

Case Study Part 1 – “Purpose”

1.1 Transitioning from a 1P to a 4Ps Business

BAM Asia Pacific, BAM Singapore, and BAM Philippines have been consistently and tirelessly advocating that business transcends mere profit generation. It has a higher and greater purpose of glorifying God, honouring Him, loving Him, and doing His will. We encapsulate this purpose in the 4Ps of BAM (Business as Mission): Profit, Purpose, People, and Planet.

We are not in business by accident or coincidence. We are in business by God’s divine calling and appointment to fulfil God’s will for our lives – our true purpose and destiny.

The questions we must consider are: How can we progress towards a business model centred on the 4Ps? What changes are needed in our business and within our organisations? When and how should we implement these changes?

Mark 8:36 “For what shall it profit a man, if he shall gain the whole world, and lose his own soul?” (KJV)

Matthew 22:36-40 “Teacher, which is the great commandment in the Law?” And He said to him, ‘YOU SHALL LOVE THE LORD YOUR GOD WITH ALL YOUR HEART, AND WITH ALL YOUR SOUL, AND WITH ALL YOUR MIND.’ “This is the great and foremost commandment. “The second is like it, ‘YOU SHALL LOVE YOUR NEIGHBOR AS YOURSELF.’ “Upon these two commandments depend the whole Law and the Prophets.” (NASB)

Matthew 28:19-20 “Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age.” (ESV)

Case Study

Messiah Publications is a Christian book publisher, engaged in the production, printing, fulfilment, warehousing, and retail of Christian literature. For over four

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decades, the owner has collaborated with Christian publishers and ministries worldwide to produce thousands of life-changing Christian books.

Originally started as a business-for-mission entity, where the business generated profit to fund missions, the owner has recently learned about the concept of Business as Mission (BAM) and is convinced that this is the biblical view of business. He is now trying to transform this company into a Business as Mission organisation – from a 1P business to a 4Ps business.

Profit used to be the primary motive for the business, and the owner had never really viewed his core work in producing life-changing Christian literature as a ministry. However, he has now come to realise that his secular view of business was misaligned with God's purpose for his company. He now views his business as a divine calling and a platform for spreading the Gospel.

In moving from a 1P to 4Ps business, some changes may be implemented as follows:

- 1) Achieve certification as a Responsible Publisher through the Green Press Initiative, which recognises the commitment to environmental stewardship as priority by establishing benchmarks for the use of recycled and environmentally responsible paper. This initiative reflects the responsibility to care for God's created order - to take care of God's creation and to utilise God's resources responsibly and sustainably rather than exploitatively.
- 2) The owner to intentionally reach out to his employees (and customers, vendors, etc.) during their interactions from 9a.m. to 5.00 p.m., five days a week - discussing their eternal destiny and affirming that Jesus is the way, the truth, and the life. Having a passion for the lost and leading them to know Jesus is the greatest love one can offer others. The owner may also consider starting a Bible study class for his employees.
- 3) To review and re-evaluate all business practices at Messiah Publications to ensure alignment with biblical principles. Where deviations exist, it is essential to intentionally realign them with the teachings of Scripture. This process emphasizes obedience to God's Word and a commitment to faithfully implementing it. In doing so, the owner demonstrates his love for God and gives all glory to God.

Discussion

What other changes can Messiah Publications make to move from 1P to 4 Ps business?