AS SUCCESSFUL~~ was a successful career, by all measures, and he could have  
retired early, as many do once they have reached this level of accomplishment. However,  
~~he felt a commitment to the people in his~~ ~~HE FELT A COMMITMENT TO~~ foreign  
~~offices~~ ~~THE PEOPLE IN HIS FOREIGN OFFICES~~, especially those in the ~~SPECIALLY~~  
~~THOSE IN THE~~ Philippines ~~PHILIPPINES~~, and in 1997 Bill and his wife ~~page~~ felt led to  
~~move to Cebu, Philippines to more efficiently manage the~~, ~~S~~operation and ensure good  
~~working conditions for the employees.~~ So ~~O~~ ~~IN 1997 BILL AND HIS WIFE PAGE~~  
~~MOVED TO CEBU, PHILIPPINES TO EITHER GET THE OPERATION STRONG~~  
~~ENOUGH TO STAND ON IT'S OWN OR SHUT IT DOWN.~~ ~~BILL SAYS THAT WAS~~  
~~HIS PLAN BUT THE HOLY SPIRIT HAD SLIGHTLY DIFFERENT PLAN.~~  
~~after traveling around the world buying products for export to US markets for years,~~ Bill  
~~was burdened over the working conditions of many of the laborers and was frustrated by~~  
~~observing the constant struggle to control quality and consistency in product development.~~  
~~So~~ instead of retiring, Bill and his wife ~~followed the Holy Spirit's leading and~~ embarked  
together on a journey, ~~which was originally budgeted for 6 months.~~ However, God had  
~~other plans.~~ Their "short trip" has already extended to seven years ~~ORIGINALLY~~  
~~BUDGETED FOR 6 MONTHS BUT WHICH HAS ALREADY EXTENED TO 7~~  
~~YEARS~~ and he says they are in no hurry to come back ~~AND HE SAYS THEY ARE IN NO~~  
~~HURRY TO COME BACK TO~~ to the United States. ~~THE STATES.~~ They headed off to  
another country, a new culture, and a foreign business environment, with great excitement  
~~over the possibilities.~~

When Bill and Page moved to the Philippines to manage the company, they made sure workers were paid properly and received all benefits deserved. BY THEN HIS PHILIPPINE COMPANY WAS ALREADY 17 YEARS OLD BUT IT HAD BEEN RUN BY PHILIPPINOS IN THE RADITIONAL ASIAN WAYS. WHEN BILL AND PAGE TOOK OVER HE MADE SURE WORKERS WERE PAID PROPERLY AND RECEIVED ALL BENEFITS REQUIRED BY LAW. They both viewed their employees as a family team, not as elements of production. For this reason, they sought to discern and address some of their primary needs and help meet them. For example, the Mallorys noted a rather high rate of absenteeism in their employees. In addition, as Page would walk around the factory talking with workers, she observed many who were coming to work in poor health and continuing to work despite acute illnesses. The Mallorys did some research and found that, due to a limited diet that did not include foods containing certain vitamins and minerals, many of the residents of Cebu did not have the strength they needed to ward off infections, so they inquired about getting simple multi-vitamin and mineral supplements from a pharmaceutical company. As a result of this simple negotiation, all of the employees were soon being offered a free daily vitamin and mineral supplement that greatly improved their overall health and resistance to disease.

Philippine workers have no social safety net for emergencies and Page has become the factory caregiver, giving assistance in the emergencies. For example, a mere \$50 once saved the life of a worker with Typhoid Fever. Imagine how touched he and his family were that his employers were able to provide life-saving medicine because they were paying attention to the needs of their employees and really cared. Bill and Page have been able to show the love of Christ to many people in a tangible way and at the same time

