Foundational Principles Guiding Kingdom Business as a Final Runner for the Great Commission

이길표

목차

I. Introduction
II. Understanding Kingdom Business
III. Foundational Principles From Business Perspective
IV. Foundational Principles
V. Conclusion

이길표 박사는 목원대학교 신학대학교와 동 대학원, Asbury Theological Seminary(D. Miss.)를 졸업하였다. 현재 목원대학교 교목이며, 감리교신학대학교와 협성대학교에서 선교학을 가르치고 있다.
Abstract

This study describes foundational principles guiding Kingdom Business as a 21st century mission strategy for world evangelization. The official term is “Business as Mission (BAM)” that was coined at the Laussane Forum held in Pattaya, Thailand. This term was birthed in the worldwide context of globalization and neo-liberalization in global economic area. In this context world Christian leaders tried to make a full use of this chance for world evangelization by integrating mission and business as one. Business and mission have two different values from general perspective because business is for more profits and mission is for more self-giving and sharing. A group of people think that these two values can not be united or integrated for world mission. However another group of people think that if the profits from business can be used for mission, it is not only a possible mission method but also a very strategic mission method especially for Cultural Mandate (Gen 1:28) in the 21st century.

This study started with a historical background and contextual background for general understanding of Kingdom

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Business or Business as Mission (BAM). BAM must be a business and mission at the same time so following two main sections are the foundational principles from business perspective and missiological perspective. From business perspective, this describes why BAM must be profitable, why BAM must provide job for the local people, and why BAM must be response to global issues. From missiological perspective, it describes why BAM must glorify God, why BAM must have a right understanding of priesthood, and why BAM must be cross-cultural. Lastly, with a personal interview with a missionary in a access-restricted region, this concluded with the dangerous or cautious points as a BAM missionary.

Although this study is a basic and foundational aspect of BAM, it suggests BAM as a strategic mission method for the unreached people and Muslim in the 21st century. This paper would help missionary candidates who have a vision for the people in access-restricted region and Muslim and also would be a small foundational block for the Kingdom of God.

Key Words

Business as Mission, Kingdom Business, World Mission, BAM, Holistic Mission
I. Introduction

The aim of this paper is to introduce foundational principles guiding Kingdom Business. Many traditional Korean churches consider business secular and something Christian try to avoid from. This study of Kingdom Business is an area that needs a new understanding especially in the context of traditional church. Those churches have a misunderstanding on the hierarchical notion of priesthood that consider foreign missionaries or pastors as the highest workers of God and businessmen or women as the lowest people of God. ¹) Rundle and Steffen describes the implication of this structure, “The implication is that spiritual growth naturally leads maturing Christians to exchange their careers at the bottom end of the pyramid for those closer to the peak.”²) This area of Kingdom Business must be made known among Korean churches so that more lay people can participate in the works of the Kingdom of God more actively and effectively for the unfinished task of the Great Commission. This understanding of Kingdom Business as a holistic nature of Missio Dei would challenge many potential Kingdom professionals who have burdens for world evangelization.

This paper is an introductory study of key concepts about Kingdom Business with introducing a new area of Kingdom Business as a final runner in the 21st century for the Great Commission to Korean conventional Christians who have dualistic understanding of church and world. "The basic concept behind Business as Mission is that a person engaging in business can, and should, have a transformational role on a spiritual, economic, and societal level." 3)

The most important two pillars of Kingdom Business are strong business and strong ministry. These two dimensions are inescapable aspects in Kingdom Business. So, this paper is designed with two parts offering foundational principles from business perspective and missiological perspective.

This paper is based on the three distinctive books about Kingdom Business; On Kingdom Business: Transforming Mission through Entrepreneurial Strategies by Tetsunao Yamamori, God is at work: Transforming People and Nations through Business by Ken Eldred, and Great Coimission Companies: The Emerging Role of Business in Missions by Steve Rundle and Tom Steffen.

