

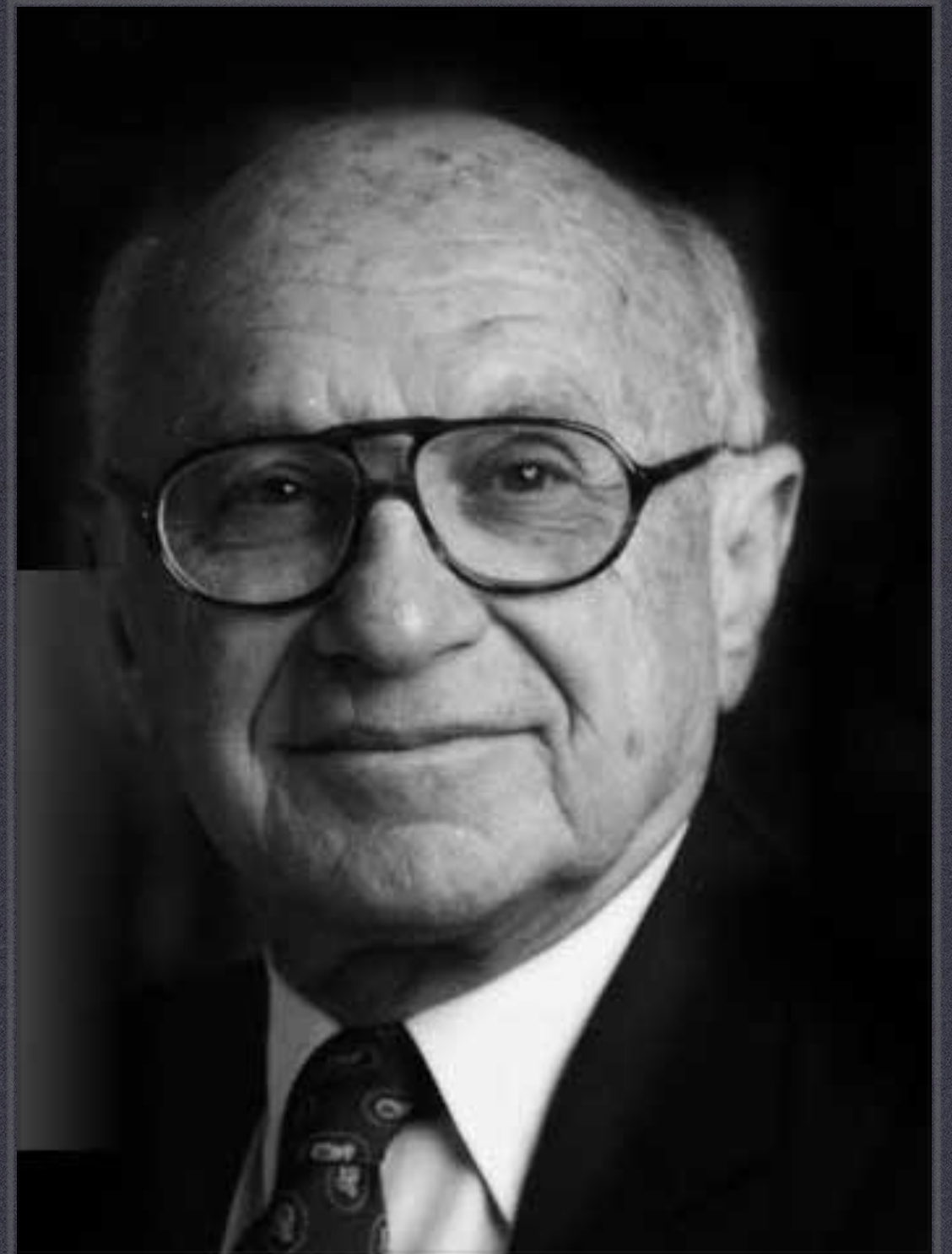
SAVING BUSINESS

REENGAGING BUSINESS WITH THE GREAT COMMISSION

MILTON FRIEDMAN

“There is one and only one social responsibility of business—to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud”

Milton Friedman



THE WORLD'S PROBLEM

SATAN HAS CONFUSED THE
“WHAT” WITH THE “WHY”
AND LEFT THE “HOW” AS A
FUNCTION OF SELF-
RIGHTEOUSNESS.





