

Regent University
Center For Entrepreneurship
presents

The Kingdom Business Survey

Results Summary





SURVEY APPROACH

- * 23-Question survey that took between eight and fifteen-minutes to complete.
- * Survey sent out through known networks, conferences, our mailing lists, viral promotions, and advertising on social media.
- * Survey open from April 2013 through February 2014. 84% of responses were collected between May and September of 2013.

WHO RESPONDED TO THE SURVEY

* Breakdown of 259 respondents from 26 countries:

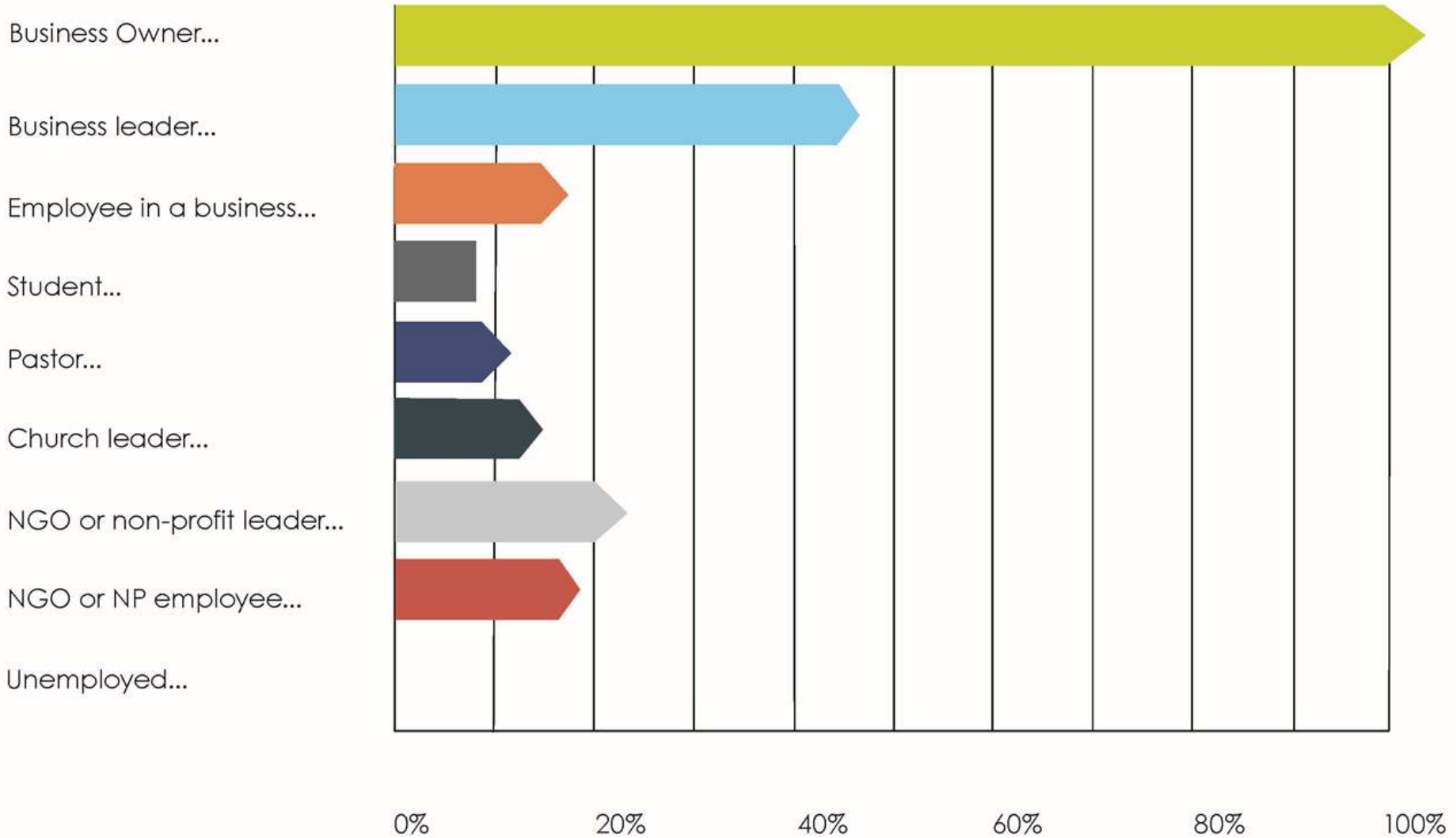
- 151 Business Owners
- 54 Respondents were NGO or Non-profit Leaders. 26 were also business owners
- 80 Who are involved in BAM
- 19 pastors, 14 (37%) of the 19 were also business owners
- 91 who identified themselves as Champions of the Kingdom Business Movement

RESPONDENT ROLES

- * One thing that stands out is that many of those who answered identified themselves in several roles. E.g. over 40% of non-profit leaders also classified themselves as business leaders.
- * The following provides a breakdown of this overlap by the major categories: Business owners, Non-profit leaders, Pastors.

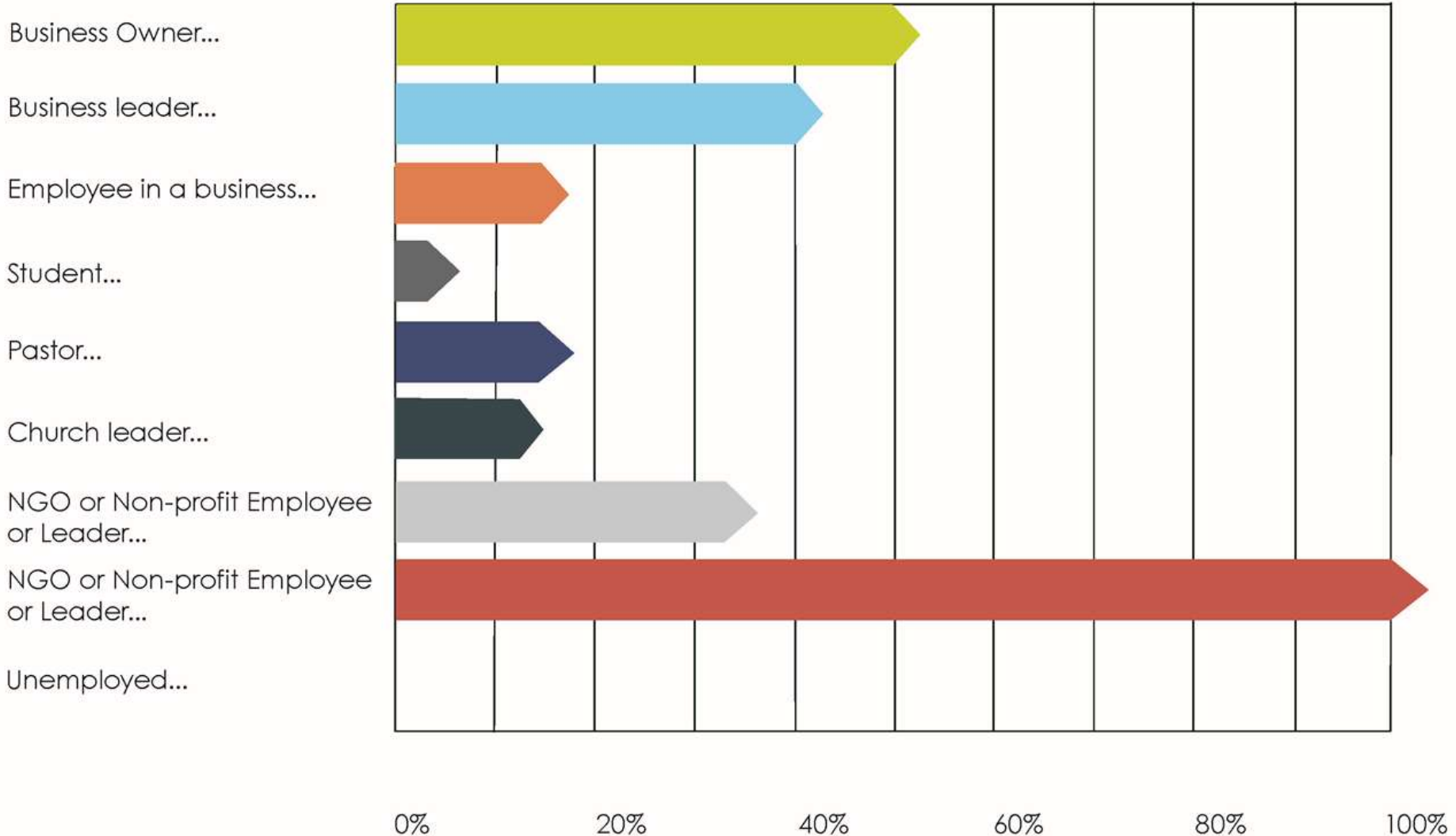
BREAKDOWN OF BUSINESS OWNERS

Describe Your Self: "I am a..."



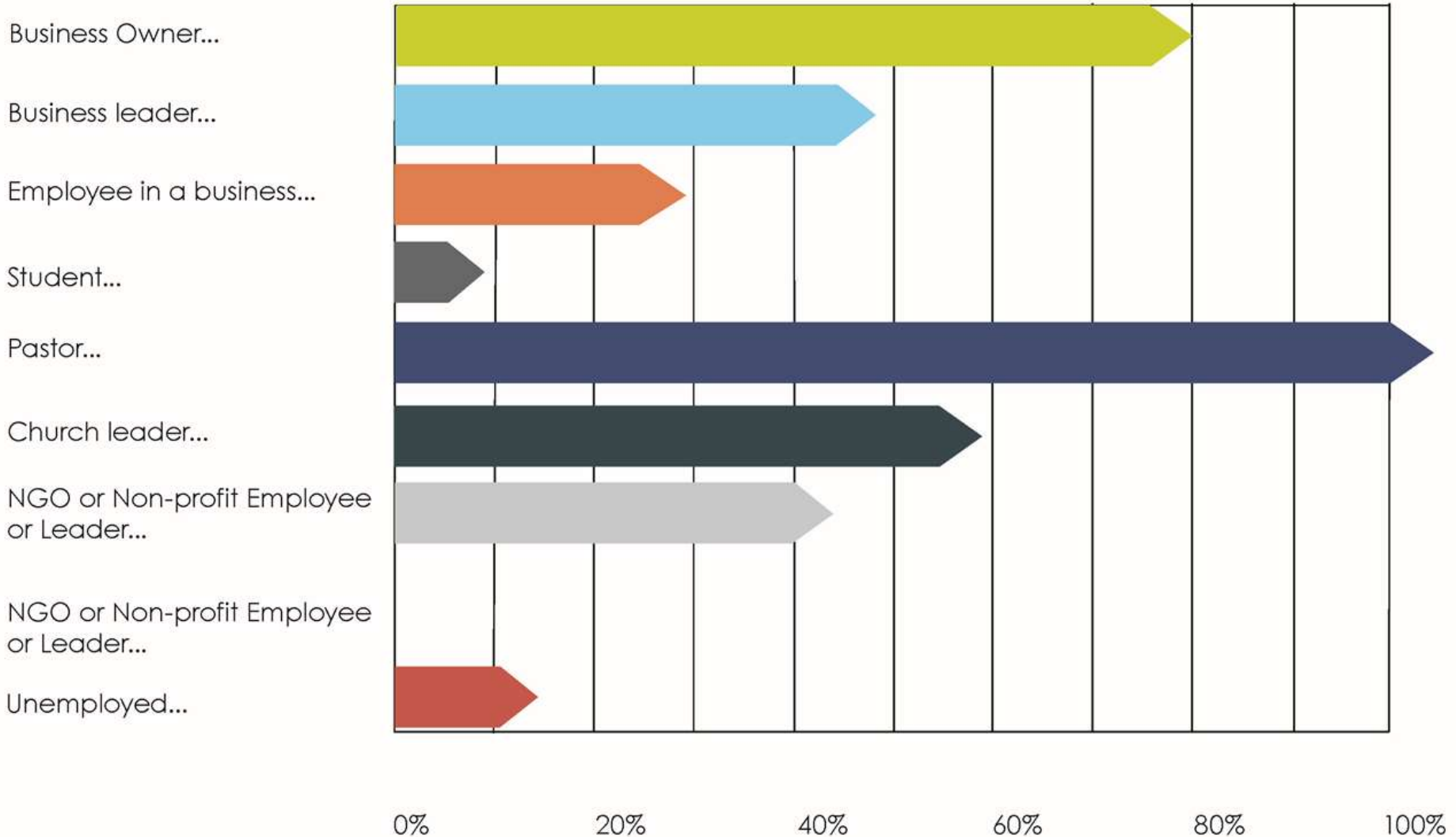
BREAKDOWN OF NGO OR NON-PROFIT LEADERS

Describe Your Self: "I am a(n)..."



BREAKDOWN OF PASTORS

Describe Your Self: "I am a(n)..."



AFFILIATIONS OF THE KBM

We wanted to see how respondents are affiliated. Options included broad-based categories, specific organizations, none of these, and an open-ended "other".

Please SELECT ANY OF THE FOLLOWING THAT YOU ARE INVOLVED IN OR HAVE RELATIONSHIP WITH.

If you don't recognize an item leave it un-selected.

