

# Entrepreneurial Leaders Review

2013 -2014 | Vol. 2, No. 1

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eleaders.org

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For further information: [www.eleaders.org](http://www.eleaders.org) | Contact: Dr. Richard (Rick) J. Goossen, Chairman, Advisory Board, [rick@eleaders.org](mailto:rick@eleaders.org)  
Suite 1700, 1185 West Georgia Street, Vancouver, BC, Canada V6E 4E6

## Mission

The mission of the ELO is to:

- Be an online resource for Christian entrepreneurs and marketplace leaders
- Organize conferences for Christian entrepreneurs and marketplace leaders
- Provide presentations and engage in occasional courses for Christian entrepreneurs and marketplace leaders
- Provide resource materials (books & videos) for Christian entrepreneurs and marketplace leaders
- Build a global network of Christian entrepreneurs and marketplace leaders who, through collaborative effort and synergy, do much more together than individually
- Celebrate, through the presentation of awards, the achievements and example of Christian entrepreneurs and marketplace leaders achieving social good

## Vision

*To connect, equip,  
and celebrate  
Christian  
entrepreneurs and  
marketplace leaders  
for global difference  
making.*

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The ELO, in conjunction with World Evangelical Alliance, has established an *Entrepreneurial Leader Award* in order to recognize and celebrate the noteworthy and inspirational contributions of individuals to making a faith-inspired difference in their communities.

#### Criteria for Identifying a Nominee

- Exemplifies the qualities of entrepreneurial leadership that are embedded in a Christian worldview
- International stature with a significant influence
- Lifetime of achievement of influence in their chosen profession, whether directly or indirectly related to Christian ministry
- Outstanding reputation for integrity in terms of living out faith
- The person must be a role model to

inspire other entrepreneurs to others to greater heights of significance

#### Award

- Awarded at the Entrepreneurial Leaders Conference, hosted by the Entrepreneurial Leaders Organization
- The Recipient must be present at and participate in the Conference in order to be eligible for the Award.
- Recipient receives a plaque presented at the ceremony
- Recipient becomes an “Honorary Advisor” of the ELO
- The recipient must be in agreement with the objectives of the Vision, Mission & Values of the ELO (as per [www.eleaders.org](http://www.eleaders.org)) ■

## Unsolicited Testimonials from ELC 2012

“Wow! Congratulations on a fabulous conference. The speakers were incredible. I am thrilled that Christian entrepreneurs have this organization as the ‘go to’ event.

“Just wanted to let you know how much I enjoyed the evening at your leadership conference. I found the speakers inspirational, measuring their success not in what they had achieved but rather in how they had responded to God’s calling and followed in faith, not sure of the outcome.

“Just wanted to thank you again for the amazing evening last night. Many great connections were made at our table and with others. This event is very powerful for networking and equipping Christian leaders, and God is blessing it. I’m thrilled to be a part of it and look forward to future events.

“I thoroughly enjoyed the event and connections I was able to make. It was a great meeting - very professional, and significant how speakers backed up each other’s key points. There was a real spirit of collaboration and genuine networking that is rarely found at meetings like this.

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## Introduction to Entrepreneurial Leader Award Recipient: Mark Burnett



Highly-talented Christian entrepreneurs and marketplace leaders are sitting in pews around the world, and yet the full extent of their spiritual insight, talent, and financial resources are not being utilized for kingdom-building purposes. What to do about it?

A non-profit based in Vancouver, Canada called “Entrepreneurial Leaders Organization” ([www.eleaders.org](http://www.eleaders.org)) (ELO) was founded to connect, equip and celebrate Christian entrepreneurs and marketplace leaders.

ELO organizes an annual Entrepreneurial Leaders Conference, now in its 8th year, which draws approximately 500 attendees from around the world to learn from leading speakers from North America, Asia, Europe and Africa.

ELO works in joint initiative with WEA to expand its reach. This year, in addition to the Vancouver event (Nov 14-15), there will also be conferences in Toronto (Nov 21) and Hong Kong (Nov 28).

This year’s keynote speaker is Mark Burnett, co-creator of *The Bible* series with his wife Roma Downey, viewed by over 100 million people worldwide. Mark

Burnett will be receiving the “Entrepreneurial Leader Award,” jointly represented by ELP and WEA. Geoff Tunnicliffe, Secretary-General, World Evangelical Alliance, described Mark Burnett and Roma Downey as very worthy joint recipients of the award citing their work with charities and their initiation of the production of *The Bible* documentary for The History Channel.