strengthen their workforce in very practical ways. THEY BOTH VIEWED THEIR EMPLOYEES AS A FAMILY TEAM, NOT AS ELEMENTS OF PRODUCTION. PHILIPPINE WORKERS HAVE NO SOCIAL SAFTY NET FOR EMERGENCIES AND PAGE BECAME THE FACTORY MOM, GIVING ASSISTANCE IN EMERGENCIES. AS LITTLE AS \$50 HAS SAVED THE LIFE OF A WORKER WITH TYPHOID FEVER. BILL AND PAGE NOTICED THAT THEIR DIET WAS VERY LIMITED AND LACKED MANY OF THE FOODS NEEDED FOR THE DAILY REQUIREMENT OF VITAMINS AND MINERALS SO THEY BROUGHT IN DAILY VITAMINS WHICH THEY GIVE THE WORKERS FREE. THEY HAVE BEEN DOING THIS FOR 4 YEARS AND THE DOCTOR THAT COMES TO THE FACTORY MONTHLY SAYS THE AVERAGE HEALTH HAS IMPROVED.

When Bill and Page moved there in the 1997 they had about WHEN BILL AND PAGE MOVED THERE IN 1997, THEY HAD ABOUT 30,000 square feetSQ. FT. under roof and UNDER ROOF AND 40 employeesEMPLOYEES.. -Today they have TODAY THEY HAVE 220,000 square feetSQ. FT. and around UNDER ROOF, AROUND 450 employees, along with about the same number working for subcontractors, and they are one of the top 20 exporters out of Cebu. EMPLOYEES, ABOUT THE SAME NUMBER WORKING FOR SUBCONTRACTORS AND ARE ONE OF THE TOP 20 EXPORTERS OUT OF CEBU. Bill says when he tells other foreigners how many people they employ, the first question is, “How do you handle all the labor problems?” BILL SAYS WHEN HE TELLS OTHER FOREIGNERS HOW MANY PEOPLE THEY EMPLOY THE FIRST QUESTION IS, ‘HOW DO YOU HANDLE THE LABOR PROBLEMS?’ He answers with, “We don’t have any labor problems. We are a team. We look after the workers and

they look after us.” ~~HE ANSWERS WITH, “WE DON’T HAVE LABOR PROBLEMS. WE ARE A TEAM. WE LOOK AFTER THE WORKERS AND THEY LOOK AFTER US.~~

~~“Bill says it is unusual for workers to be treated with respect and concern in that part of the world and the workers really appreciate BILL SAYS IT IS SO UNUSUAL FOR WORKERS TO BE TREATED WITH RESPECT AND CONCERN IN THAT PART OF THE WORLD THAT THE WORKERS REA~~it and go out of their way to see that the job is done well. He attributes ~~LLY APPRECIATE IT AND GO OUT OF THEIR WAY TO SEE THAT THE JOB IS DONE WELL AND HE ATRIBUTES~~ much of their company’s growth to this relationship with employees. ~~MUCH OF THEIR GROWTH TO THIS RELATIONSHIP.~~ While they have achieved the normal business goals~~WHILE THEY HAVE ACHIEVED THE NORMAL BUSINESS GOALS,~~ such as growth, profitability, and financial strength, Bill says the most meaningful goals they have met are creating more jobs, sustaining a confident management team, and showing other factories that you can be successful playing by the rules and treating employees right.~~GROWTH, PROFITABILITY, FINANCIAL STRENGTH, BILL SAYS THE GOALS THEY HAVE MET THAT MEAN THE MOST ARE MORE JOBS, A CONFIDENT MANAGEMENT TEAM, AND SHOWING OTHER FACTORIES THAT YOU CAN BE SUCCESSFUL PLAYING BY THE RULES AND TREATING EMPLOYEES RIGHT.~~

~~They envisioned building a factory in a developing country that could meet market needs in the west, create wealth, and add value to the local community. This greatly intrigued and inspired the Mallorys. Bill and Page moved to a small city just outside Cebu, Philippines and began plans for a manufacturing operation.~~

~~After moving to Cebu and getting a feel for the nature of specific operational issues, Bill prayerfully developed the following objectives for the company:~~