II. Understanding Kingdom Business

A. Historical Background

The conversation about 'Business as Mission' was started from the Lausanne Forum at Pattaya, Thailand in 2004. This issue is raised from the world-wide context of globalization and neo-liberalism. World Christianity tried to catch and make a full use of this chance for world evangelization. Especially Lausanne Congress on World Evangelization initiated discussion about integrating mission and business and developed and coined the term 'Business as Mission' especially for the access-restricted regions. As a result, the term 'Business as Mission' as a mission strategy was birthed at the Lausanne Forum at Pattaya in 2004. Business as Mission (BAM) has been a controversial issue because this is a try to put two different, may opposite, values together as one. Business is for making profit and mission is for sharing or serving others in love. However, if profits from business can be used for sharing and serving, those two values as one can be a great tool for world evangelization. In addition, from cultural mandate (Gen 1:28) perspective, it can be used as a great tool to be able to transform the society and nation by engaging in the marketplace with applying the biblical principles.
B. Contextual Background

Each era of mission history required a new vision and a new kind of understanding in how Christianity reach out the world and how to share the Gospel in a relevant way given new social, political and economic context. As of the current age, the final mission target is the unreached people who has never heard about the Gospel of Jesus and Muslim. Muslim is located in the areas of access-restricted areas where Christian hardly enter as a missionary. The unreached people is located in the areas having poverty, HIV/AIDS, high unemployment and so on. So these areas need creative approach for mission rather than traditional way of missions. In this context, BAM is a powerful missions strategy.

Many of Korean Christians have considered that pastors are the highest workers of God and business people are the lowest people of God because they have a dualistic mind that church is holy and world is secular, sometimes even pastors are holy and lay people are secular as well. There has been a distorted emphasis on pulpit teaching in Korean churches, “It is easier for a camel to go through the eye of a needle than for a rich man to enter the kingdom of God” (Mark 10:25). This kind of emphasis made the business people worldly people far from holiness. However, there is no hieratical spiritual rank between pastors and lay people in Kingdom Business and they

are all the people of God and the places without the life of Jesus Christ are to be considered as mission field. In fact, lay people who are engaging in business are the missionary in the field of spiritual war.⁶)

First of all, it is important to understand Holistic Mission in order to understand Kingdom Business well especially for traditional Korean Christians. Rene Padilla expresses the key sense of Holistic Mission with comparing the traditional misunderstanding of the Gospel

The purpose of the proclamation of the good news of Jesus Christ is not to change people in to religious individuals who cut themselves off from the world in order to enjoy the benefits of their salvation. Rather, the purpose of evangelism is to constitute communities that confess Jesus Christ as the Lord of the totality of life and live in the light of that confession; communities that do not only talk about God’s love but also demonstrate it in concrete terms, through good works which God prepared in advance for them to do (Eph 2:10).⁷)

Holistic Mission is the combination of horizontal ministry and vertical ministry, which combines the two most important messages of the Bible, the Great Commandment (Mt. 22:36-40)

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and the Great Commission (Mt. 28:18-20). Holistic Mission opens all dimensions to approach the people in their various needs for them to develop their life to be holistic human being that God originally designed. Based on the understanding of Holistic Mission, Kingdom Business can be defined as "a socially responsible, income producing business managed by kingdom professionals and created for the specific purpose of glorifying God and promoting growth and multiplication of local churches in the least evangelized and least-developed parts of the world." Likewise, Kingdom Business must be understood in light of understanding of Holistic Mission including all dimensions of not only religious or spiritual but also social transformation.

The Kingdom Business literatures argues that the Bible supports and encourages business endeavors, and specifically Business as Mission. The representative examples of the Bible are the Apostle Paul making tents, Joseph, Daniel and Jesus and their combination of work and ministry. These focus and argue that God takes work and business very important. Therefore, being a full-time business person is the calling equal to being a full-time pastor or missionary. This might be a new kind of understanding of laymen and priesthood and challenge for traditional pastors, missionaries,

10) Steve Rundle L. and Tom A. Steve, Great Commission Company, 41
and laymen as well. But, we need to keep working on this new understanding, and need to develop and implement it theologically and systematically in Christianity.

III. Foundational Principles From Business Perspective

A. Kingdom Business Must Be Profitable

Kingdom Business is a business and a ministry at the same time. So the goal of Kingdom Business is to have strong business and strong ministry. Kingdom Business must be a full financial self-sufficient business and ministry, and it must succeed in business to be enough to make profits to sustain for having a long-term ministry. In fact, not only for having a long-term ministry, Kingdom Business needs to be able to keep creating jobs for more local people to work.