Mark Burnett, named by *Time Magazine* in 2004 as one of the “100 Most Influential People in the World,” is best known for producing the hit reality show, *Survivor*, which was named the #1 reality series of all time by *Entertainment Weekly* in 2009. Burnett has produced several other television franchises including *The Apprentice*. He serves as the executive producer of *The Voice*. Other series produced by Burnett include *Are You Smarter Than a 5th Grader?* and *Shark Tank*. Burnett has completed the milestone of having a renewed series on each of the four major broadcast networks.

“If I can do it, anyone can. Perhaps by looking closely at the success that emerged from my failures, you too will be inspired to Jump In. Try it.”

~ Mark Burnett, *Jump In! Even if You Don't Know How to Swim* (Ballantine Books, 2005)

Burnett was previously named “Philanthropist of the Year” by the *Reality Cares*. In November 2007, Mark Burnett was elected into the Broadcast and Cable Hall of Fame and in 2009 he was honoured with a star on the Hollywood Walk of Fame. He is also an ambassador for Operation Smile.

Mark Burnett has a one-of-a-kind entrepreneurial journey. He grew up east of London near the Ford Motor factory where his parents worked. Coming from a working-class background in England, he felt discriminated against. Having the wrong kind of accent and lacking proper schooling and family background meant many doors were closed to him. He joined the army. He is a Falklands War veteran.

He moved to the US in 1982 with little money and few prospects. He charmed his way into nanny jobs for three wealthy families. He started to ask questions. One of his bosses was impressed and offered him a job in his insurance company. During that time he decided to rent some space on Venice Beach and hawk T-shirts. He bought them for \$2 and sold them for \$18.

He made some money, put it into real estate and got seed money to pursue more entrepreneurial ventures. He saw a story about a French adventure race and decided he could modify it for TV. He eventually was able to sell his idea to CBS.

Burnett and Roma Downey produced *The Bible*, a television series, based on the key biblical stories. It aired on The History Channel beginning March 3, 2013. Burnett considers the scripted 10-hour series to be the “most important” project he has undertaken. The project was conceived by Burnett and Downey after watching Cecil B. DeMille’s version of *The Ten Commandments* for the first time since childhood.

The series will cover everything “from Genesis to Revelation” within five two-hour parts, each containing two or three biblical stories. Burnett has mentioned that “obvious” stories include Noah’s Ark, the Exodus, and the birth, death and resurrection of Jesus. The series will be based on the New International Version and the New Revised Standard Version of the Bible. Researchers and theologians were asked to verify accuracy. ■

## 10in2 Entrepreneurial Leader Video Profiles

ELO has partnered with Capitol House Media ([www.capitolmedia-house.com](http://www.capitolmedia-house.com)) to develop the world's largest library of 100s of high-impact videos of Christian entrepreneurial leaders.

The videos follow a unique format: 10 questions are answered in 2 minutes! The outcome is fast-paced, captivating video profiles.

### The ten questions asked are:

1. Who Am I?
2. What do I do?
3. What's my impact?
4. What do I want to be remembered for?

5. What's my #1 lesson?
6. What's my favourite quote?
7. What's my passion?
8. What gives me meaning?
9. What does success mean to me?
10. Why am I Christian?

### Some of the entrepreneurs featured thus far are the following:

- Ian Daniel, NCOL Internet ([www.ncol.com](http://www.ncol.com))
- Lando Klassen, House of James ([www.houseofjames.com](http://www.houseofjames.com))
- Michael Gibney, Covenant ([www.covenant.ca](http://www.covenant.ca))

- Brad Malchuk, Fastik Label ([www.fastik.ca](http://www.fastik.ca))
- John Neate, JJ Bean ([www.jjbeancoffee.com](http://www.jjbeancoffee.com))
- Joo Kim Tiah, Holborn Group ([www.holborn.ca](http://www.holborn.ca))

### The 10in2 video profiles have multiple uses:

- They are available via [www.eleaders.org](http://www.eleaders.org) to over 50,000 unique visitors/year
- The videos can be, of course, posted on the website of the profiled entrepreneurs.
- The videos are used in public speaking presentations by Rick Goossen, Chairman, ELO
- The video library will be available for use by learners worldwide.

To view these videos go to [www.eleaders.org](http://www.eleaders.org).

For more information on being profiled, contact Rick Goossen, E: [rick@eleaders.org](mailto:rick@eleaders.org) ■

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### Micah on Entrepreneurship!