I am (or have been) involved in:

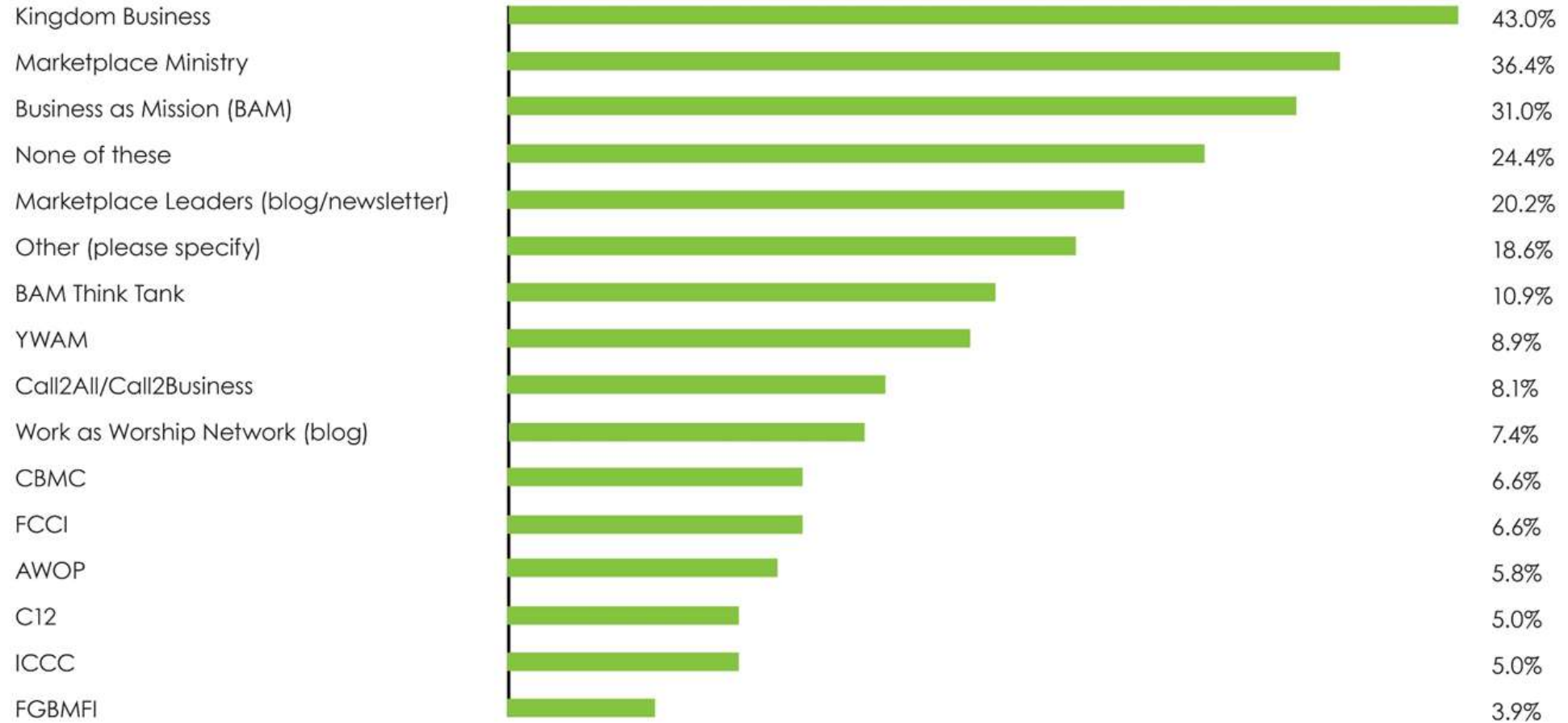
- | | |
|----------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> Kingdom Business | <input type="checkbox"/> FGBMFI |
| <input type="checkbox"/> Business as Mission (BAM) | <input type="checkbox"/> C12 |
| <input type="checkbox"/> Market =place Ministry | <input type="checkbox"/> YWAM |
| <input type="checkbox"/> Call2All/Call2Business | <input type="checkbox"/> AWOP |
| <input type="checkbox"/> BAM Think Tank | <input type="checkbox"/> Marketplace LEAders (blog/newsletter) |
| <input type="checkbox"/> ICCC | <input type="checkbox"/> Work As Worship Network (blog) |
| <input type="checkbox"/> FCCI | <input type="checkbox"/> None Of These |
| <input type="checkbox"/> CBMC | |
| <input type="checkbox"/> Other (please specify) | |
-

AFFILIATIONS OF THE KBM

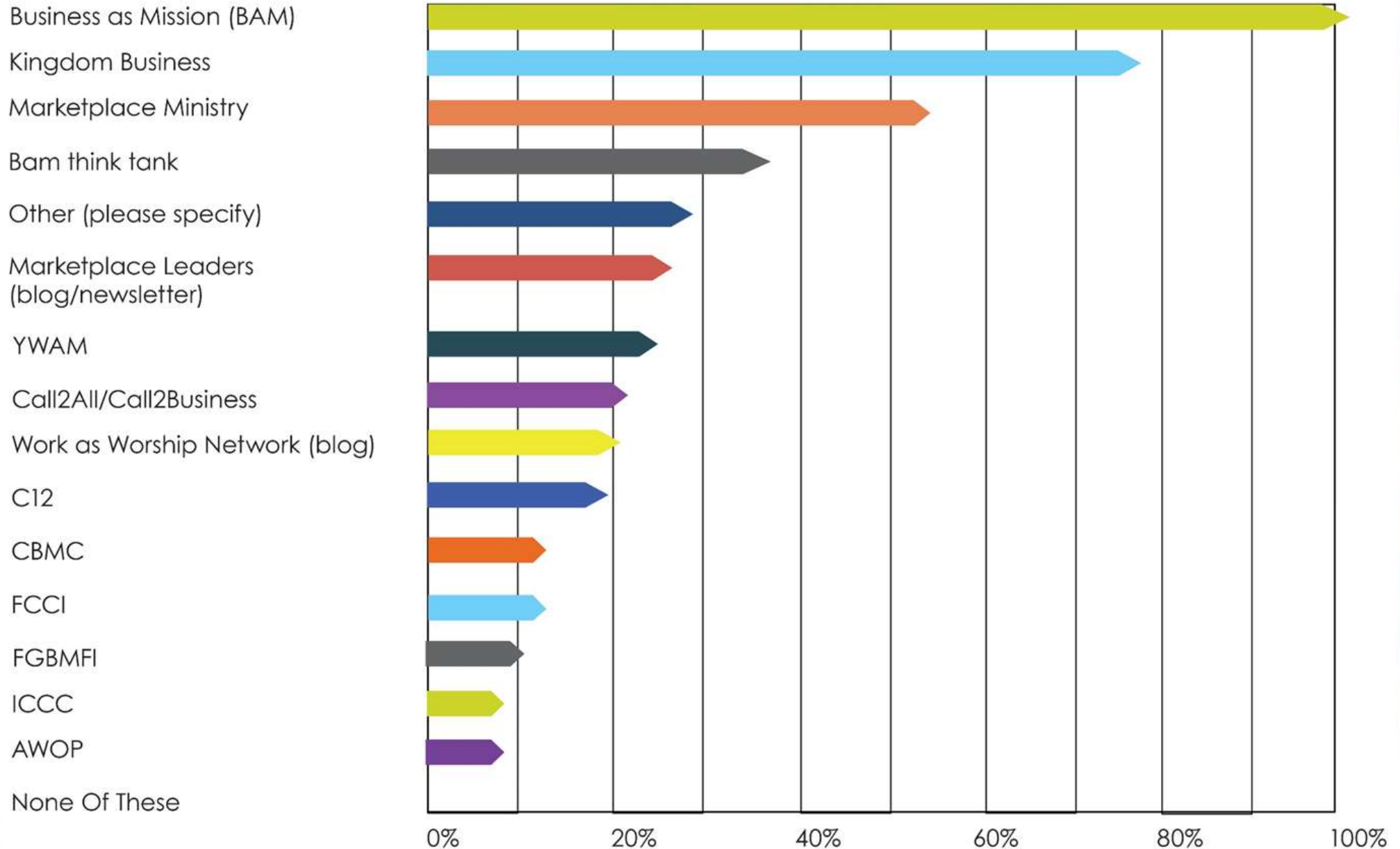
- * Of the broad categories “Kingdom Business” is most represented with 43% of respondents identifying with this term.
- * “Marketplace Ministry” is the next highest with 36% of respondents identifying with this.
- * 31% of respondents identified with BAM.
- * Strong Correlation (60%) between those who said they are unaffiliated (“None Of These”) and those who are “unaware of the KBM” (Q5).

AFFILIATIONS SUMMARY

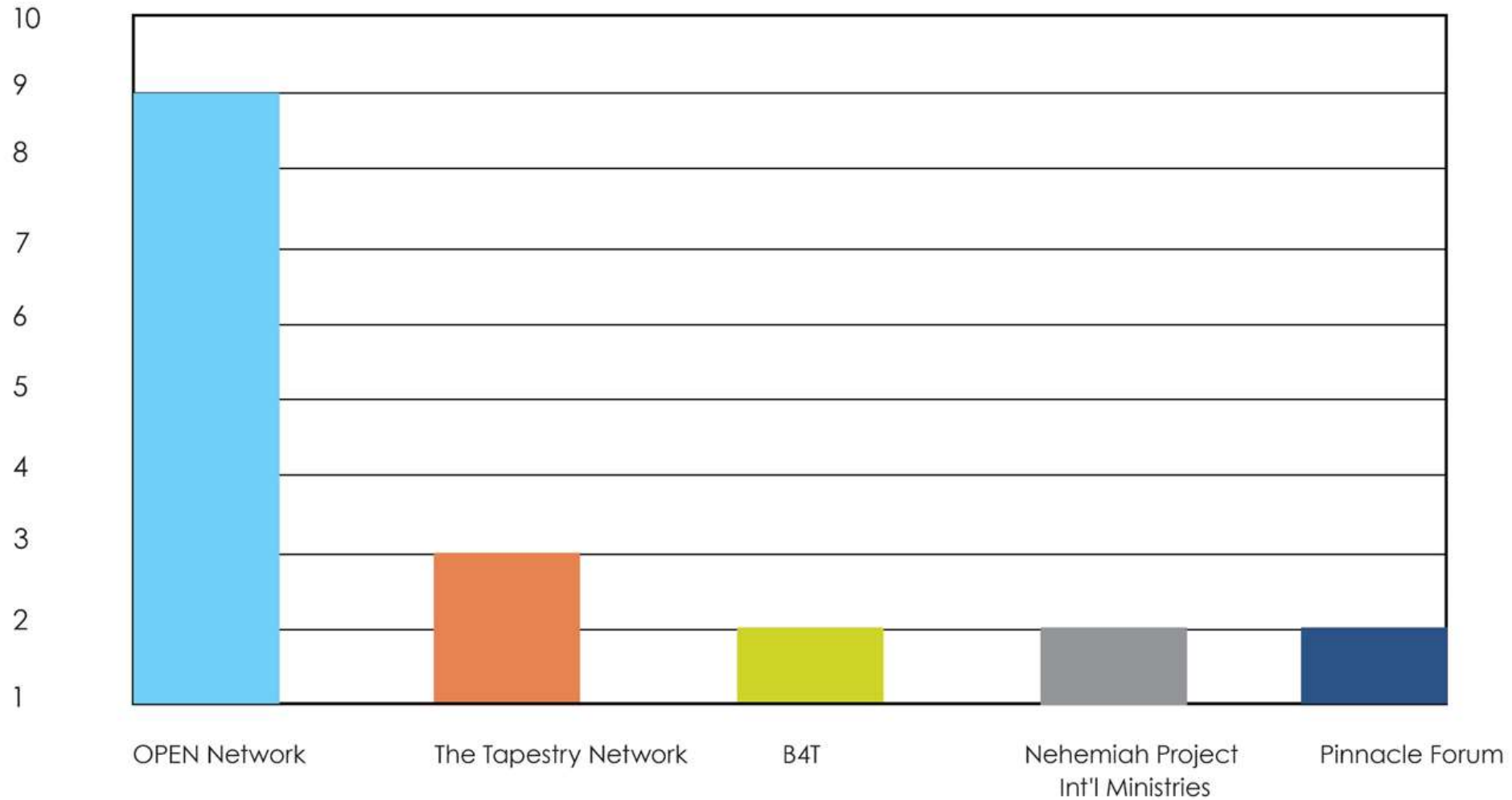
Affiliations and Involvement



HOW BAMers IDENTIFY



“OTHER” CATEGORY OR “WRITE-INS”



MOST INFLUENTIAL BOOKS

What book(s) if any have been most influential/influential in helping you integrate faith and business (other than the Bible)?