In this sense, the leadership is critically important for not only sustaining a business but also succeeding from business perspective. Tetsunao Yamamori asserts the leadership of Kingdom Business must be "Kingdom Professional Entrepreneurs" who have been trained and experienced professionally so that Kingdom Business is able to not only contribute but also develop the countries for the people and the government as well. Yamamori insists that the leadership of the Kingdom Business are "cross-trained both with a practical development skill needed by the unreached people
group and with a missionary's heart."\(^{11}\) If Kingdom Business is not enough to make profit to contribute or develop a community or society, it will not be able to get the chances to work as mission force. Then, Kingdom Business is not different from regular business. It becomes meaningless for the Kingdom of God because “the first fruits of the business may result in the planting of the church, if the business has been planted in righteousness.”\(^{12}\) The success of the business rather precedes the success of ministry. Therefore, Kingdom Business must be profitable.

**B. Kingdom Business Must Be A Job Creator**

Another goal of Kingdom Business is to make profits for reaching out the poor and the needy in order to help them restore their life into the holistic life that God originally designed. One of main characteristics of Kingdom Business is to create jobs for the local people so that they can get out of the poverty initially and develop their life into the holistic life later. The nationals come to be able to make money for their family and later become the leadership of business so that they are able to contribute for the development of their own community and society and even the kingdom of God. This is


an ideal mission outcome that most Christians expect.

The main difference between Kingdom Business professionals and traditional missionaries is whether they are job creators or job takers. In the past decades, traditional mission strategy for the restricted access countries was a tentmaker strategy. Most of tentmaker work for the existing businesses in targeted mission countries for most of their time and they use spare time for mission works. Patrick Lai also experienced this problem and points out that the key problems of tentmaker are “managing time and keeping the team in a given city with proper visas.” The tentmaker strategy has been a good strategy recent years but it encountered problems in restricted access countries. So Kingdom Business becomes the next mission strategy as a final runner for the rest of the unreached people at this time for fulfilling the Great Commission.

Through these kinds of problems of tentmaker, Lai suggests, “It would be best to start their own business. This would enable them to work for themselves, giving them control of their time.” In addition, it would create jobs for the local people so that Kingdom professionals are able


15) Ibid., 42.
to teach and train them with biblical values and lead them to the Lord, Jesus Christ. Furthermore, it must build up the local leadership of business to be able to contribute for development of society and communities and disciples to be able to build other disciples for the Kingdom of God with 'three-self principles' of Nevius Mission Plan.\(^{16}\)

\section*{C. Kingdom Business Must Respond To Global Issues}

Kingdom Business must respond to global issues by meeting the needs of the people and government of the neediest countries. There are many global issues such as poverty, HIV/AIDS, oppression, genocide, health care, environmental care, refugee, etc.\(^{17}\) in other countries around the world. Those global issues are the works for Christians to need to participate actively as a servant of creation in terms of holistic mission. Furthermore, Kingdom professionals can use those issues as great tools for fulfilling the Great Commission.

In order to find the necessary need of the people and government as a tool of Kingdom Business, Patrick Lai suggests for potential Kingdom professionals first to need to study the people because every people group has their distinctive and we can learn their interests and needs through

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\(^{16}\) 한국일, "선교 120년과 한국선교의 미래," 『선교와 신학』 제14집 (2004), 114.
\(^{17}\) 김종성, "재난 지역에서 평화에 대한 선교적 이해: 아이티 지진 구호 사역을 중심으로," 『선교와 신학』 제26집 (2010), 190-91.
Kingdom Business must meet the needs of the people and the government in order to influence the people and the government with the love of God especially in the restricted access countries. Otherwise, it is very hard to go through the strong hostility of Christianity. Therefore, Kingdom Business must be able to meet the necessary needs of the people and the government for the Kingdom of God in terms of holistic mission to restore and expand the Kingdom of God on earth.

Conventional Korean Christians tend to enjoy the blessings of God for themselves, so some people travel around the world in order to go on a round-the-world trip with the blessings given by God. However, we as Kingdom Business promoters must put our efforts to change this trend of using the blessings of God into Kingdom Business so that we should not lose many potential Kingdom professionals for greater works of God.

IV. Foundational Principles
From Missiological Perspective

A. The Purpose of Kingdom Business Must Glorify God

Kingdom Business is a ministry to bring people to the cross in order to restore them into holistic beings God
designed in nature of holistic mission. Business is a tool of mission strategy to fulfill the Great Commission. Therefore, all Kingdom Business operate based on biblical principles such as honesty, quality, integrity, excellence, etc. and must make an effort to transform individuals for Christ and social transformation at the same time. Furthermore, Kingdom Business must be a good partner with the local church if they exist in order to advance their outreach to unreached people in targeted area by building up the local discipleship for independently self-growing and expanding of the Kingdom of God.