- ~~1. Provide jobs for the people of Cebu~~
- ~~2. Build a strong management team for sustainability after I'm gone~~
- ~~3. Build a healthy, stable business with no debt, strong working capital, and substantial growth~~
- ~~4. Provide a Bible study at the factory~~
- ~~5. Show others that a business in a developing country can commit itself openly to God, show compassion for workers, and be successful~~

Today, Bill Mallory's manufacturing plant, [which pays it over 450 employees a fair wage for an honest day's work](#), is a glowing example of how these objectives can be fulfilled in a healthy, sustainable fashion, and ~~he~~ [Bill](#) is excited about what God has been doing [in the spirits of the employees](#) through his business. After starting an optional Bible study about seven years ago, he now fellowships on a regular basis with over one hundred employees who are hoping to plant a church soon.

~~In addition to the employees' spiritual needs, the Mallorys have been able to discern and address some of their primary physical needs as well. For example, the Mallorys noted a rather high rate of absenteeism in their employees. In addition, as Page would walk around the factory talking with workers, she observed many who were coming to work in poor health and continuing to work despite acute illnesses. The Mallorys did some research and found that many of the residents of Cebu were not getting all the vitamins and minerals they needed to ward off infections, so they inquired about getting simple multi-vitamin and mineral supplements at a reduced cost from a pharmaceutical company. As a result of this simple negotiation, all of the employees were soon being offered a free daily~~

~~vitamin and mineral supplement that greatly improved their overall health and resistance to disease. By being sensitive to the needs of their employees, Bill and Page were able to show the love of Christ in a tangible way and at the same time strengthen their workforce in a very practical way.~~

In addition to the witnessing opportunities, the improved personal lives of the employees, and the healthy work atmosphere, the business itself is flourishing. It has with over \$4 million in sales annually, and large retail customers in the United States, such as Home Depot, Front Gate, Pottery Barn and Neiman-Marcus and Lowe's. ~~At this point, the company is providing jobs for over 450~~ hundreds of people, and its estimated annual growth rate has averaged 20% over the last five years.

The positive effects of Bill's company on the local community in Cebu have been significant. One of his largest contributions has been his willingness to help local individuals start their own companies to supply his business with needed raw materials. In Hernando De Soto's book, The Mystery of Capital, the author ~~conveys and~~ builds a strong case for the premise that the fundamental barrier for true economic development in poor societies is the lack of private ownership and property rights. Bill recognized the need for quality raw materials for his business and began assisting local people, often former employees, in starting small businesses from whom he could purchase goods on a regular basis. Over the years, a supply chain has developed that consists of smaller companies started by local entrepreneurs to meet the needs of Bill's company. These small businesses hire additional local residents who need employment. As is evident in this example, the economic benefits to the community expand exponentially beyond the four walls of Bill's company.

Bill Mallory has indeed shown the business community that ministry and business are not inherently separate things, but rather that they can be powerfully woven together ~~when you run your~~ by running one's operation in a manner glorifying to God. And as De Soto concludes in his book, and Bill Mallory would agree, "I am not a die-hard capitalist. I do not view capitalism as a credo. Much more important to me are freedom, compassion for the poor, respect for the social contract, and equal opportunity. But for the moment, to achieve these goals, capitalism is the only game in town. It is the only system we know that provides us with the tools required to create massive surplus value." ~~In other words,~~ God has entrusted us to be productive and steward the earth's resources in a manner that benefits all those involved. Bill Mallory is but one example of ~~hundreds of many~~ godly men and women of all ethnic and cultural backgrounds that are utilizing the creative capacity of business to be redemptive and to reflect the love and character of God.

#### *Case Study #2:*

One Christian businessman from the United States who ~~had~~ has keen business skills coupled with a burden for evangelism and the suffering in the world, injected \$200,000 into an IT start-up in a developing country in South Asia. The company's ~~whose~~ mission statement reads: "*To be a witness in the market place and present Christ by life and example.*" The company was designed to be a profitable, self-sustaining business while at the same time meeting some of the needs of the people in the developing economy, providing support and encouragement to the local church, and sharing the love of God with all who come in contact with the business.