Anointed for Business, Ed Silvoso

Tentmaking: Business as Mission, Patrick Lai

Change Agents -- Hilman

Business By the Book Larry Burket

Profit for the Lord, by Danker

Your Work Matters to God

God is at Work, Eldred

On Kingdom Business ; Yamamori

Purpose Driven Life

Every Good Endeavor, T. Keller

Entreleadership, Dave Ramsey

Business Unlimited by G. Olson

The Intergrated Life - Elred

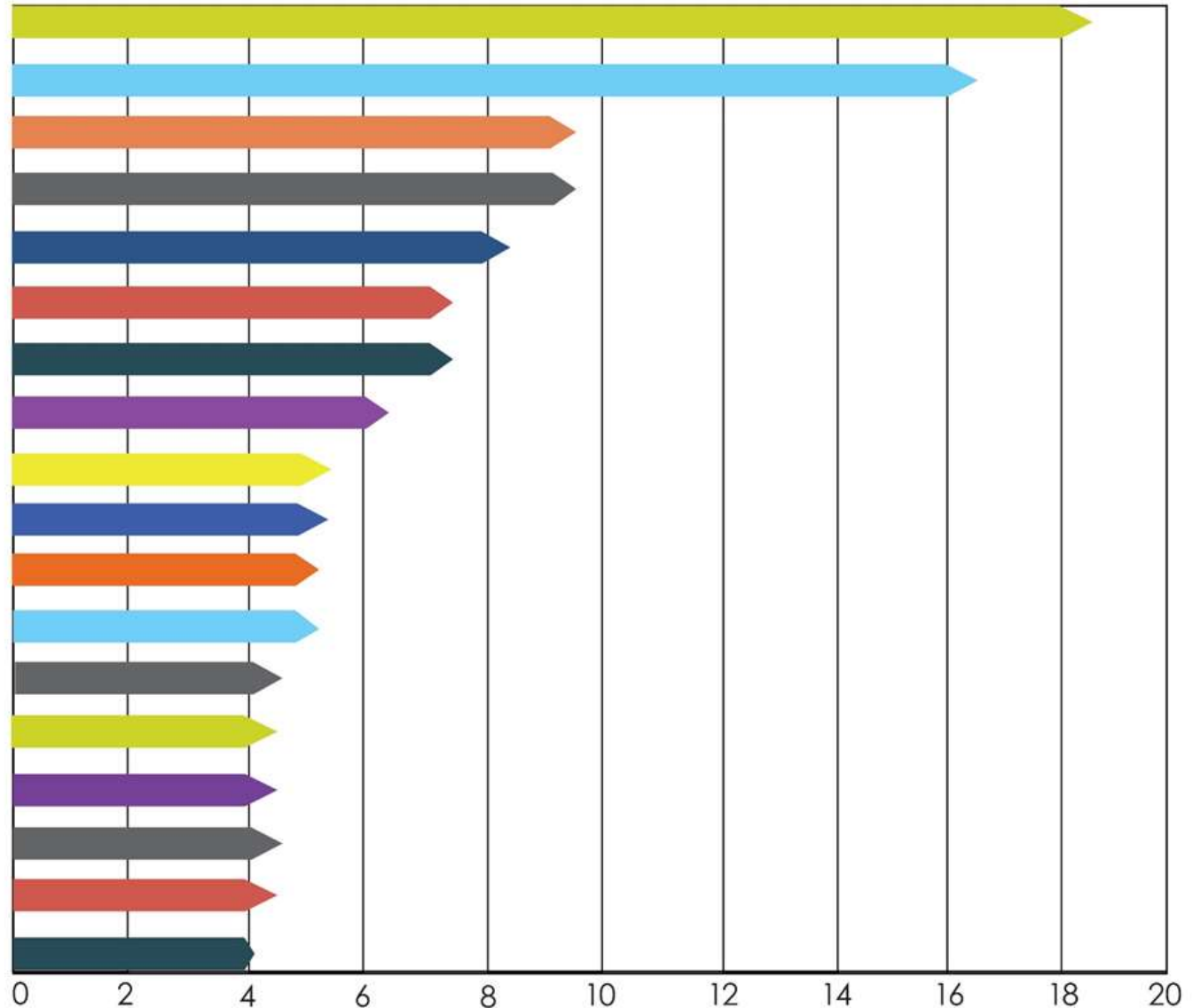
My business, My mission

Marketplace Christianity

Great Commission Companies, Rundle and Steffen

Good to Great

Business as Mission, N. Johnson



If the Kingdom Business Movement (KBM) is described as: Any intentional or organized effort to advance the concept that business (i.e. profit making activities, enterprise, work, industry, commerce, etc.) can and should extend the Kingdom of God (Mt 6:10). What is your level of involvement?

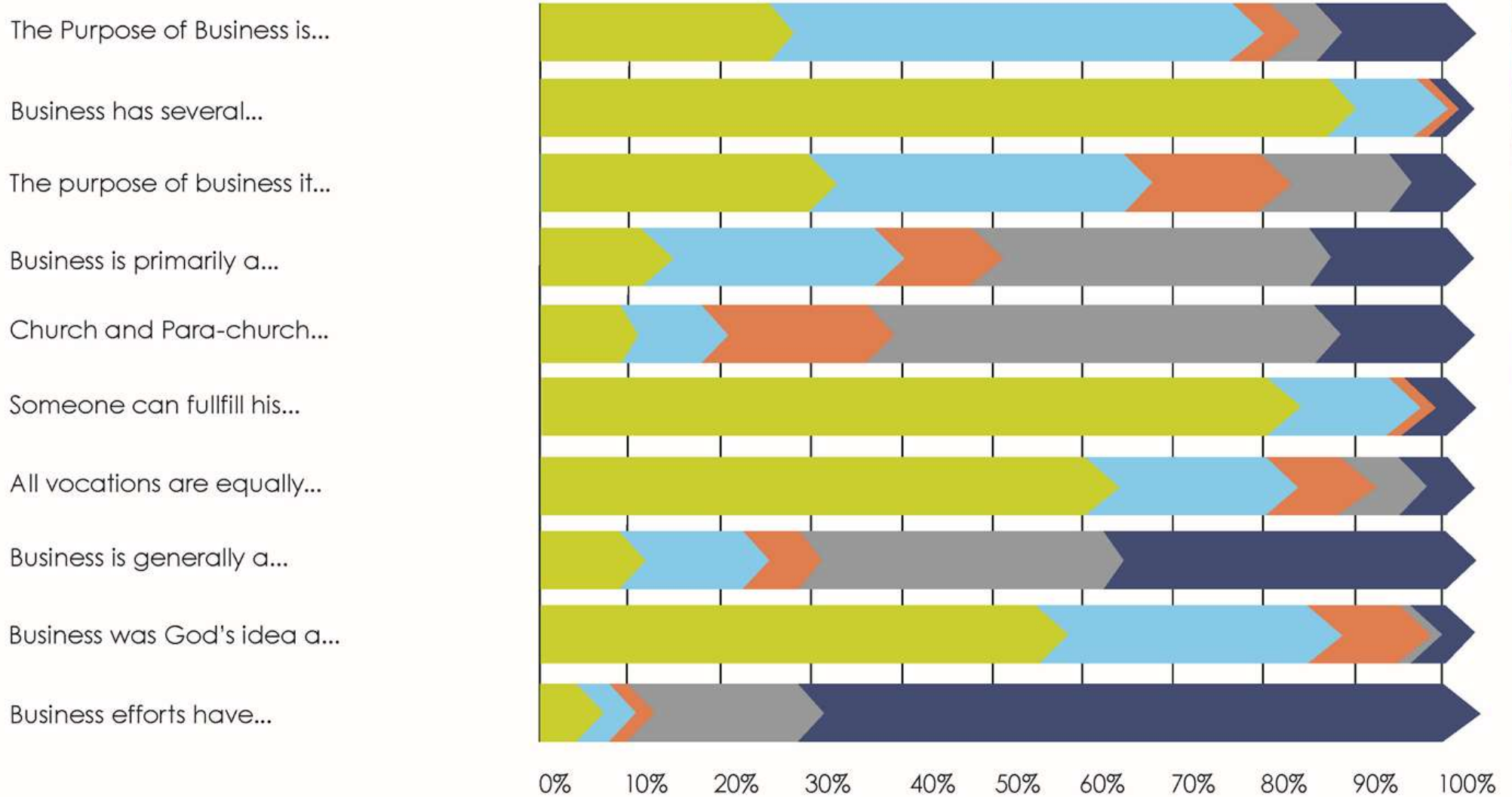
Not aware of the movement	25.7%
Somewhat aware of the movement	9.9%
Somewhat involved (e.g. occasionally attend events, learning, ect.)	11.5%
Involved (Ee.g. regularly attend events, actively learning, implementing principals, sharing with others, ect.)	17.0%
Championing (e.g. leading others, sponsoring or organizing efforts, championing championing principals, actively recruiting others to the movement)	36.0%

Respondent's Views Towards Business: Answer each of the following from the perspective of how you typically approach business:

Question	Strongly Agree	Agree	Not sure	Disagree	Strongly disagree
The purpose of business is to make money	25.9%	52.2%	2.0%	13.1	6.8%
Business has several purposes including: glorifying God, serving your fellow man, fulfilling purpose and generating profits.	87.1%	11.3%	0.8%	0.4%	0.4%
The purpose of business it to be a platform for evangelism and discipleship.	31.2%	37.9%	8.3%	19.0%	3.6%
Business is primarily a way to fund Church and Para-church ministries.	11.8%	23.1%	12.5%	37.6%	14.9%
Church and Para-church ministry is more important to God than business.	9.4%	7.9%	13.0%	32.7%	37.0%
Someone can fulfill his or her ministry calling t hrough business	80.1%	16.4%	2.0%	0.0%	1.6%
All vocations are equally sacred in God's eyes.	61.8%	21.3%	7.5%	6.3%	3.1%
Business is generally a worldly endeavor.	5.2%	13.9%	7.2%	30.3%	43.4%
Business was God's idea and is key to the extension of His will on Earth. 5	5.7%	30.2%	11.0%	2.0%	1.2%
Business efforts have no eternal value.	3.9%	3.5%	2.4%	22.4%	67.7%

Respondent's Views Towards Business:

How You Typically Approach Business

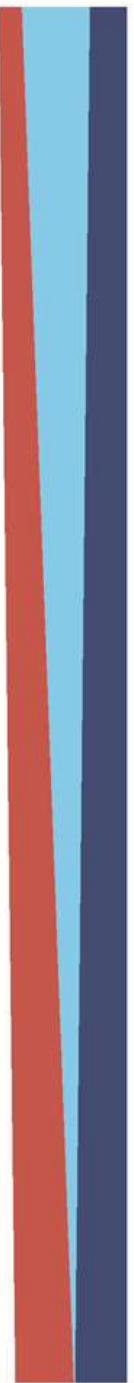
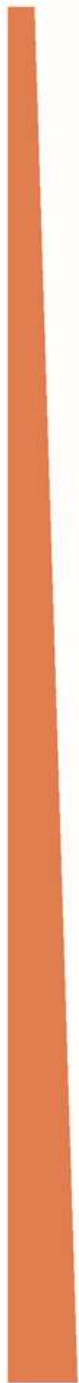


SUMMARY OF OUR RESPONDENTS:

- * Most agree that the purpose of business is to make money.
- * They overwhelmingly see that business has a multi-faceted purpose.
- * The majority also agree that the purpose of business is to be a platform for evangelism and discipleship.
- * The majority disagree with the idea that business is primarily a way to fund traditional ministry.
- * The majority disagree with the idea that church or para-church ministry is more important to God.
- * Overwhelmingly they agree that you can fulfill your ministry calling through business.
- * Large majority believe that all vocations are equally sacred in God's eyes.
- * The majority disagree that business is a generally worldly endeavor.
- * Majority believe that business is God's idea.
- * Strong majority disagree with the idea that business efforts have no eternal value.

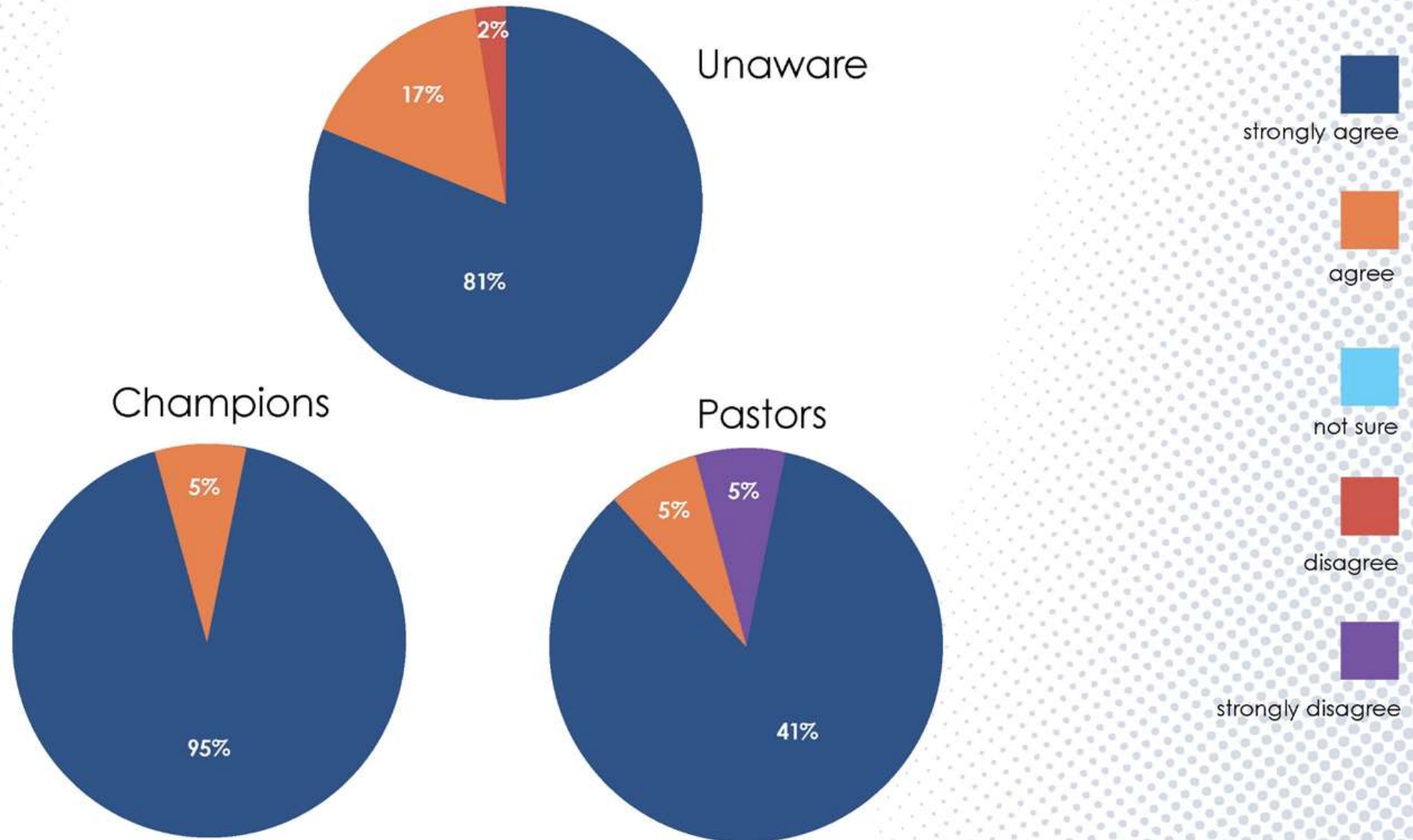
Respondent views contrasted by those who self-identified as unaware of the movement, pastors and those championing the movement.