OUR PROBLEM

IN RESPONSE, THE CHURCH
HAS DEVALUED THE “WHAT”
AND PROMOTED THE “HOW”

The Solution

The church must respond to Satan's confusion by reinforcing the “Why” to the world and to Christians.



Great Commission Formula

¹⁸ And Jesus came and said to them, “All authority in heaven and on earth has been given to me. ¹⁹ Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, ²⁰ teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age.” - Matthew 28:18-20

Why:

**“All Authority in
heaven and on Earth
has been given to me.”**

How:

**“Go and make
disciples”**

What:

**“Teaching them to
observe all that I
commanded you...I
am with you always.”**

Great Commission Formula

Pauline Model: Letter to the Ephesians

Why:

“...making known to us the mystery of his will, according to his **PURPOSE**, which he set for **IN CHRIST** as a plan for the fullness of time, to unite all things in him, things in heaven and things on earth.”

Ephesians 1:7-10

How:

“For by grace you have been saved through faith. And this is not your own doing; it is the gift of God, not a result of works, so that no one may boast. For we are his workmanship, created in Christ Jesus for good works, which God prepared beforehand, that we should walk in them.

Ephesians 2:8-10

What:

“Of this gospel I was made a minister according to the gift of God’s grace, which was given me by the working of his power.”

Ephesians 3:7

Great Commission Formula

Biblical Model Summary

Why:

God's plan is to unite all things under the rule of Christ.

How:

Through the church and by the power of the Spirit, we labor to unite all things under Christ by bringing true life to the living dead.

What:

In submission to God's grace and Jesus' authority, we use our divine design and present realities to unite all things to Christ.

Great Commission Formula

Business Model

Why:

God's plan is to unite all things under the rule of Christ.

How:

Through the church and by the power of the Spirit, we labor to unite all things under Christ by bringing true life to the living dead.

What:

In submission to God's grace and Jesus' authority, we use our business and influence to unite all things to Christ.

The Sticky “What”

- * The church, rightly so, places emphasis on the role of teacher, elder, bishop...
- * The churches response to passionate believers: “Go to seminary. Be a Pastor. Be a Missionary.”
- * The proper response to a passionate believer:
 - * What is your divine design?
 - * How can you use your design to bring about the “why?”

Why + Church + [Work] = Redemption

- * God created platforms for the “why” to be distributed throughout His Kingdom at creation, business included.
- * All work was designed with the purpose of why.
- * God’s view of creation evident from the beginning:
 - * God clearly values His creation and His image bearers - He saw that it [His work] was good!
 - * The process of adding value to His resources and valuing His image bearers is not in opposition to the “why.”

Steps for the Church

- * The “what” and the “how” will never have lasting impact if the “why” is wrong. Therefore, preach the why, and loosen the grip on “what.”
- * Encourage business people to give up their business. “All things means all things...including a business.”
- * Stop conveying business peoples money is their contribution to the Kingdom. Their gifting is not money.

Steps for the Church

- * Acknowledge the tension of business in a post-Christian culture. Greed and pride are always there.
- * Acknowledge that running a business requires the same amount of faith as ministry - if the “why” is right.
- * Develop a theology of business.
- * Develop a practical guide for a Great Commission business.

Creative Ideas

- * The church is the original LinkedIn. Create entrepreneurial incubators within the church.
- * Pray for the work of those in your congregation.
- * Learn about your parishioners businesses. Add one business tour per month to your visitation calendar.
- * Host business planning workshops at the church.
- * Have a “forfeit” party.

Examples

- * HOPE Coffee
- * Tegu Toys
- * Foundry Club
- * Saddleback Leather
- * ARA Collective
- * Lumi
- * Buttermilks



CONCLUSION: BUSINESS ACCORDING TO JESUS



There is one and only one responsibility of business—to use its resources and engage in activities designed to unite all things under Christ. Thus, business is designed to maximize all resources: Human, Financial, Social, and Spiritual, to successfully engage in the marketplace by loving God and loving its neighbors.”