The General Manager is a godly, experienced [local](#) businesswoman who is also a leader in her ~~local~~ church. The company of about seventy people seeks to leverage all the creative capacity of business to support the indigenous church and build the Kingdom. In fact, the General Manager and her husband own a foundation that supports church planting, social welfare programs for orphans, and literacy programs for women. This foundation has been assisted in many ways by the business, through the use of human, technological, and financial resources.

For example, since the IT company also has a division that does architectural CAD drawings, they have an architect in-house. He is deeply committed to the vision of the company, and he was able to use his skills and resources (i.e. time and computers) to design a much-needed church building and Bible college for the training of local leaders.

The company has also been able to partner with a local non-profit organization that reaches out to young people suffering the effects of polio and other forms of physical handicaps, training these young people to use computers for the growing IT industry. Without this type of training, they would be able to do little more than beg, and would be further outcast by their society. Now, their lives are transformed and they are able to have personal dignity and earn [a decent wages](#) despite their physical disabilities.

These young people are actively being exposed to the Gospel through the founders and directors of the organization, a wonderful Christian couple who are a living, breathing example of the love of Jesus. As a result, over 108 young disabled men and women have come to a saving faith in Jesus Christ and are reaching out to others in their communities who need to hear the Good News.

From a missiological standpoint, this business model is ideal. The business operation is run by an indigenous woman who lives in the community and is paid by a profitable business, rather than being run by a white westerner who lives there at a cost of \$75,000 or more per year. Because she is the philanthropist, donor and board member of local ministries she supports financially, accountability is increased and dependency issues that have become all too familiar in the western missions community are avoided.

Business has the capacity to open doors that might otherwise remain closed to the Gospel. As the investor in this example discovered through an ongoing relationship with the company's manager, indigenous leaders can be very effective in ministering to their fellow countrymen in their own language and from within their own culture, for a lot less money and zero donor dollars. This is not to criticize the traditional missions model, but to expand it into a broader, more biblical model that includes business people. Dr. Dallas

Willard discusses some of these principles in his book, [The Spirit of the Disciplines](#).

Following are ~~a couple of~~two excerpts:

...To abandon the goods of this world to the enemies of God is to fail the responsibilities we are given at creation to have dominion, to rule over all life forms above the plants (Gen. 1:26). Likewise, charity and social welfare programs, while good and clearly our duty, cannot even begin to fulfill our responsibilities of children of light to a needy world. It is pure delusion to imagine that they can. Specifically, they cannot take the place of adequately prepared, godly men and women who will assume the responsibility, under God and by his power, of owning and directing the world's wealth and goods. Such people must rise up and, in union with Christ and his people everywhere, guide social, economic, and political processes so that the conditions that cause the need for charity are lessened to a point where that need can be met. Such men and women are the only ones who can effectively lead humankind to fulfill its ancient charge of supervision over the earth- [\(p. 202\)](#)" [Page 202](#).

"From within this Kingdom perspective on human worth and well-being emerges a solution to the major social problems of wealth and poverty. That solution consists in a new type of human being, people who have assimilated the character of Christ into all areas of life and society. These people clearly see that giving is only a part

and by no means the largest part of stewardship before our Lord. These people understand it is part of their responsibility to control the world's possessions in a way that ministers to all. The poor are much more to be benefited by the godly controlling the goods of this world than by their performing a pious hand washing that only abandons those goods to the servants of "mammon." We are not speaking of political power as normally understood, but of personal vocation fulfilled in the power of God. Possession and direction of the forces of wealth are as legitimate an expression of the redemptive rule of God in human life as is Bible teaching or a prayer meeting [\(p. 213\).](#)" ~~Page 213~~

Dallas Willard's insights are supported and summarized by Dr. Ted Yamamori, President Emeritus of Food for the Hungry International, who said succinctly, "Business is the strategy of choice for missions in the 21<sup>st</sup> century." As we move forward as a body of believers into a global economy, we must take these insights to heart and heed the call of God in our business world. Glenn White, retired Vice President of the Chrysler Corporation ~~perhaps said it best~~ agrees, "Learning to mobilize business for God's purposes is the future of foreign missions and is our responsibility in the emerging global economy."