CONTRASTING VIEWS



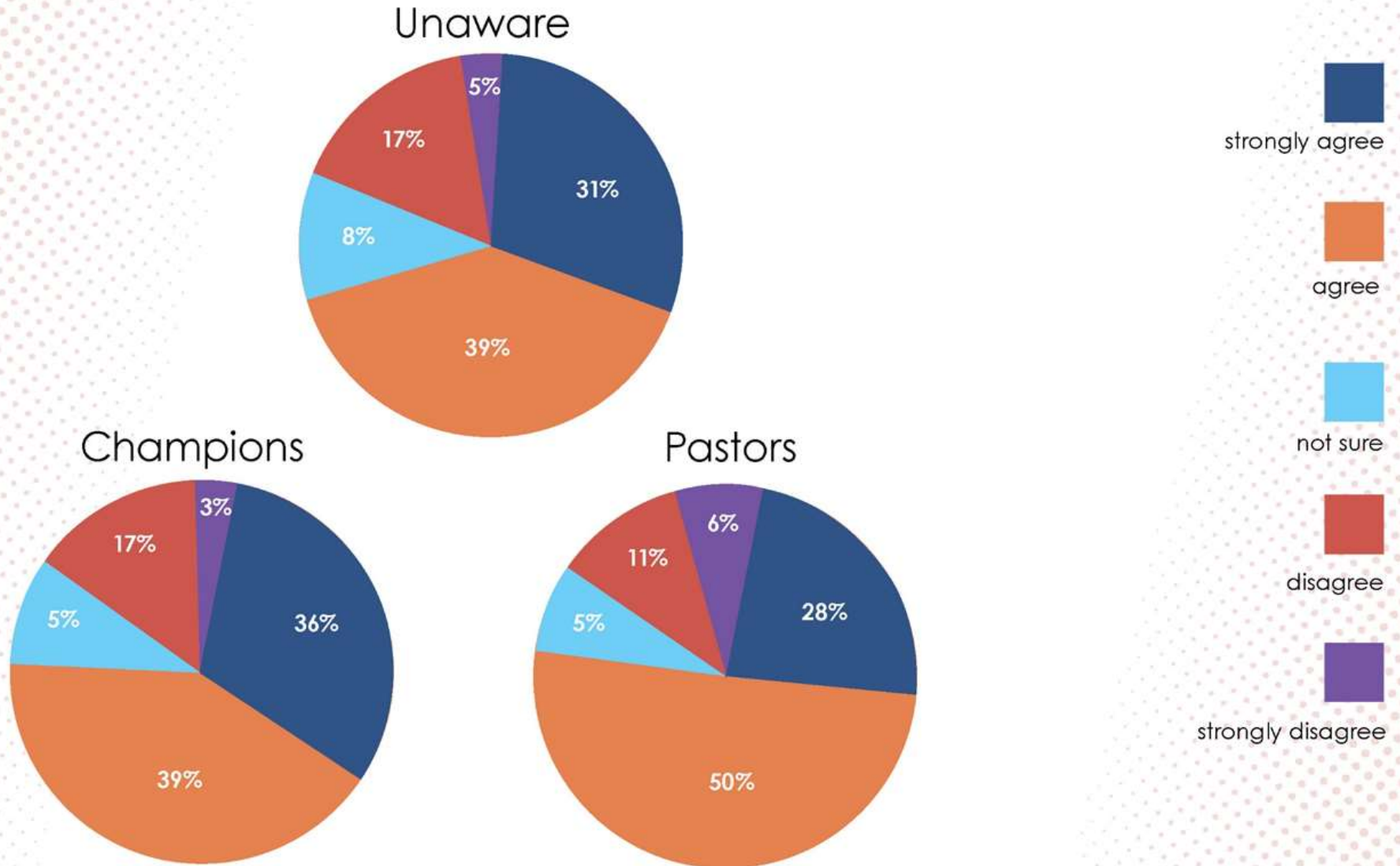
THE KBM AND APPROACHES TO BUSINESS

Business has several purposes including: glorifying God, serving your fellow man, fulfilling purpose and generating profits.



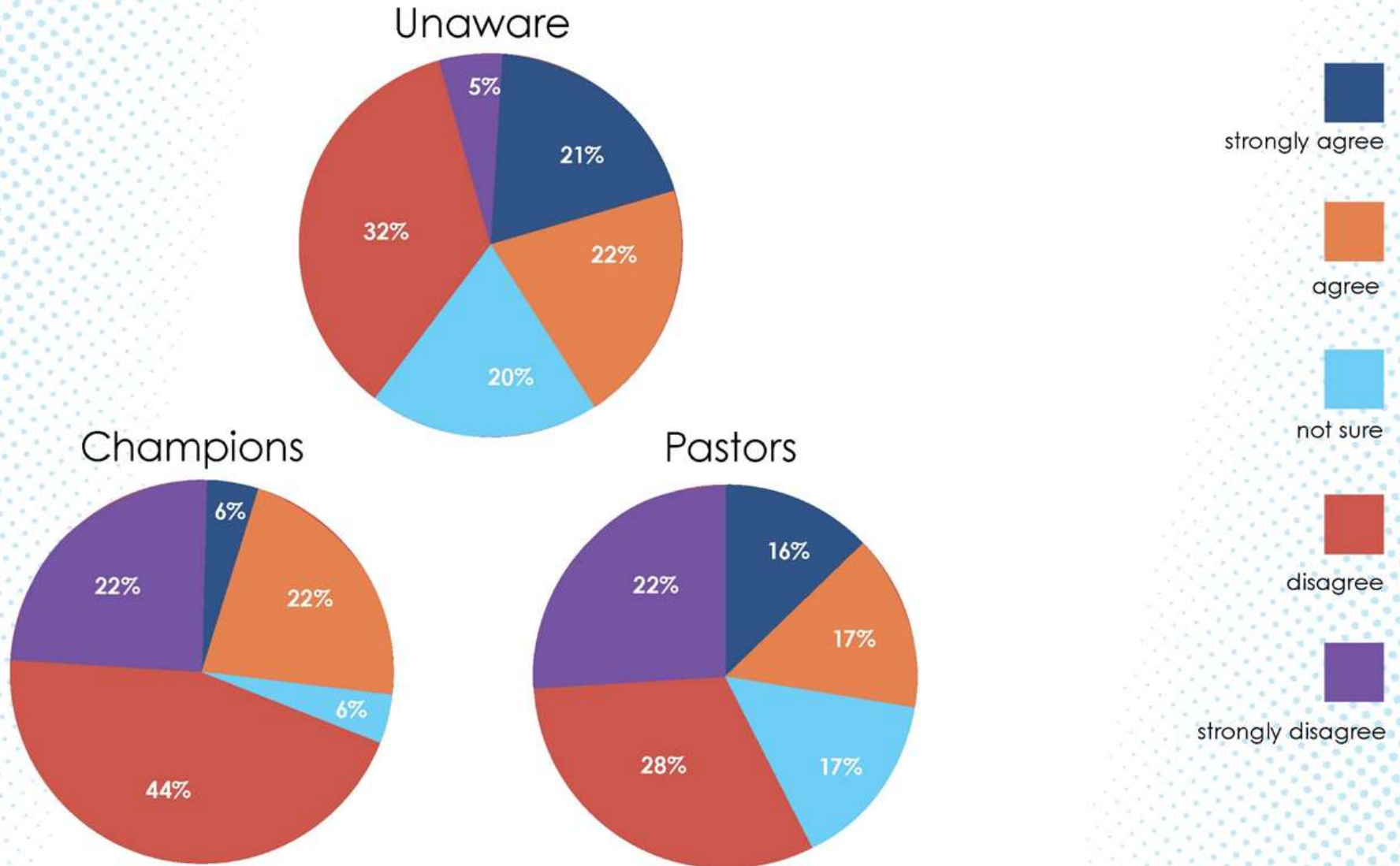
THE KBM AND APPROACHES TO BUSINESS

The purpose of business is to be a platform for evangelism and discipleship.



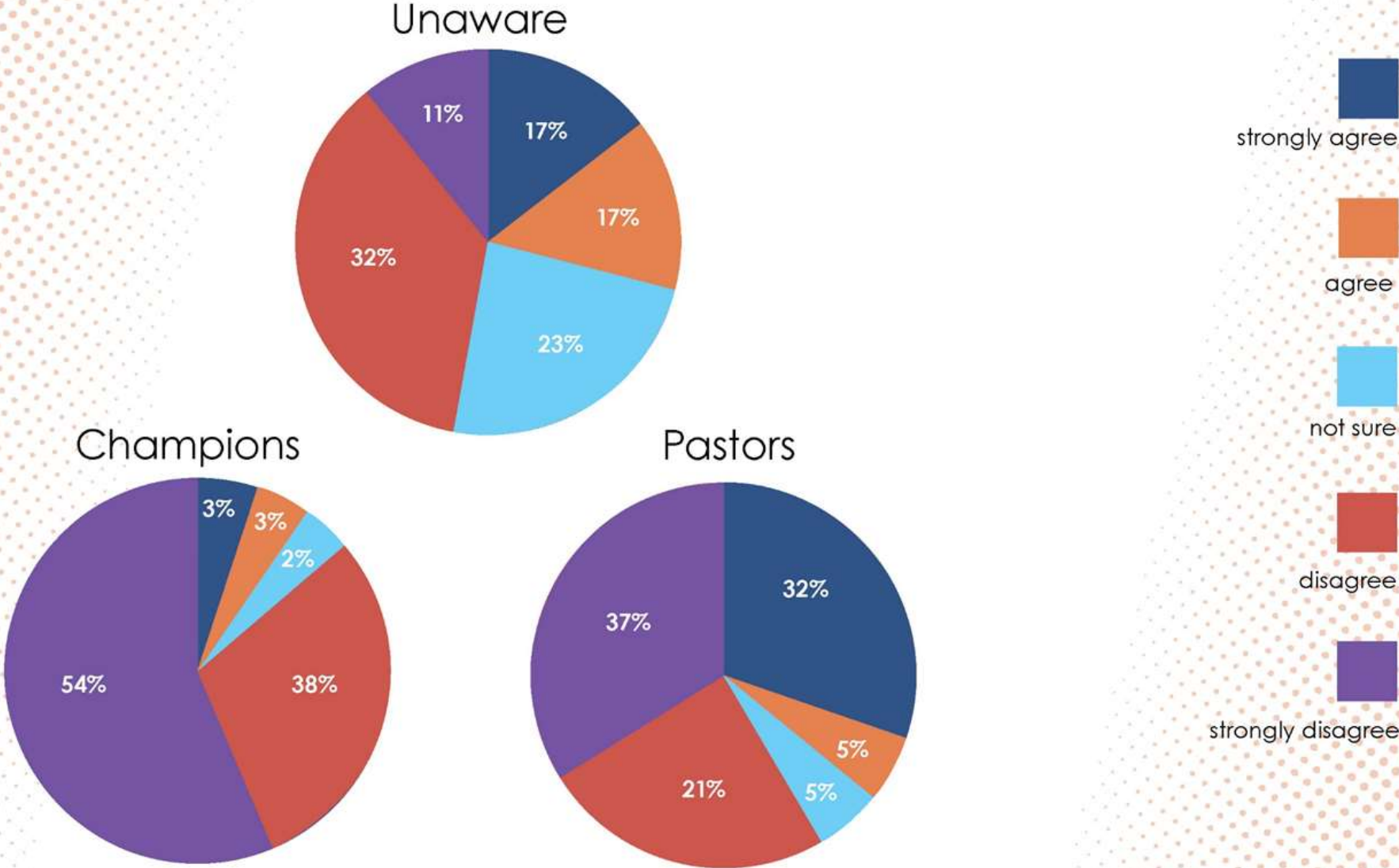
THE KBM AND APPROACHES TO BUSINESS

Business is primarily a way to fund Church and Para-church ministries.