In order to sustaining and succeeding in business wide, even Kingdom professionals could often lose their vision for the Kingdom of God because it is not easy to make a business succeed in a foreign country. Kingdom professionals have two heavy burdens of strong business and strong ministry. If they do not commit themselves all to God, it is very easy to fall down and fall into pitfalls. Therefore, Kingdom Business professionals must keep reminding themselves that Kingdom Business exists to glorify God.

B. Kingdom Business Must Have A Right Understanding Of Priesthood

There is no the word of ‘laymen’ in the Bible. We need to rethink of laymen that we are using as we used in Protestant church. As described earlier, there is a need of change in
understanding of priesthood from dualistic understanding that considers being a full time minister or missionary as the highest calling to holistic perspective that considers all believers as priests in diverse areas of our societies. Howard Norrisb points out a wrong understanding of priesthood as below.

The New Testament insists on the priesthood of all believers. This reinforces the equal dignity of all believers without regard to occupation. Sadly, this emphasis was lost in the late second century through conformity to Greek and Roman organizational approaches and through applying Old Testament priesthood structures to New Testament service. Ever since, the clergy-laity divide has weakened the church by freezing the laity in huge sections of the church. If we are ever to evangelize the world, this frozen part of the church will have to be deforested by a major infusion of redemptive energy so that tens of millions of believers are released into evangelism and discipleship. Mission-minded business is part of this movement. 19)

A wrong understanding of priesthood is resulted in the present situation of Korean church. It is true that this wrong understanding blocked many potential mission forces or

people for world mission in diverse areas of the world and made them feel guilty and passive Christians in Korean churches.

Right understanding of priesthood must be reoriented as a foundational philosophy of Kingdom Business so that more Kingdom professionals can build up more Kingdom people and mission force for expanding the Kingdom of God with sound understanding of priesthood. Moreover, every believer will be more valued in a church and his or her gifted talents will be found, used, developed and contributed for the unfinished task.

C. Kingdom Business Must Be Cross Cultural

Kingdom Business must be a cross-cultural ministry being able to go through the access restricted nations or the closed countries that traditional missionaries have been failed to evangelize. Paul said in the book of Romans 15:20-21,

“It has always been my ambition to preach the gospel where Christ was not known. So that I would not be building on someone else’s foundation. Rather, as it is written. Those who were not told about him will see, and those who have not heard will understand.”

His ambition must be our ambition for the unfinished mission in order to fulfill the Great Commission. Looking
at the current mission status that overlapping investments taking place in finance and manpower management, Paul’s confession needs to be emphasized with Kingdom Business in training future missionaries and extended education for further missionaries.

The mission strategy of the next generation must focus on the mission contexts where Christ has not known and proclaimed yet. There are still 2.72 billion of 6.61 billion of the total population and 6,881 unreached people groups of 16,225 of total people groups in the world.\(^{20}\) The task of our generation must move forward the completion of the Great Commission not backward to safe ground of grace. Therefore, the strategy of the next mission must be cross-cultural by crossing over our safety zone borders.

In this sense, Kingdom Business must be cross-cultural in difference with existing Christian businesses and companies. They have been doing great evangelization in their monocultural context with teaching and training their employees with biblical values and worldviews and running businesses and companies by Christian values. However, it is the time for us to cross over our boarders for the Great Commission with a God-given great tool of business for the Kingdom of God.

Thomas Sudyk challenges business people to consider their roles in missions by asking a question, “How can

God use your talents, experience, and abilities outside the constraints of traditional mission systems?” 21) If they consider this question seriously with the traditional mission systems, they will find something to do for the Kingdom of God cross-culturally. Nowadays, travelers as missionaries are not welcomed by the neediest countries because they do not have natural basis for contributing and developing the society. “However, those who travel as business people, and know how to create wealth for those around them, have access to and influence with the whole globalized world of commerce are well received. People at all levels of society listen to them. When they share the Gospel, people usually respect rather than persecute them.” 22) Therefore, Kingdom Business professionals are the next runner for cross-cultural mission for the Great Commission.

V. Conclusion

Kingdom Business is a great tool of mission strategy for the 21st century and a final runner for the Great Commission. After tent-making strategy, Kingdom Business not only provides an entry platform but also contributes and develops


22) Ralph A. Miller, 281.
a community and society of the country by meeting the neediest needs. Kingdom Business is not only solving their own financial problem as mission force but also providing economic development for the nations so that they can build up the nationals to be able to continue to bless others. This is the essence of holistic mission of Missio Dei combining the most important messages of the Bible, the Great Commandment and the Great Commission.