*This is the most frequently cited verse based on research among 300 entrepreneurs:*

“And what does the Lord require of you  
But to do justly,  
To love mercy  
And to walk humbly with  
your God? (6:8)

## Top Ten Things to Know About ELO

The vision, mission and tag line for ELO are listed on page 3 of this magazine. What are some other important things to know about ELO? Here's our list of top ten list!

### 1. The Entrepreneurial Spirit

ELO was started due to the conviction that Christians are called to the marketplace and that entrepreneurial and innovative people in particular can have an exponential impact if their passion and energy are harnessed for Kingdom-building purposes.

### 2. Entrepreneurship for All

Entrepreneurship is for everyone. Don't think in terms of the person, but the process. Not everyone can found and grow a wildly successful company—but everyone can become more entrepreneurial, seeking creative solutions to pressing problems. So, ELO is about empowering people to look for ways to apply creativity and an innovative spirit in all of their endeavours.

### 3. Sustainable Social Venture

The focus of ELO is to provide a service of value to its constituency at a fair market value which will allow ELO to continue to exist and pursue its vision and mission. ELO is a non-profit organization, but it is not a registered charity offering tax-deductible receipts. In essence, ELO is a social venture: it serves a non-commercial purpose and generates revenue in order to sustain operations.

### 4. Thought Leadership

ELO strives to provide thought leadership in the area of a Christian approach to entrepreneurial leadership. All ELO events draw upon thought leaders from prestigious academic institutions around the world. Past conferences have included speakers from McGill, Oxford, Cambridge, Yale, Baylor, Thunderbird Graduate School of Management and Regent College.

### 5. Research Core

At the core of the work of ELO is an extensive base of research into the area of Christian entrepreneurial leadership. This is the world's pioneering and ongoing research study of over 300 Christian entrepreneurs from around the world. The output has included 5 edited books, one authored book, countless articles and blog posts and a basis for public presentations.

### 6. Legacy

An important aspect of ELO is to facilitate the imparting of wisdom and insight from one generation of leaders to the next. The knowledge of entrepreneurs is often not captured. The role of ELO is to gather this information, derive key lessons and then disseminate that information to the next generation of leaders. We believe good theology will lead to good entrepreneurship.

*“ Entrepreneurship is for everyone. ”*

### 7. Global Network

The Entrepreneurial Leaders Conferences are expanding globally through a joint initiative with World Evangelical Alliance, which represents 600 million Christians worldwide. There is a hunger for learning how to apply faith in the marketplace and to connect with other like-minded people. WEA provides an excellent global network. This year's events take place in Vancouver, Toronto and Hong Kong.

### 8. Volunteer-Driven

ELO is a volunteer-driven organization. The organization succeeds only because

a wide array of people volunteer their time and energy to the cause. People keep jumping on board because they see the value of what's being done and they want to be part of it.

### 9. Focus

ELO is very clear about what it does and what it does not do. There are various groups that minister or work with business people in the marketplace, and they meet weekly or monthly. That's great. In fact, ELO works with those groups. The focus of ELO is very precise. ELO organizes high-level, large scale, international conferences.

### 10. Online Resource

One of ELO's goals is to be the leading online resource for Christian entrepreneurs around the world. ELO is on track with this goal. ELO's website through word of mouth alone is getting over 50,000 unique visitors annually and growing at a rapid clip. The website provides access to extensive publications and video resources. ■



~ Richard J. Goossen, Chairman,  
Advisory Board, ELO



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## WEO to Spearhead Entrepreneurial Leader Conferences Globally

The World Evangelical Alliance (WEA) and Entrepreneurial Leaders Organization (ELO) are working together through a joint initiative to connect Christian entrepreneurial leaders around the globe for greater impact in the marketplace and beyond.

The WEA is the largest global evangelical body with a network of churches in 129 nations and an alliance of 100 international organizations representing over 600 million Christians worldwide. It representatively speaks as a trusted voice on behalf of global evangelicalism, connects diverse Evangelical church networks and ministries for effective collaborative action, and actively equips their needs with valuable resources to optimize their impact. For more info e-mail at [wea@worldevangelicals.org](mailto:wea@worldevangelicals.org) or go to [Worldea.org](http://Worldea.org).

Geoff Tunnicliffe, Secretary-General, WEA, explained that, “entrepreneurs

are a catalyst for positive change within churches and the marketplace in communities worldwide. WEA wants to more effectively channel that energy by connecting leading entrepreneurs.”