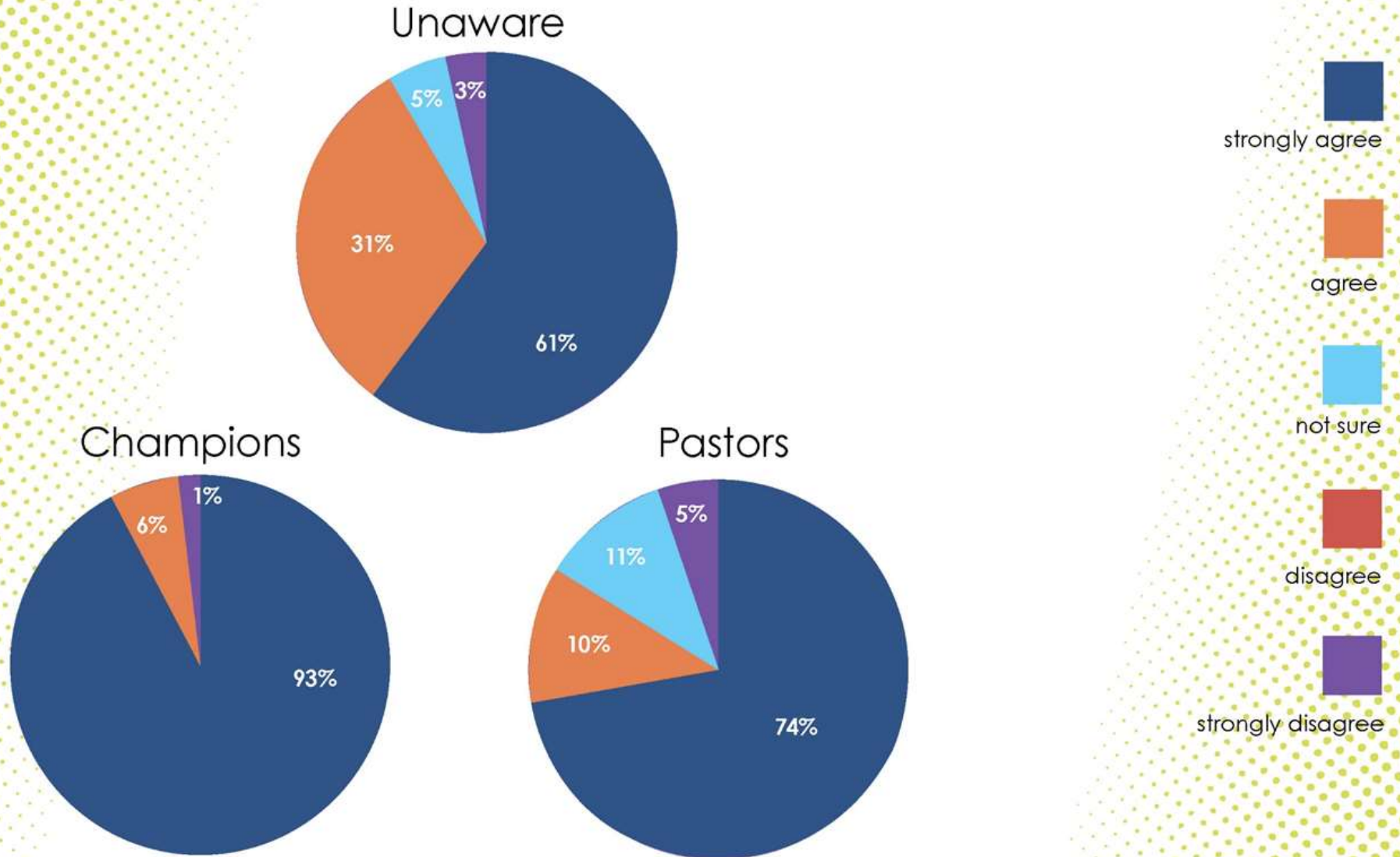
THE KBM AND APPROACHES TO BUSINESS

Church and Para-church ministry is more important to God than business.



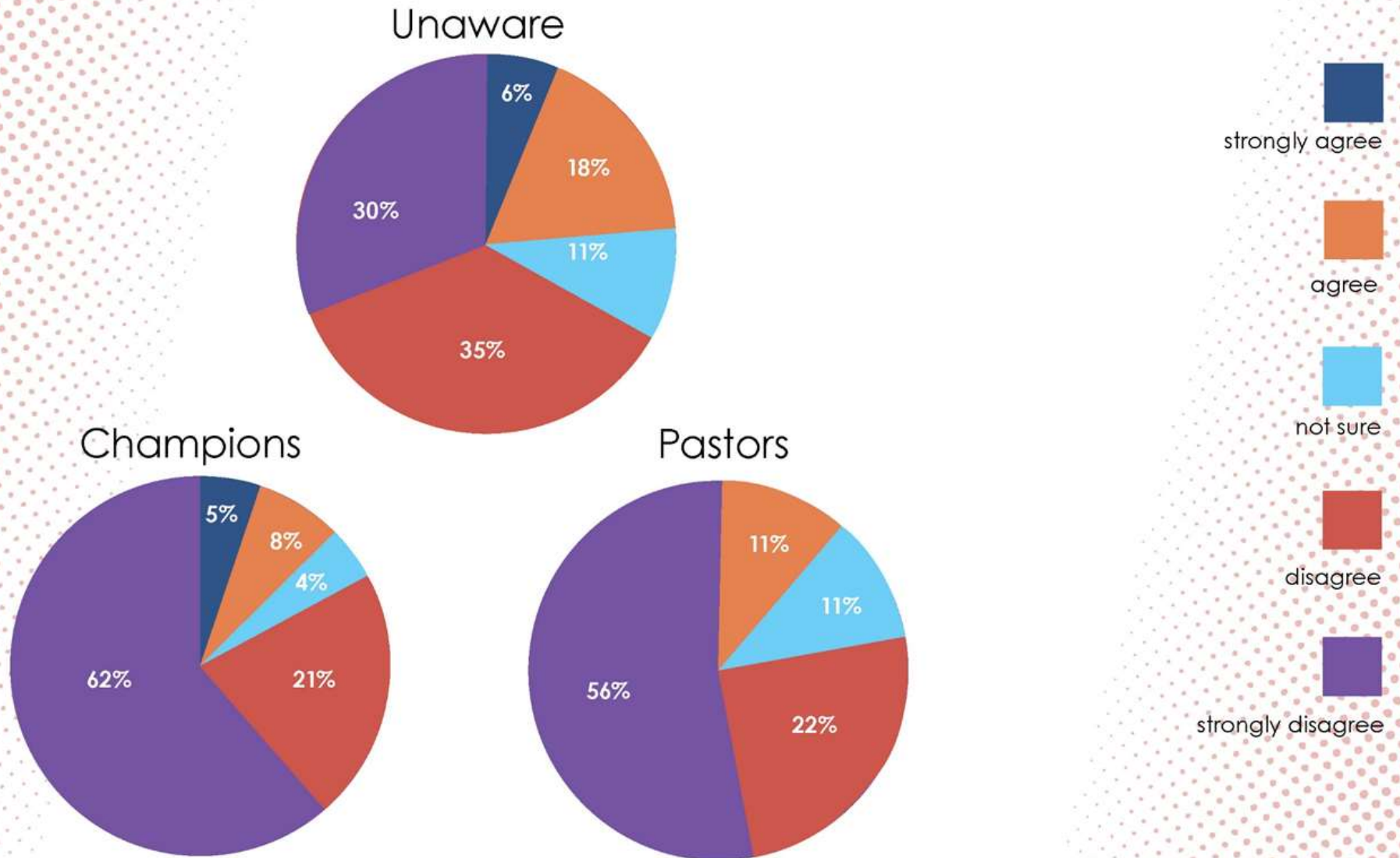
THE KBM AND APPROACHES TO BUSINESS

Someone can fulfill his or her ministry calling through business.



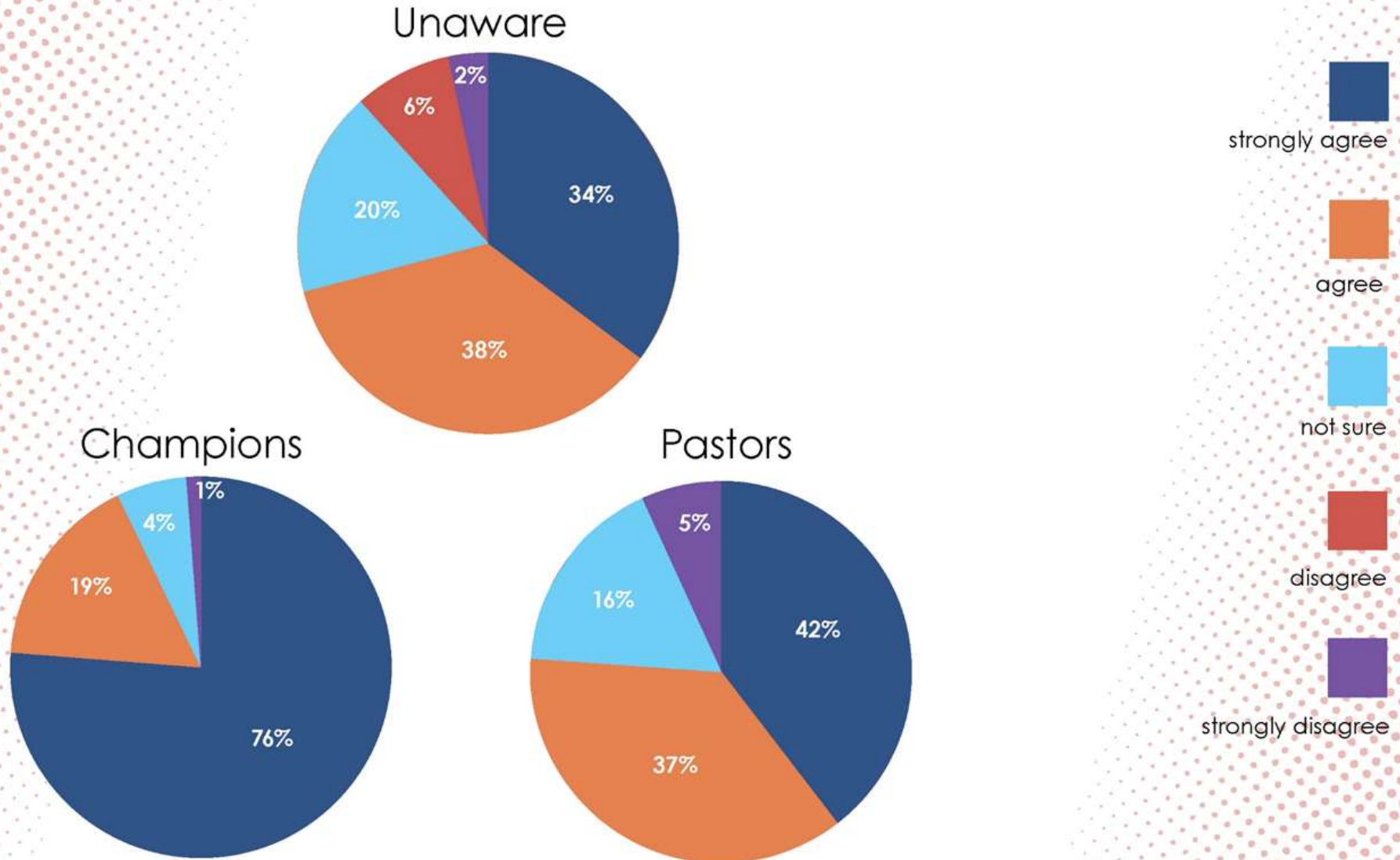
THE KBM AND APPROACHES TO BUSINESS

Business is generally a worldly endeavor.