Kingdom Business is a business and a ministry at the same time. It has two burdens for Missio Dei that needs to put more efforts than other mission works. So Kingdom Business workers must be professionals in ministry wide and business wide as a final runner for completing of the Great Commission. I hope that more Kingdom Business professionals who had been suppressed by a wrong understanding will come out and be the next mission leading force for world evangelization.

As the final word, the cautious issue is that any Business Mission professional could fall into a trap of self-supporting. Even though one of strongest strengths of Business Mission is self-supporting, at the same time the most dangerous area is the very this aspect. From the beginning any Business Mission missionary starts trying to set up a self-supporting business for mission. But, let us imagine that how hard setting up a business in home country is. It requires all of our energy, finance, manpower, mind, body, and soul. A missionary who is working in a access-restricted area points out some aspects on
Business Mission from his experience. First, many Business Mission missionaries failed in the process of setting up self-supporting business because Business Mission missionaries have to live with the support from the Business. Second, their focus changes from the local people to themselves because they need to live first. The priority is inclined to their survival than the local people's needs. A worse example is that a Business Mission owner who has a strong passion on the expansion of the business gave bad experience to employees. The owner lost his missional perspective and changed his priority. Kingdom Business professionals must keep reminding them what the most important values are from Kingdom perspective.

Therefore, the Kingdom Business missionaries need to life up their eyes from their immediate needs and set them beyond their own needs or problems and get involved in the marketplace. In addition, they are to apply the biblical principles in the marketplace and society in order to transform the nation with the Word of God. This is the ultimate vision of Kingdom Business Mission.
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논문 초록

지상대명령을 위한 마지막 주자로서의
킹덤비즈니스를 위한 근본적 원리들

이길표

이 연구는 세계선교를 위한 마지막 선교전략으로서 ‘킹덤비즈니스’ 전략 실행에 있어서 근본적인 원리들을 설명한다. 2004년 파타야 로잔포럼에서 공식적으로 사용한 용어는 'Business as Mission'(BAM)이다. 세계적으로 세계화(globalization) 현상과 경제적으로는 신자유주의(neo-liberalism) 현상이 확산되고 있는 이 시대에 비즈니스와 선교를 연합하여 세계선교를 이루는 새로운 선교전략으로 등장한 것이다. 비즈니스와 선교는 궁극적인 가치가 상반된다고 보는 견해가 있지만 우리가 살고 있는 현대사회의 움직임을 고려할 때에 비즈니스를 통한 이윤추구를 선교의 자원으로 활용하여 문화명령(창 1:28)을 이루어 가는 것은 21세기의 새로운 선교전략이라고 볼 수 있다.

이 연구는 BAM의 간략한 역사적 배경과 상황적 배경을 설명하여 통전적 선교와 더불어 BAM에 대한 전반적인 이해로 시작한다. BAM은 비즈니스도 되어야 하고 선교도 되어야 하는 양면성을 지니고 있기 때문에 비즈니스 측면에서 필요한 근본적인 원리들과 선교적 측면에서 필요한 근본적인 원리들을 설명한다. 비즈니스 측면에서는 자존하기 위해 이윤이어야 하는 이유, NGO의 구제사역과는 달리 일자리를 제공해 주어야 하는 이유, 세계의 중요한 이슈들에 밀접하게 반응해야 하는 이유를 설명한다. 선교학적인 측면에서는 분명히 하나님의 영광을 돌리고 하나님의 나라

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이길표 지상대명령을 위한 마지막 주자로서의 킹덤비즈니스를 위한 근본적 원리들

에는 창의적 접근지역에서 사역하는 선교사의 인터뷰를 통하여 BAM 사역에 있어서 위험한 부분들을 지적하며 BAM을 세계선교에 대한 새로운 전략으로 제시하고 있다.

본 연구는 BAM 선교전략의 기초를 다루는 연구이지만 마지막 선교지라고 일컬어지는 미전도종족과 창의적 접근 지역 선교를 준비하는 선교사 후보생들과 목회자들에게 작은 도전이 되기를 기대하고, 또한 21세기 새로운 선교전략의 기초를 세우는 작은 벽돌이 되기를 기대한다.

주제어
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