The ELO has successfully held seven annual “Entrepreneurial Leader Conferences” in Vancouver, BC, Canada, attracting attendees from throughout North America, Asia and Europe. These conferences have become the leading event of their kind in the world. The eighth Entrepreneurial Leaders Conference is taking place in Vancouver, Canada from November 14th- 14th, 2013 in Vancouver.

ELO is expanding the conferences through a “live + videocast” model. This format is well-established with the success of both the John Maxwell-inspired “Leadercast” and the Willow Creek “Global Leadership Summit.” Both events have a single live location with the

content rebroadcast to 100s of thousands of people at remote locations throughout the world. There will be a live + videocast event in Toronto on November 21st and in Hong Kong on November 28th.

This joint initiative will involve WEA connecting ELO with leading business groups in the WEA network in order to determine how best to cooperate for greater marketplace ministry on a global scale and to assist in providing support for conferences in various cities worldwide.

The WEA and ELO have together established an “Entrepreneurial Leader Award” to be granted at the live event in Vancouver. The purpose of this award is to recognize those Christian entrepreneurial leaders who have been an example of making a positive difference in the marketplace. ■



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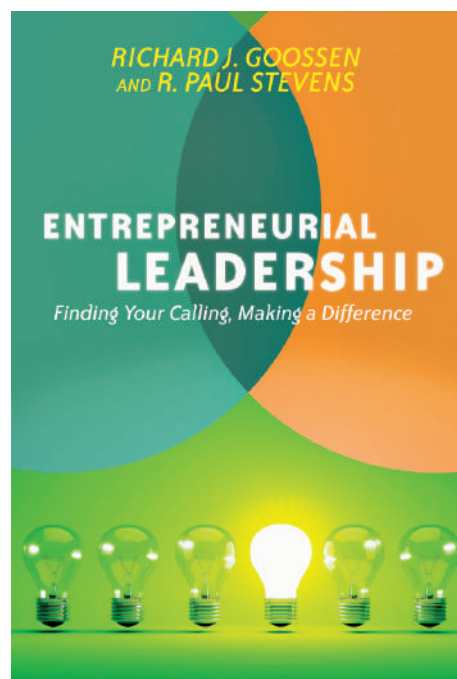
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## New Book on Entrepreneurial Leadership



What does good theology have to do with good entrepreneurship? In this pioneering work, Richard Goossen and R. Paul Stevens have written what many are already declaring to be the essential resource for Christian entrepreneurial leadership, based on exhaustive research, practical experience and decades of teaching marketplace theology.

Entrepreneurial Leadership addresses both the “how-come” and the “how-to,” not only grounding the entrepreneurial calling in its proper source in the triune God but also providing practical guides for how to be an effective leader. Be inspired to find your calling and to make a difference in the marketplace, church and beyond.

“This blend of Christian anthropology, sociological research and pioneering discipleship should trigger new fruitfulness in many lives.

~ J. I. Packer, Board of Governors’  
Professor of Theology, Regent College

### Inside the Book:

#### Introduction

1. The Essence of Entrepreneurship
2. The Essence of Entrepreneurial Leadership
3. Humanist & Christian Models of Entrepreneurship
4. Soul & Spirituality
5. Meaning & Work Ethic
6. Risk & Reward
7. Finding Your Calling
8. Practicing Entrepreneurial Leadership
9. Sustaining Entrepreneurial Leadership
10. Making a Difference

“When entrepreneurship and authentic Christianity converge, the impact is almost always transformational. We see this in history and we see it today, all over the world. As this book represents that convergence, prepare for the transformational mission to which you’ll be called!

~ Peter S. Heslam, Transforming Business, faculty of divinity, University of Cambridge, UK

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“Wow! Entrepreneurial Leadership is chock-full of wisdom, insight and provocative spiritual sidebars. Don’t speed-read this gem – you’ll miss the meat. Goossen and Stevens don’t just plow new ground – they dig deep. Their harvest is rich with meticulous and fascinating research from real-life entrepreneurs. I was sobered and convicted, then inspired. The risk-taking God. The temptations of reward-seeking. Five misunderstandings of calling. Managing your own ego. Why entrepreneurs struggle with church. It’s all there – and more. It’s an entrepreneurial feast. I’m buying a case of books for my entrepreneurial colleagues and the pastors who don’t get it – yet!