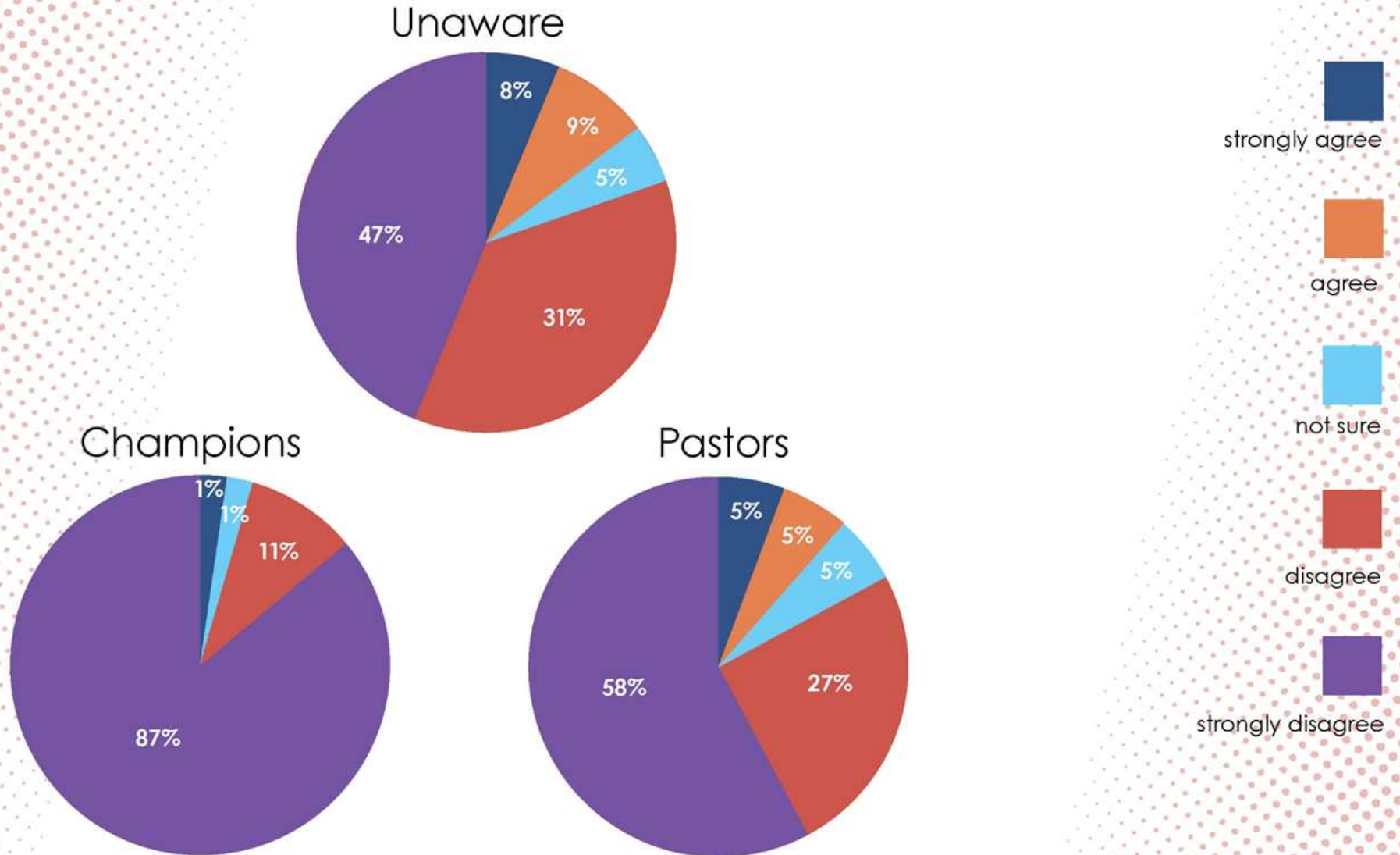
THE KBM AND APPROACHES TO BUSINESS

Business was God's idea and is key to the extension of His will on Earth.



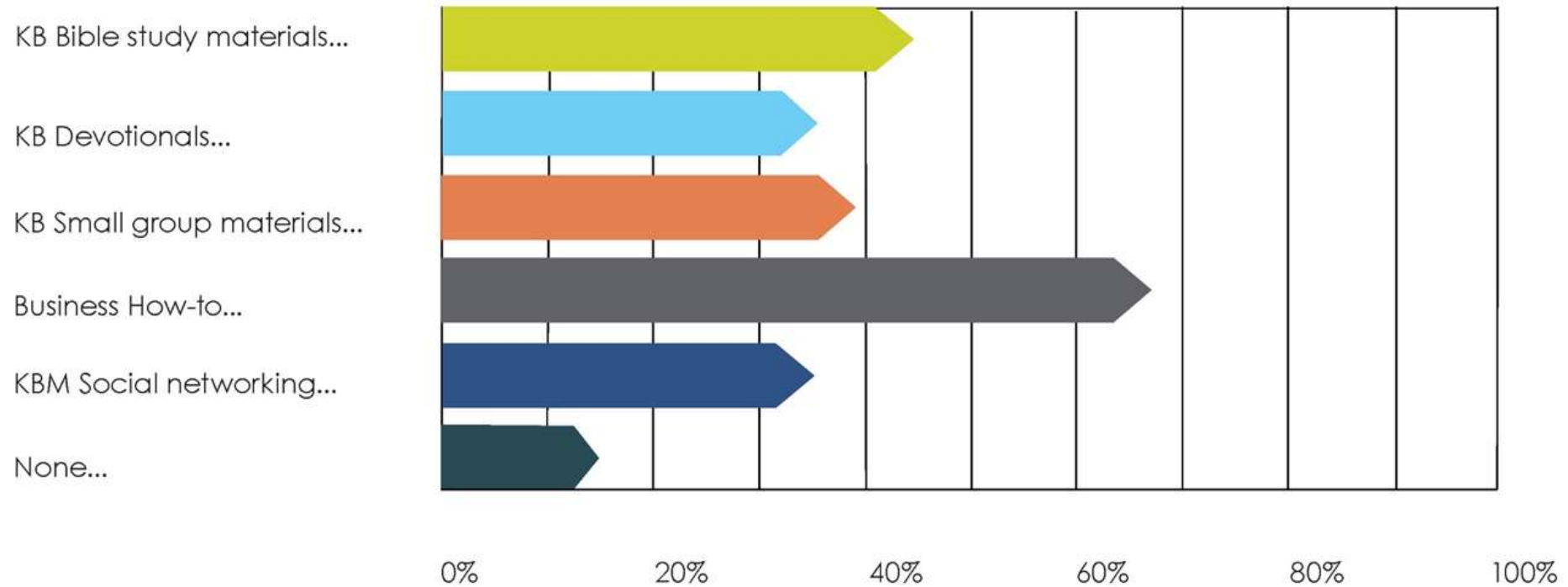
THE KBM AND APPROACHES TO BUSINESS

Business efforts have no eternal value.



WHAT KINDS OF KINGDOM BUSINESS RESOURCES DO YOU APPRECIATE?

What kinds do you wish you had more of?

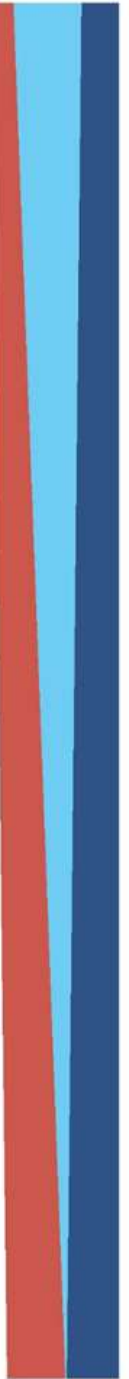
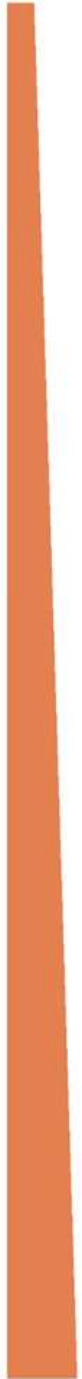


THOSE WHO IDENTIFY THEMSELVES AS CHAMPIONING THE MOVEMENT ALSO REPORT that this has an impact on their practices.

PRACTICE CATAGORIES

- * Pray over business strategy and decisions
- * Pray with employees and other managers
- * Try to discern God's will for the business
- * Incorporate biblical truth into organizational goals
- * Incorporate biblical truth into vision and mission statements
- * Study scripture to discover and apply truth to the way I run my business
- * Recognize God's ultimate ownership of the business (my stewardship)
- * Give generously to extend the Kingdom
- * Provide life improving products/services
- * Share faith with others at work
- * Share faith with customers
- * Conduct business with biblical integrity
- * Apply the golden rule (do unto others)

PRACTICES OF CHAMPIONS CONTRASTED WITH THOSE WHO ARE UNAWARE OF THE KBM



PRACTICES OF CHAMPIONS CONTRASTED WITH THOSE WHO ARE UNAWARE OF THE KBM

Pray over business strategies and decisions

Pray with employees and other managers

Try to discern God's will for the business

Incorporate biblical truth into organizational goals

Incorporate biblical truth into vision and mission statements

Study scripture to discover and apply truth to the way I run my

Recognize God's ultimate ownership of the business (my)

Give generously to extend the Kingdom

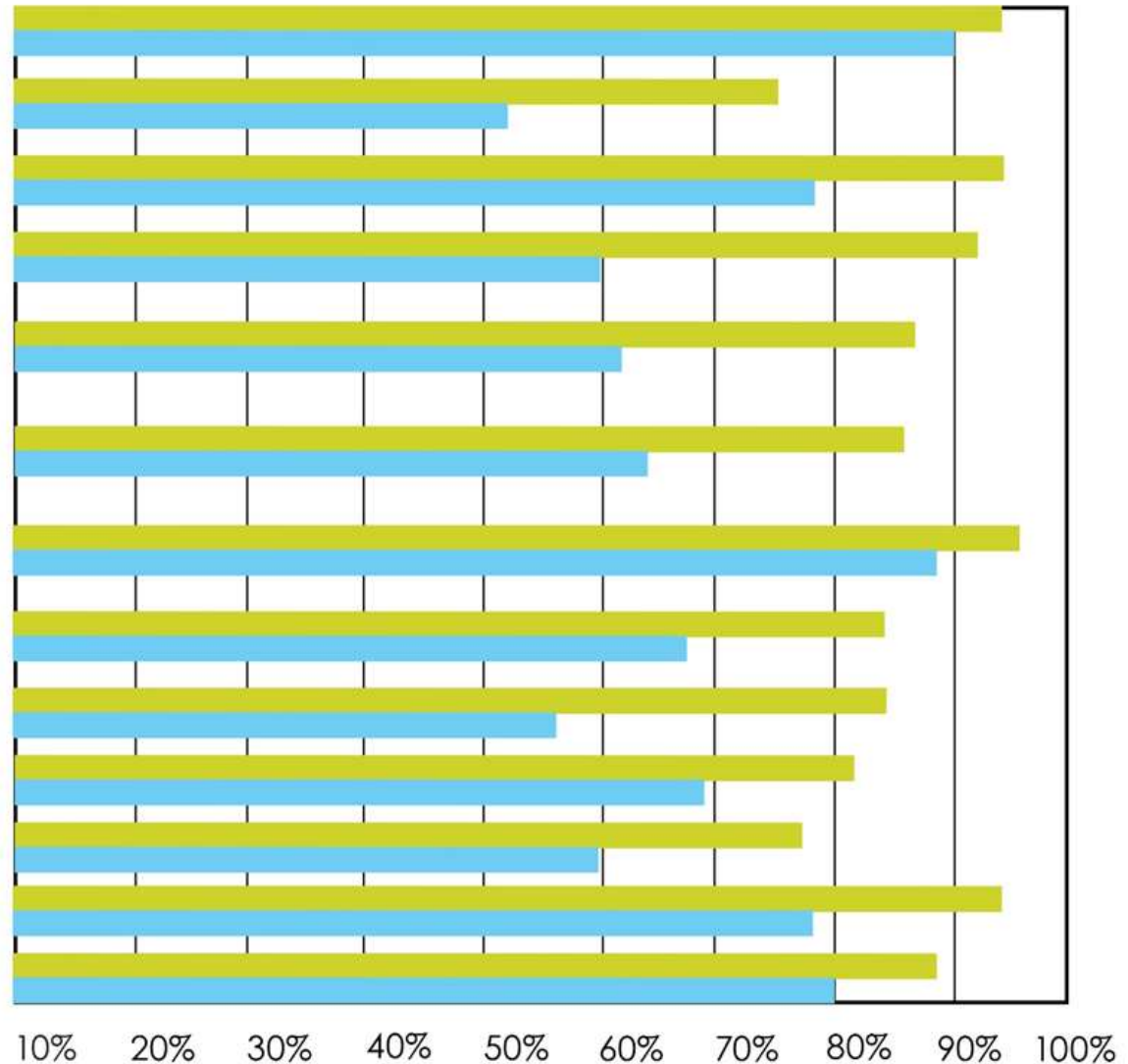
Provide life improving products/services

Share faith with others at work

Share faith with customers

Conduct business with biblical integrity

Apply the golden rule (do unto others)



UNAWARE

CHAMPIONS

CHURCH AFFILIATION:

Roman Catholic	1.5%
Baptist	12.8%
House Church	4.1%
Lutheran	2.6%
Methodist	3.1%
Reformed	4.1%
Pentecostal	11.7%
Non-Denominational (Evangelical)	46.4%
Charismatic	10.2%
Orthodox (Coptic, Russian, Greek, Syrian, etc..)	0.5%
Anglican/Episcopalian	0.5%
Christian but don't attend a Church	2.6%

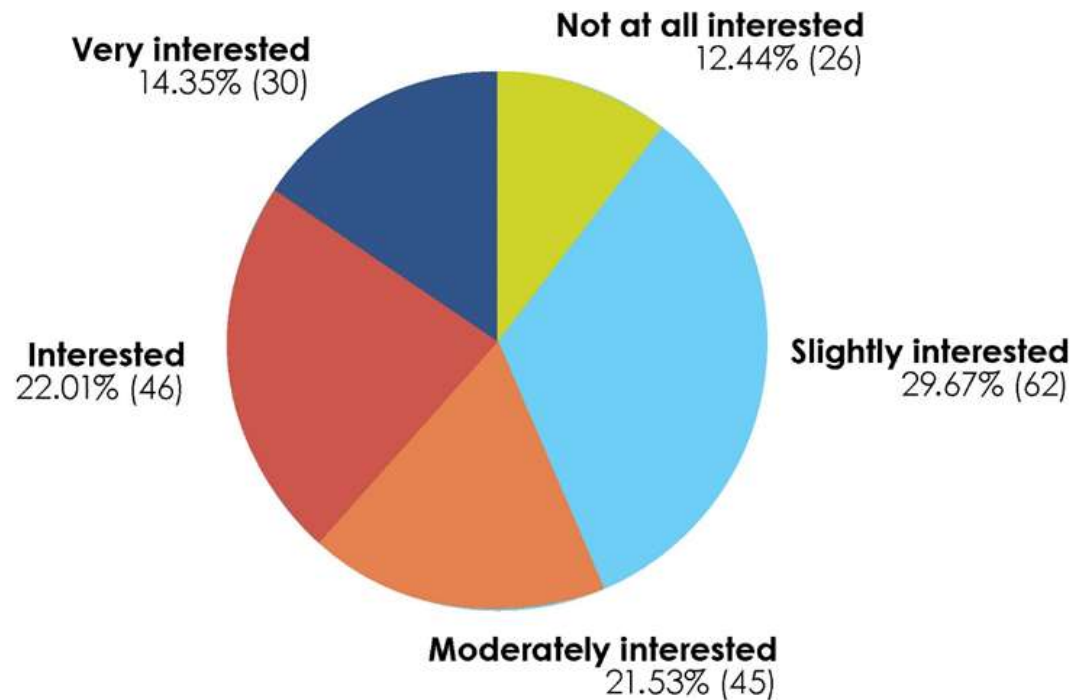
HOW MUCH HAS THE KBM IMPACTED YOUR CHURCH?