[Can the practice of business demonstrate the reality of God's love to those who do not know Him? It can and it does!](#)

## Bibliography

Befus, D., Daus-Edwards, K. & Warton, J.H. Business as mission, CACE Conference on Faith, Profit & Decision Making: Christians in the Corporation, Wheaton College, March, 2004.

Befus, D. *Kingdom Business: The Ministry of Promoting Economic Activity*. Latin American Mission, 2002.

Chan, K.C. & McFarlane, S. Business as Missions: Stewardship and Leadership development in a global economy, Christian Business Faculty Assoc. annual conference, Northwest Nazarene Univ., Oct. 2002.

De Soto, H. *The Mystery of Capital: Why Capitalism Triumphs in the West and Fails Everywhere Else*. New York, NY: Basic Books, 2000.

[Dean, J. \*Why Trade Matters for the Poor\*. Paper prepared for the Association of Christian Economists Annual Conference called "Economists, Practitioners, and the Attack on Poverty: Toward Christian Collaboration." Washington, D.C. January 5-6, 2003](#)

*Fortune*, God & Business: The Surprising Quest for Spiritual Renewal in the American Workplace, July 9, 2001.

Graves, S.R. & Addington, T.G. *Fourth Frontier: Exploring the New World of Work*. Nashville: Word Publishing, 2000.

- Grudem, W. *Business for the Glory of God: The Bible's Teaching on the Moral Goodness of Business*, Wheaton, IL: Crossway Books, 2003.
- Hammond, P., Stevens, R.P. & Svano, T. *The Marketplace Annotated Bibliography: A Christian Guide to Books on Work*, Downers Grove, IL: InterVarsity Press, 2002.
- Lupton, B. "Markets and Missions" *FCS Urban Ministries Newsletter*, August, 2002.
- McFarlane, S. Six ways to get involved in the "business as missions" movement, *Regent Business Review*, 11, May/June, 2004.
- Novak, M. *Business as a Calling: Work and the Examined Life*. NY: Free Press, 1996.
- Rundle, S. The Christian Business Scholar and the Great Commission: A proposal for expanding the agenda, *Journal of Biblical Integration in Business*, pp. 94-108, fall, 2000.
- Rundle, S. & Steffen, T. Building a Great Commission Company, *Regent Business Review*, 11, May/June, 2004.
- Rundle, S. & Steffen, T. *Great Commission Companies: The Emerging Role of Business as Missions*. Downers Grove, IL: Intervarsity Press., 2003.
- Ryken, L. *Redeeming the Time: A Christian Approach to Work & Leisure*. Grand Rapids, MI: Baker Books, 1995.
- Seibert, K.W. Working unto the Lord. Working paper, Wheaton College, Wheaton, IL, 2004.
- Sider, R. *Cup of Water, Bread of Life: Inspiring Stories about Overcoming Lopsided Christianity*. Grand Rapids, MI: Zondervan, 1994.
- Silvoso, E. *Anointed for Business: How Christians can use Their Influence in the Marketplace to Change the World*. Ventura, Calif.: Regal, 2002.
- Stiglitz, J. *Globalization and its Discontents*. New York, NY: W.W. Norton & \_\_\_\_\_-Company, 2002.
- [Willard, D. \*The Spirit of the Disciplines\*. HarperCollins, 1991.](#)
- Yamamori, T. & Eldred, K. (Eds.) *On Kingdom Business: Transforming Missions Through Entrepreneurial Strategies*. Wheaton, IL: Crossway Books, 2003.

