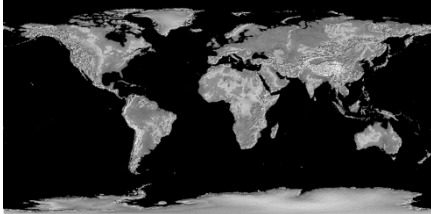


## Business as Mission, BAM



© Mats Tunehag  
Samford, Birmingham, Alabama  
August 2013

## When did BAM start?

Genesis chapter 1



## Engineering with or without God?

**Noah:** Salvation of  
mankind & creation

**Tower of Babel:**  
Breakdown of Society

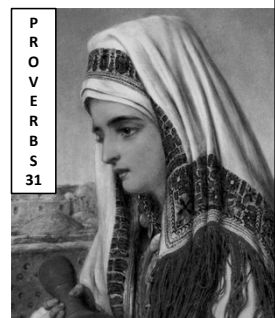


## BAM is a re-discovery Martin Luther



## Godly Business Woman

- Market assessment
- Invests
- Profit - Reinvests
- Manufacturing & Retail
- Supply Chain
- Financial management
- Provides Employment
- Gives to Charity
- Role model



## Chocolate for Jesus



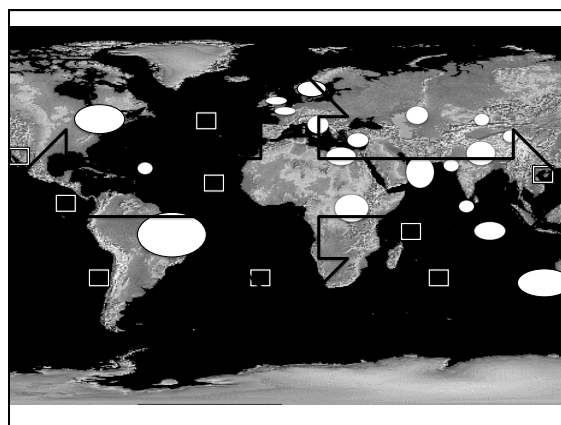
- Quakers, 1600 →
- Motto: Spiritual & Solvent
- Chocolate Factory Birmingham England, 1824 →
- Housing and gardens for workers
- Sports fields, swimming pools, playgrounds, heated dressing rooms, commuter transport for workers,...
- Morning prayer & daily Bible readings

## Soviet Union Central Asia



BUSINESS AS MISSION  
GLOBAL THINK TANK

- Over 30 national, regional and international working groups
- Papers, case studies, SWOTs, resource directories, consultations, ...
- About 550 participant from over 40 nations at Global BAM Congress in Thailand, April 2013



## Two major outcomes

1. Common understanding of BAM
2. Global movement, a BAM ecosystem

## A Common Global Understanding

BAM businesses shall...

- serve *people*,
- align with God's *purposes*,
- be good stewards of the *planet*,
- and make a *profit*

**QUADRUPLE BOTTOMLINE**  
Among all peoples

## Business as Mission

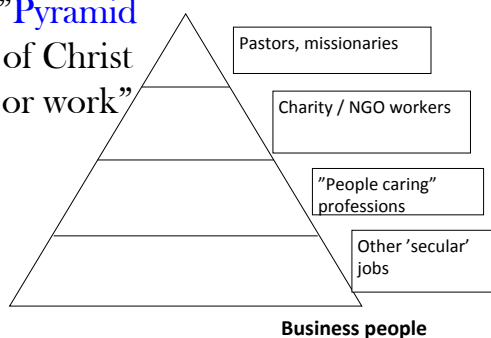
1. **Real Business** (not just visa platforms, or fundraising)
2. **Kingdom of God Purpose and Impact** (more than evangelism and church planting)
3. **Holistic Transformation of People & Societies through Business** (business is a godly instrument, not an excuse, not a distraction)
4. **An emphasis on SME's** (small & medium size businesses great transformational agents)
5. **A focus on Arab World & Asia** (concentration of many needs)

## Concentration of Needs

Unreached Peoples  
Poverty  
Unemployment  
Youth  
Human Trafficking



## "Pyramid of Christ or work"



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## Doing Business for God & the Common Good



## Business & Creation Care



## Creating Jobs with Dignity



BAM Material in English  
and 15 other languages

**[www.MatsTunehag.com](http://www.MatsTunehag.com)**

**What next?**