We have a business small group or sunday school	12.9%
Our pastor (occasionally: at least once) preaches on work	48.6%
Pastor regularly preaches on and references work and work life	32.9%
Business people are equipped for their vocational calling	17.9%
The integration of faith and work are celebrated	46.4%

(many respondents skipped this question)

HOW INTERESTED IS YOUR CHURCH'S LEADERSHIP IN PROMOTING KINGDOM BUSINESS?

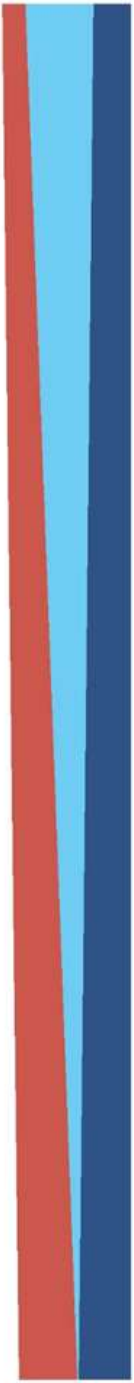
42% of respondents believe their church's leadership is only slightly (30%) or not at all interested in promoting Kingdom Business. 58% of respondents believe the interest is moderate to high.





NUMBER OF NEGATIVE OR POSITIVE MESSAGES (SERMONS) ON BUSINESS AND WORK-LIFE YOU HEAR ON AVERAGE PER YEAR.

Negative = A message that is in some way derogatory towards business.
Positive = A message that affirms business or business as a vocation.



IN YOUR OPINION IS THE KINGDOM BUSINESS MOVEMENT NEAR A TIPPING POINT

(The critical point in a situation, process, movement or system beyond which a significant, rapid and often unstoppable effect or change takes place)

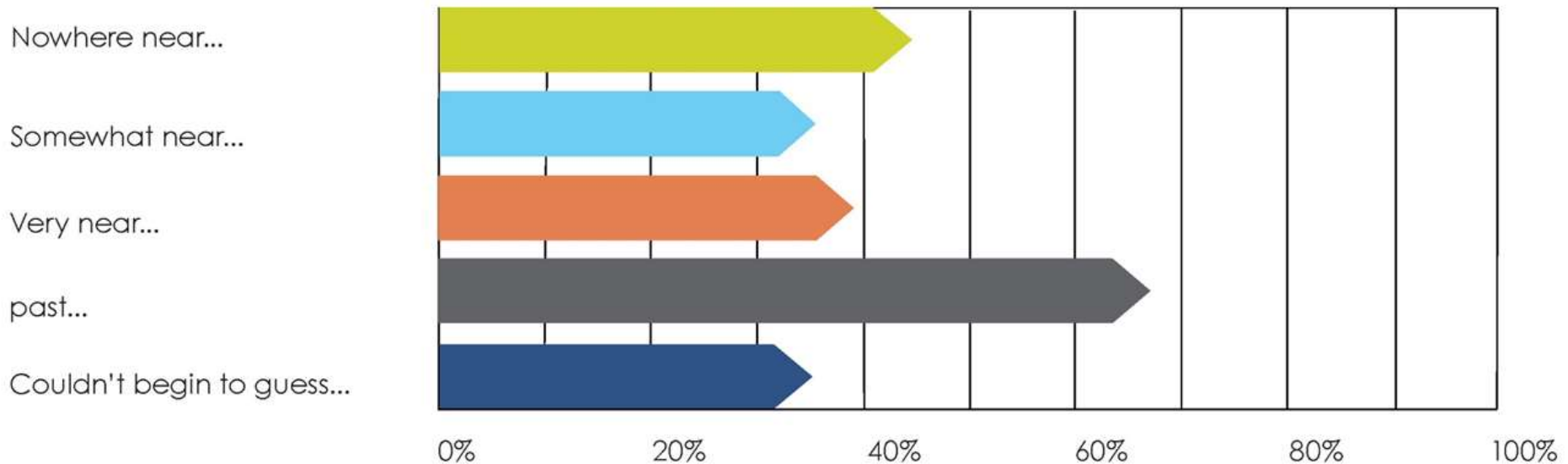
Nowhere near (an unfamiliar concept to the vast majority of Christians in Business)

Somewhat near (a strong minority actively promoting the concepts, others being made aware)

Very near (the tipping point is imminent)

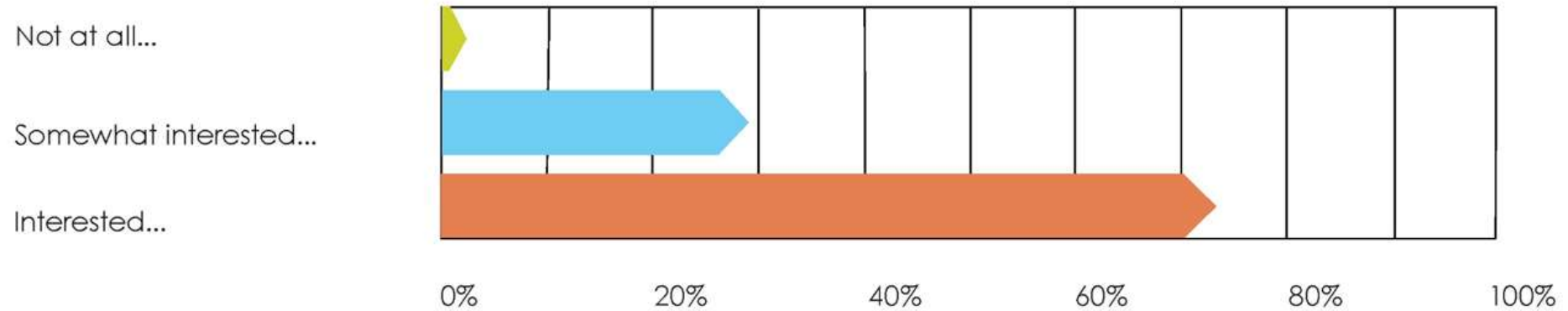
Past (already tipped and exploding in growth)

I couldn't even begin to guess



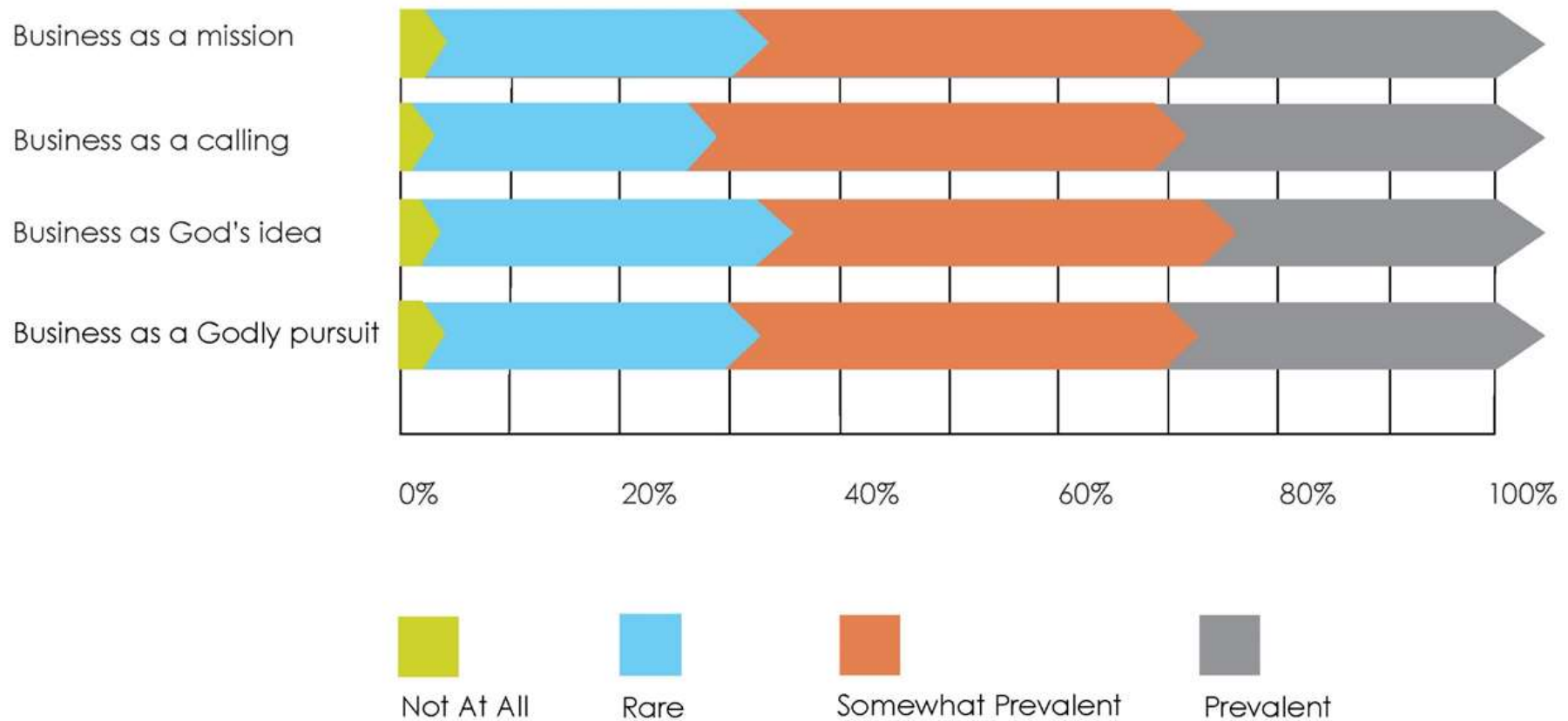
MOST RESPONDENTS WILLING TO ACTIVELY PROMOTE THE KINGDOM BUSINESS MOVEMENT.

How willing would you be to actively promote the Kingdom Business Movement



HOW PREVALENT ARE THE FOLLOWING IDEAS WITH THE CHRISTIAN BUSINESS PEOPLE YOU ASSOCIATE WITH?

i.e. They articulate them, act on them?