~ John Pearson, author of Mastering the Management Buckets: 20 Critical Competencies for Leading Your Business or Nonprofit

“I commend Richard Goossen’s work because of what he represents as both a practicing businessperson and academic professor. He is himself an entrepreneur; he knows what he is talking about from experience. Yet he is also a careful student, well-read in a variety of areas including marketplace theology. We need individuals who can straddle the two worlds, who can speak both the language of the boardroom and of the classroom. Such people are rare, but Richard Goossen is one of them. He understands what is necessary to run a successful business and at the same time is mindful of the disciplines of serious academic research.

~ Richard Higginson, director, Ridley Hall Foundation, Cambridge, UK

## Platinum Sponsor Launches Spectacular Trump Tower!



*Joo Kim Tiah pictured with Donald Trump in the background*

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Harbour, the premium \$360-million Arthur Erickson-designed tower will include a world-class hotel and residences.

In addition to 147 guest rooms, the luxury hotel will include a Champagne lounge, signature restaurant, Ivanka Trump's Mar-a-Lago Spa, and banquet and conference centre. It will also be home to Vancouver's first pool bar nightclub.

Above the hotel will be 218 stylish residences, offering residents spectacular views of the North Shore and beyond. When completed, the twisting tower will stand at 616 feet (63 storeys). “Trump International Hotel & Tower Vancouver will become a new symbol for Vancouver and will solidify the city's arrival on the international stage,” commented Mr. Tiah. ■

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## Canadian Christian Business Federation Focuses on Leadership Development



All that we have belongs to God. We hear that notion preached most Sundays, and we regularly rededicate our hearts and our lives to God.

But when we head off to work and we devote between 30 and 60 hours in the office or on the job site, how much of that time actually ‘belongs to God’? More to the point, if you own a business, how much of your budget belongs to God?

If you’re a Christian involved in business, it can be a lonely life. It is often difficult on your own to build a strong connection between Sunday worship and Monday work. That is one of the fundamental reasons why the Canadian Christian Business Federation, or CCBF, was formed almost 30 years ago and why its membership has exploded right across the country over the past three years. Christian business leaders want to connect to each other. They want to rediscover in practical terms what the Bible says about their specific business challenges.

Three years ago there were eight chapters or groups of business leaders across southern Ontario who met monthly for

discussion and mutual support. Today there are more than 30 groups across Canada, and 3,500 Christian men and women are regularly connected to the CCBF. Those numbers grow weekly, and membership crosses denominational lines: Evangelicals, Mennonites, Presbyterian, Anglican, Reformed, Catholic and dozens of other denominational stripes.

Why is that? What motivates groups of men and women to get together at 7 a.m. over breakfast and conversation? And for those who ‘just don’t do mornings’, why do they want to belong to a national association of Christian business leaders? There are at least three fundamental reasons.

1. They want to belong to a support group. They crave a sense that they aren’t the only ones struggling with business issues from a Christian perspective. They are eager to pay the modest annual membership fee because it gives them a sense of belonging.
2. They want to reconnect their faith with their business world. This is perhaps most foundational. The CCBF provides a five-year ‘curriculum’ of biblically-based study materials that deals with business or leadership questions. Those monthly breakfast discussions look at building integrity, managing stress, making decisions, handling power and influence, supporting and encouraging staff, time management, developing a Christian character, being servant leaders, the importance of self-discipline, humility and others.
3. CCBF members appreciate the practical benefits: the free help wanted service whenever they are looking for Christian employees, managers or CEOs; reduced commercial insurance rates; a corporate

video production service; and their names and services appearing in online and printed directories.

The Canadian Christian Business Federation is like a Canadian Christian Chamber of Commerce and it is dedicated to leadership development ... through monthly breakfast meetings and by supporting leading edge conferences. There are dozens of conferences and workshops that encourage leadership development across Canada but none can hold a candle to the incredible content provided by the Entrepreneurial Leaders Conference.

That is why I encourage our members to take in the live conference in Vancouver on Nov. 14 and 15 and that is also why I personally host a “Live & Videocast” version of the conference in Toronto on Nov. 21. Rick Goossen annually attracts the best Christian minds when it comes to entrepreneurship. Each of the presenters provides a unique profession of faith from a business perspective.

If you’re involved in business then you’re involved in ministry. The Canadian Christian Business Federation and the Entrepreneurial Leaders Organization create an atmosphere where business leaders can experience the connection between faith and business. ■

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*Keith Knight is the executive director of the Canadian Christian Business Federation ([www.ccbf.org](http://www.ccbf.org)), and the Host Partner of the “Live & Videocast” Entrepreneurial Leaders Conference in Toronto on November 21, 2013.*

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## Entrepreneurial Leaders Conference in Hong Kong, November 28, 2013



### 香港國際全備福音商人團契 Full Gospel Business Men's Fellowship International (Hong Kong)

The Entrepreneurial Leaders Conference will take place for the first time in Hong Kong on November 28th. The one-day conference will include videocast presentations of key sessions from the live event in Vancouver, along with a panel of Hong Kong and Asian entrepreneurs and business leaders. In addition, Paul Stevens, Professor Emeritus of Marketplace Theology, Regent College and Rick Goossen, Chairman, ELO, will be providing live sessions on entrepreneurial leadership and marketplace theology.

The host partner for the event is Full Gospel Businessmen's Fellowship (FGBF) in Hong Kong ([www.fgb.com.hk](http://www.fgb.com.hk)). Bill Fung, one of the directors, stated, "We believe this conference is an excellent opportunity for Hong Kong business leaders to hear from fellow Christian entrepreneurs from around the world how letting the Lord be the boss of their businesses can bring about mighty blessings that are far beyond what one can expect and imagine."

What is FGBF? The international fellowship was founded in 1952 by an American, Demos Shakarian, to reach men for Jesus. The international fellowship's ministries, now touching over a hundred countries, transcending denominations, racial and cultural barriers, has established thousands of chapters all over the world.

The Hong Kong Chapter was formed in 1987 by a group of happy and lively Christian business men who worked closely with the Church to proclaim the good news of Jesus Christ.

1. The mission of FGBF
2. To reach men in nations for Jesus Christ.
3. To call men back to God.
4. To help believers to be baptized in the Holy Spirit and to grow spiritually.

*“ We believe this conference is an excellent opportunity for Hong Kong business leaders to hear from around the world how letting the Lord be the boss of their businesses can bring about mighty blessings that are far beyond what one can expect and imagine. ”*

5. To train and equip men to fulfil the Great Commission.
6. To provide an opportunity for Christian fellowship.
7. To bring a greater unity among all people in the body of Christ.

FGBF is not a church, but a trans-denominational fellowship. Members

come from different countries, churches, denominations, classes and occupations. Bill Fung explains that, "We share boldly in our regular meetings, witnessing the love of Jesus and the miraculous changes in life through the power of God. We testify of a meaningful and fulfilled life through our everyday experiences." Their role is to serve and act as bridge between different groups and the Church. People who have received salvation in outreach meetings back to the Churches.

FGBF believes that Christian businessmen have a vital role to play as one of the seven gatekeepers of: Arts & Entertainment; Businesses; churches; distribution and media; education; family; and government.

Bill Fung emphasizes that, "Christian business men, being in the marketplace, can influence their employees and colleagues. They can reach out to fellow business partners and friends. Their sphere of influence is much greater than the Churches can reach and their social influence is also much far reaching. Their involvement in social affairs and reach out to government officials and influence their decisions and policy making." ■

To contact FGBF in Hong Kong:  
[admin@fgb.com.hk](mailto:admin@fgb.com.hk)

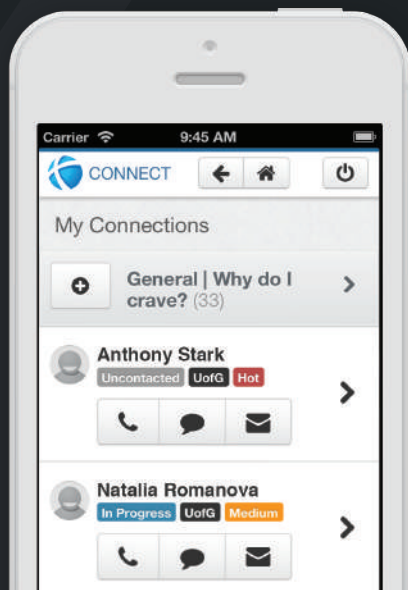


*Dr. Hugo S.K. Chan is National Director, FGBMFI, Hong Kong and Partner, Liau, Ho & Chan Solicitors & Notaries*

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## The New Age of Engagement: Implications for Business and Christianity



For over a decade, Don Everts and Doug Schaupp from InterVarsity Christian Fellowship worked with over two thousand young people who have come to follow Jesus on campuses all over the United States. In their research (*I Once Was Lost*, 2008), they found five distinct phases that these “postmodern skeptics” all follow in their journey to Christ.

1. **Trusting a Christian.** Somewhere, they met a Christian. They found out that this Christian was actually “normal” and that they could trust him/her.
2. **Becoming curious.** They started becoming curious about their friend’s faith.
3. **Becoming open to change.** They went from being closed about what they believed to being open to a new way of thinking. This is the hardest phase to cross.
4. **Seeking.** At this stage they actively seek God.
5. **Entering the Kingdom.** They put their trust in Jesus and crossed the threshold into the Kingdom of God.

Not only did Everts and Schaupp identify and validate these phases, they

also found that the old style of “disruptive” evangelism—on streets and at conventional Christian rallies—simply weren’t effective anymore and, in some cases, had negative consequences.

This is a symptom of a much larger, fundamental shift in thinking as this new generation (which I’m part of) makes its mark on society. We see similar changes happening with communications. In the past, marketing (business communications) was all about **disruptive** forms of communication such as advertising, press releases, radio, television, sales flyers and telemarketing. We call this “**outbound**” marketing. The new generation is no longer receptive to these forms of communication. We’re more about **engagement** through blogs, podcasts, online video, eBooks, newsletters, and social media. We’ll call this “**inbound**” marketing.

“It’s no longer about getting the word out – it’s about helping people discover your brand on their terms.”

This transformation from **outbound to inbound**, from **disruption to engagement**, has massive implications for both secular and sacred circles. It’s no longer just about getting the “word” out – whether it’s word about your company or about God. It’s about helping people discover your brand (or God) on their terms allowing curiosity and trust to determine their level of engagement. If they’re open to what your brand (or the Bible) has to say, engage them as active users (seekers) or customers (converts). Then, empower them to become advocates (or evangelists).

This new process can take a long time. Companies have begun investing in this

shift knowing that it could take years of nurturing before people engage as customers. It’s no different in Christianity. It can take the better part of a lifetime for people to move through the aforementioned phases, for the Holy Spirit to work on their hearts, and to enter the Kingdom.

This new age of engagement also has implications for churches. As the youngest board member of my church (one of Montreal’s largest English speaking congregations), I saw the older generation struggle to come to terms with the fact that young people were leaving en masse to join a smaller church comprised of missional communities. I spent many board meetings in a face palm as they attributed the exodus to the music, style of worship, and preaching. They missed the crucial point: it’s about **engagement** (or lack of)! Missional communities were providing a way for these young (and some older) people to engage and **be the church** instead of just **going to church**. There’s a big difference.

To my fellow Christian entrepreneurs: take notice of this shift. It has implications for your business and how you work to advance the Kingdom. I encourage you to engage. Your customers will thank you for it, and you will find many more opportunities to share the gospel. ■

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*Leonard Teo is the CEO of Ballistiq, a Montreal-based digital agency. Ballistiq provides an integrated service combining entrepreneurship, marketing, design, and technology. Ballistiq delivers innovative web and mobile apps that impact lives. More at [www.ballistiq.com](http://www.ballistiq.com). Contact Leo at [leo@ballistiq.com](mailto:leo@ballistiq.com).*

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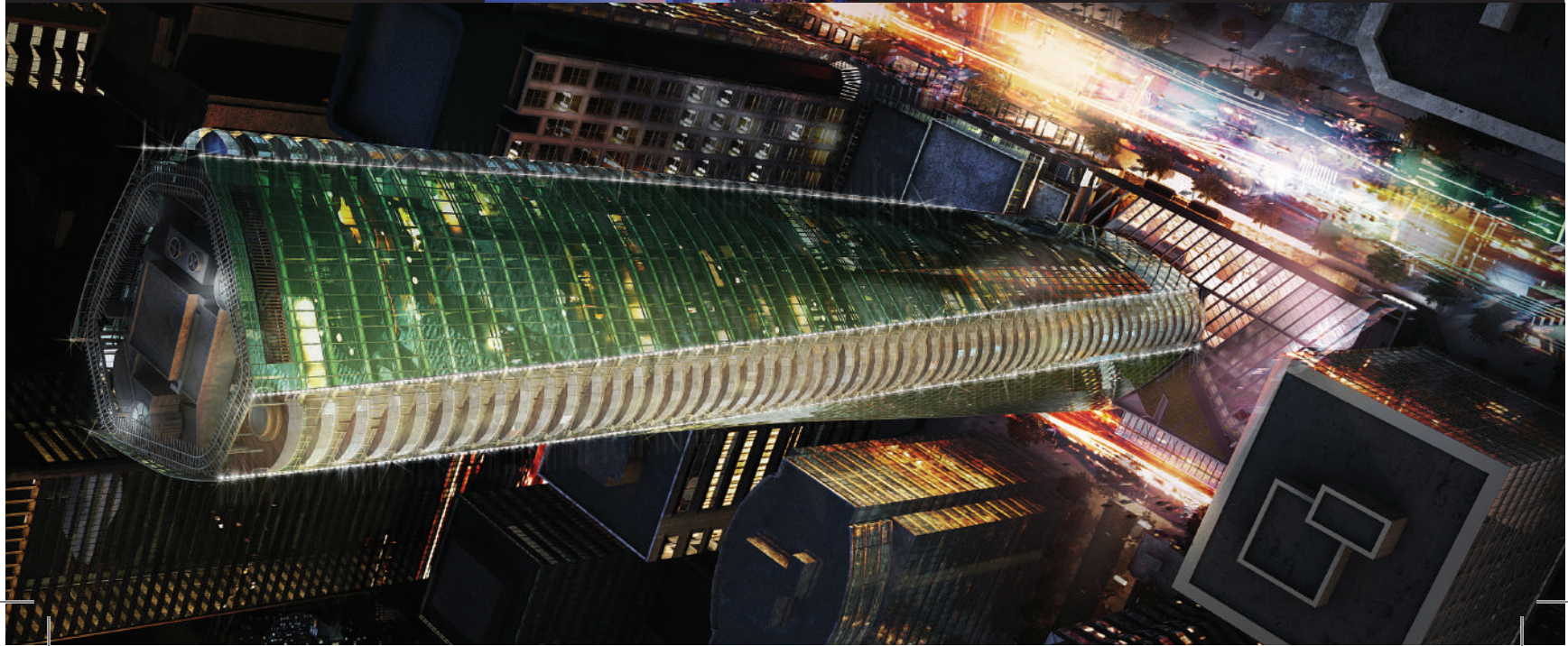
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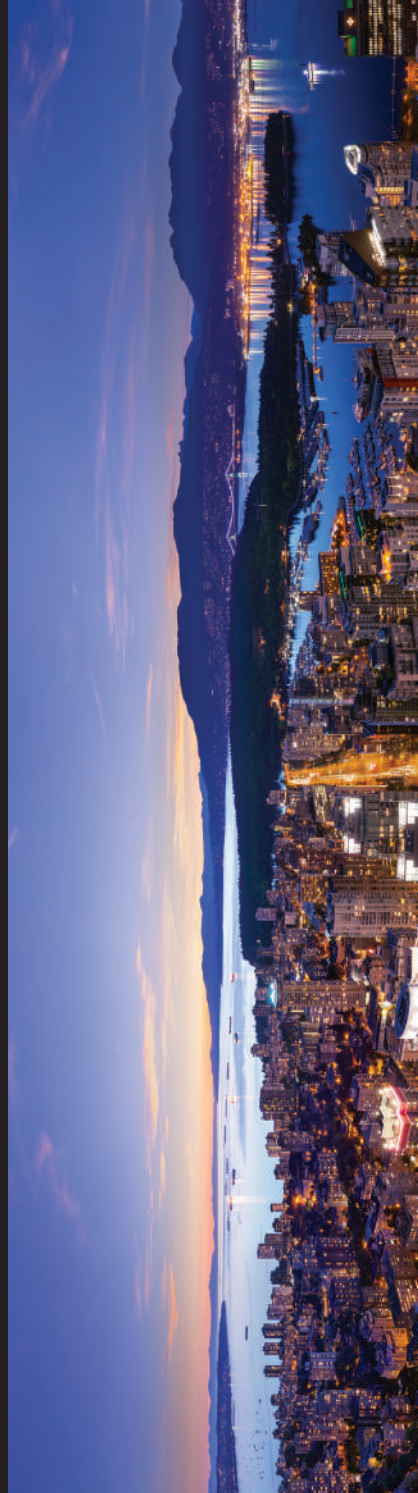


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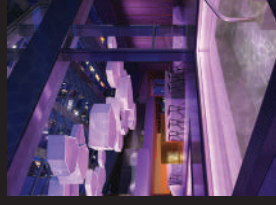
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