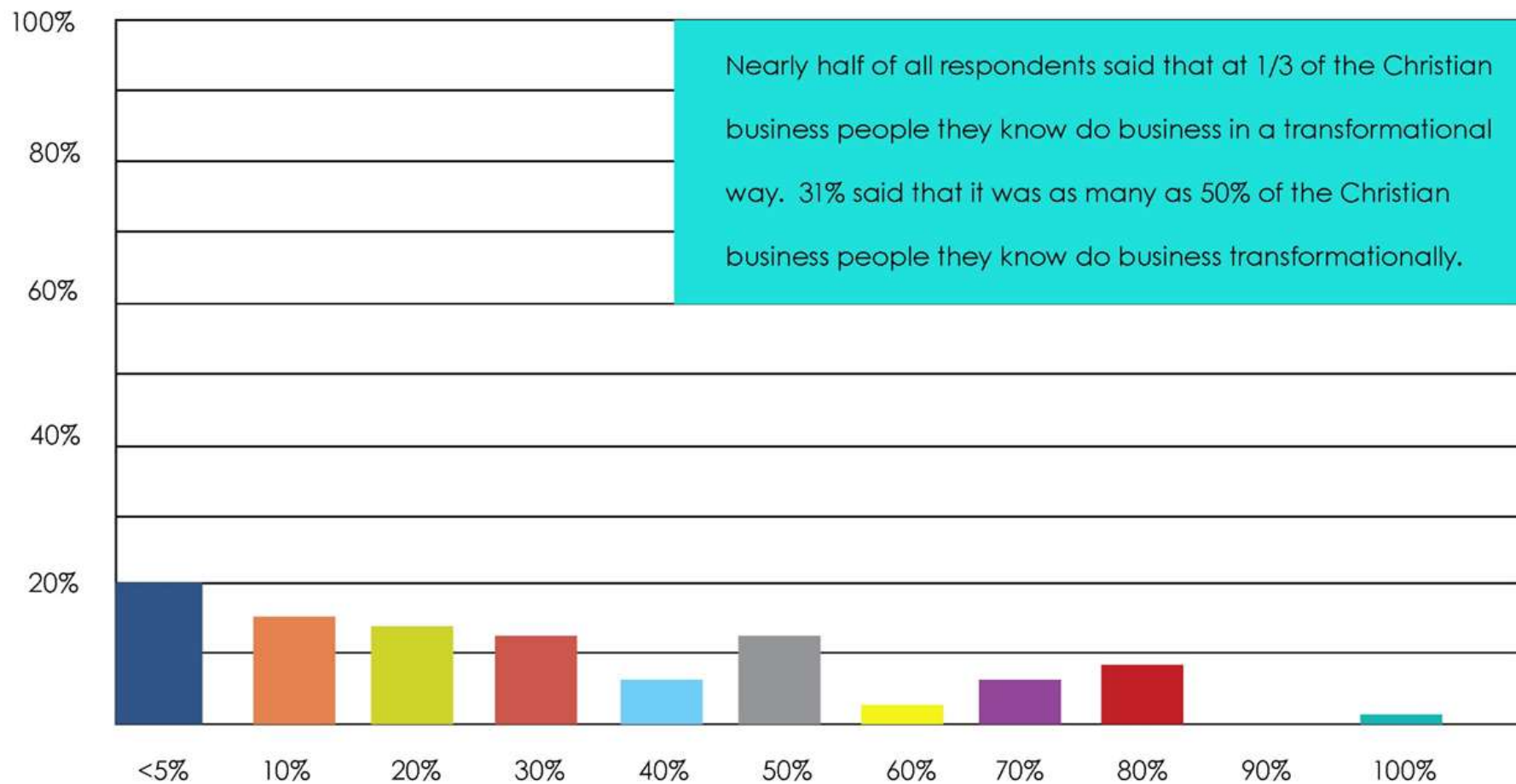


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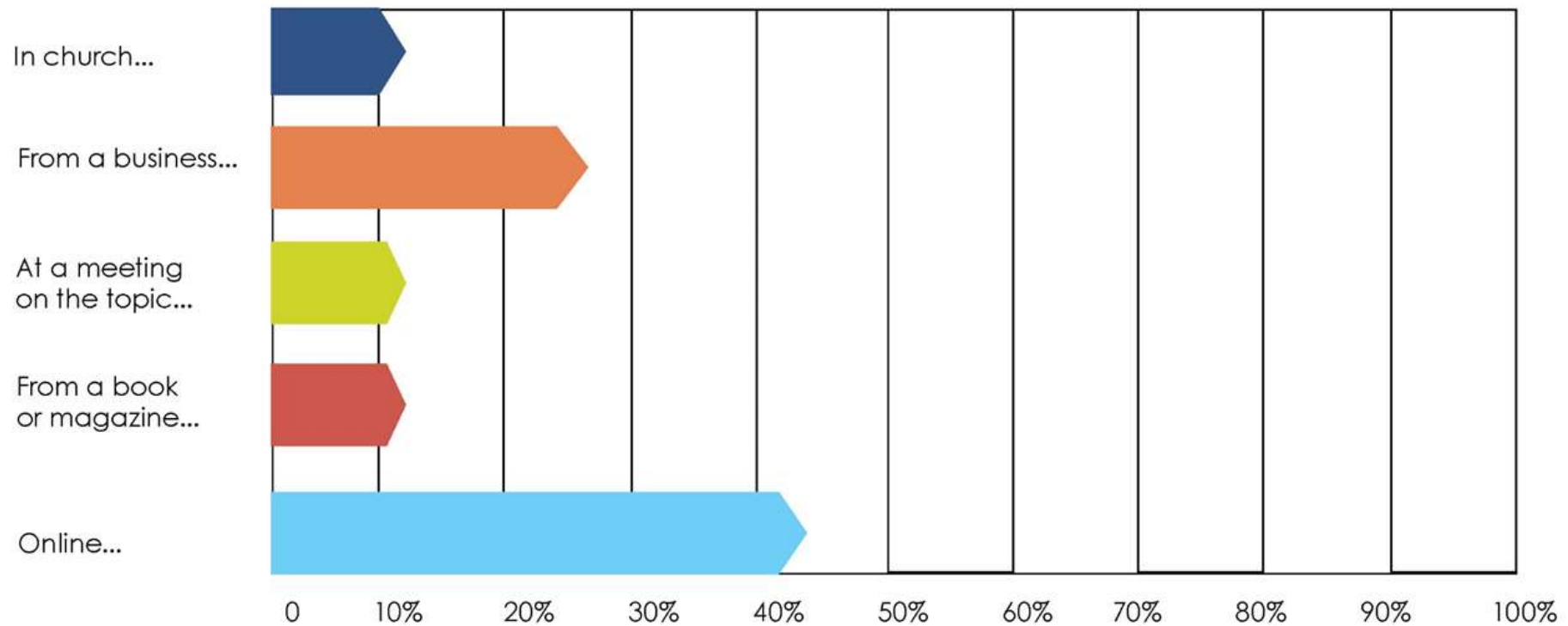
	NOT AT ALL	RARE	SOMEWHAT PREVALENT	PREVALENT
Business as a mission	3.86%	27.05%	39.61%	29.47%
Business as a calling	3.33%	23.81%	42.38%	30.48%
Business as God's idea	6.16%	26.07%	40.76%	27.01%
Business as a Godly pursuit	3.85%	26.44%	39.90%	29.81%

WHAT PERCENTAGE OF CHRISTIAN BUSINESS PEOPLE YOU KNOW INTEGRATE BIBLICAL PRINCIPLES INTO THE WAY THEY DO BUSINESS IN SUCH A WAY THAT IT BRINGS TRANSFORMATION?



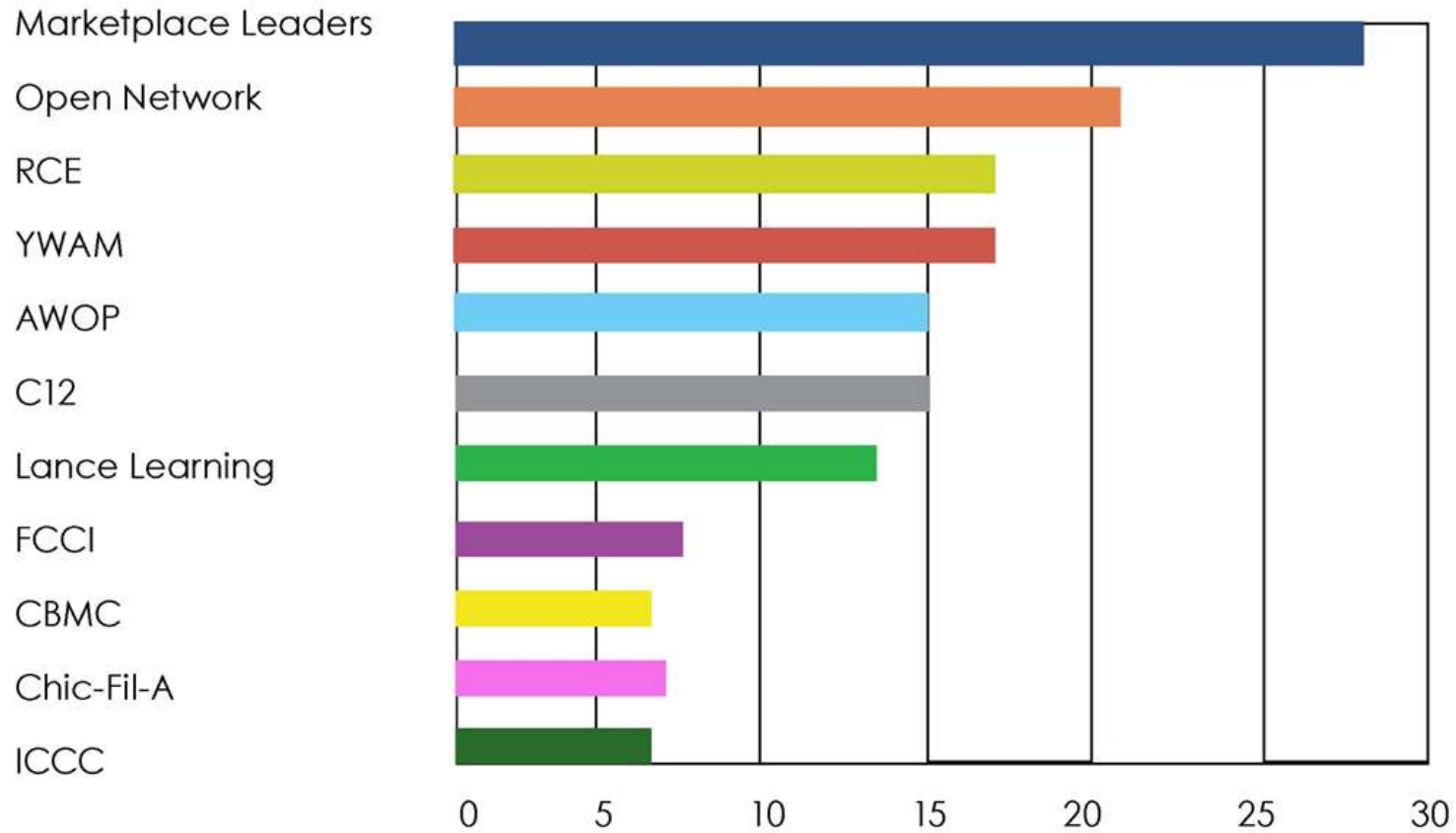
MOST PEOPLE FIRST HEAR ABOUT KB ONLINE OR FROM A BUSINESS ASSOCIATE.

How did you first hear about Kingdom Business



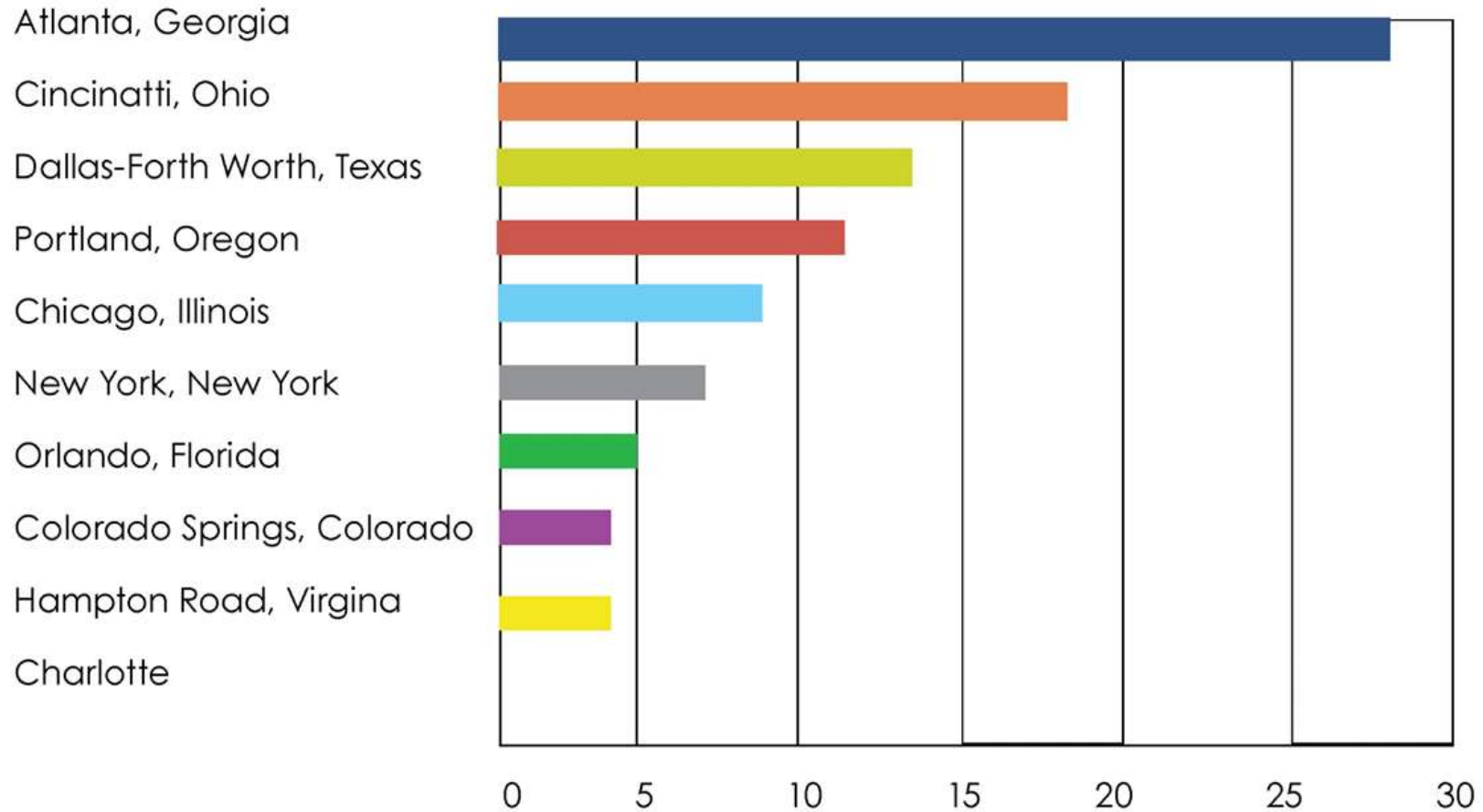
ORGANIZATION THOUGHT LEADERS

Marketplace Leaders, Open Network, RCE and YWAM identified as organizational thought leaders:



EPICENTERS

Atlanta, Cincinnati, Dallas/Ft. Worth and Portland Oregon were suggested as epicenters of the Kingdom Business Movement.



INFLUENTIAL LEADERS

This was an open-ended question

List and describe up to three key leaders who have deeply influenced you in Kingdom Business:

