



# BABYLON AND JERUSALEM

TWO WAYS OF BUSINESS THINK

BEING A CHRISTIAN ENTREPRENEUR

# Agenda

- Two cities, two cultures
- Various business models



## 2 cultures

### Babylon (great prostitute)

Me, myself and I

Me first, use others

Beauty, richness, prosperity

No limits

Outward appearance

Stones and clothes

Purpose: No suffering, enjoy

### Jerusalem (God)

Take care of the people

Comfort, compassion, restore and heal

Restricted by love

Character development

Promises and good behaviour

Purpose: serving loving relationships and righteousness



# The gospel

I live in both worlds

By nature -> Babylon

Long for -> Jerusalem

The good news (Isiah 40>, a.o.)

- God builds the new Jerusalem
- God did and will realize his plans, regardless of our behaviour
- God invites us to be part of this city, through the work of Jesus
- God would like to satisfy our longing, by Jesus and his Spirit

*God is close and is the I am. (I am with you, I will be there)*



# 2 ways of business think

## Babylon (Nimrod)

Kill and take

Compete and submit

Well being: Me, myself and I

Build monuments, become  
independent

War, conquer, take

## Original/Jerusalem (Melchisedek)

Pay attention to. Take care of

Adding value

Well being in the community

Live from grace

Peace, righteousness, blessing



# Our challenge by working in a Babylonian culture

Daniel

- Becoming a trademark of integrity, wisdom, quality and excellence
- Alternative Business models
- Secret -> decision of the heart



## Our challenge by working in a Babylonian culture

- Being of blessing (Jeremiah 29)

“Thus says the Lord of hosts, the God of Israel, to all the exiles whom I have sent into exile from Jerusalem to Babylon: Build houses and live in them; plant gardens and eat their produce. Take wives and have sons and daughters; take wives for your sons, and give your daughters in marriage, that they may bear sons and daughters; multiply there, and do not decrease. But seek the welfare of the city where I have sent you into exile, and pray to the Lord on its behalf, for in its welfare you will find your welfare.”



# The purpose of business

## Originally

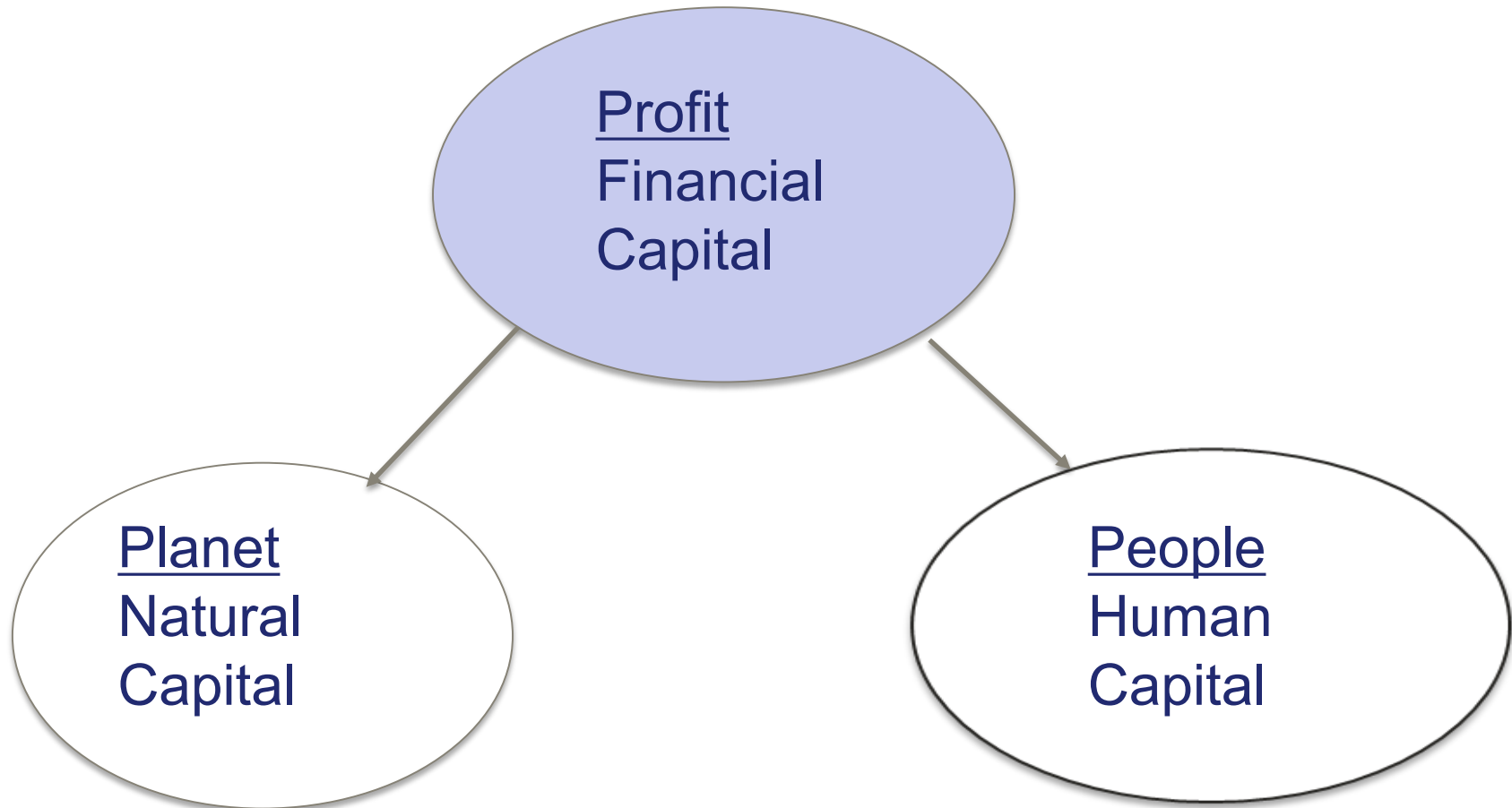


## Today





# Corporate Social Responsibility



# Purpose Business

Calling and  
response

Talents and  
possibilities



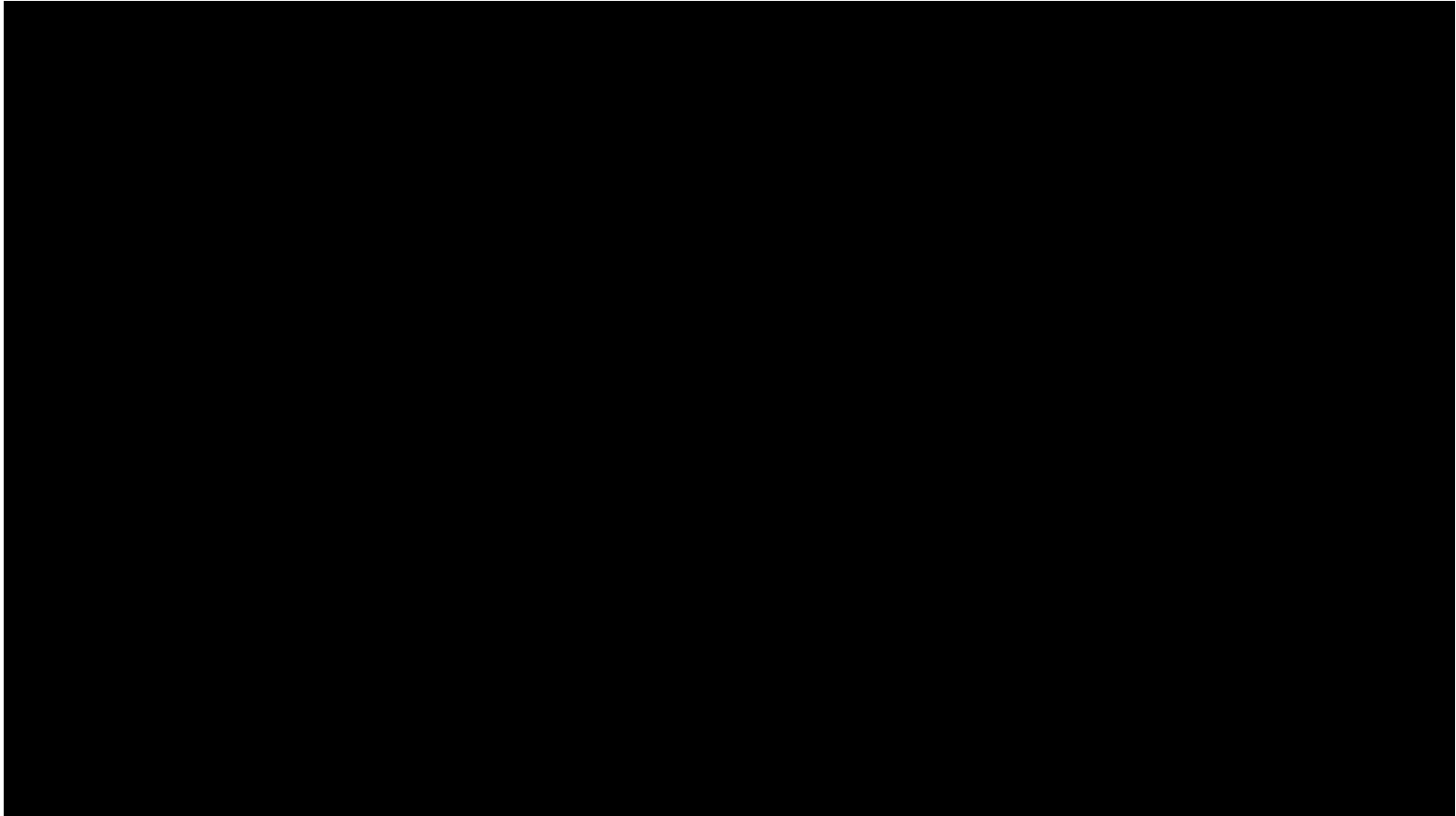
Serving

Driven by and  
limited by  
love and  
righteousness

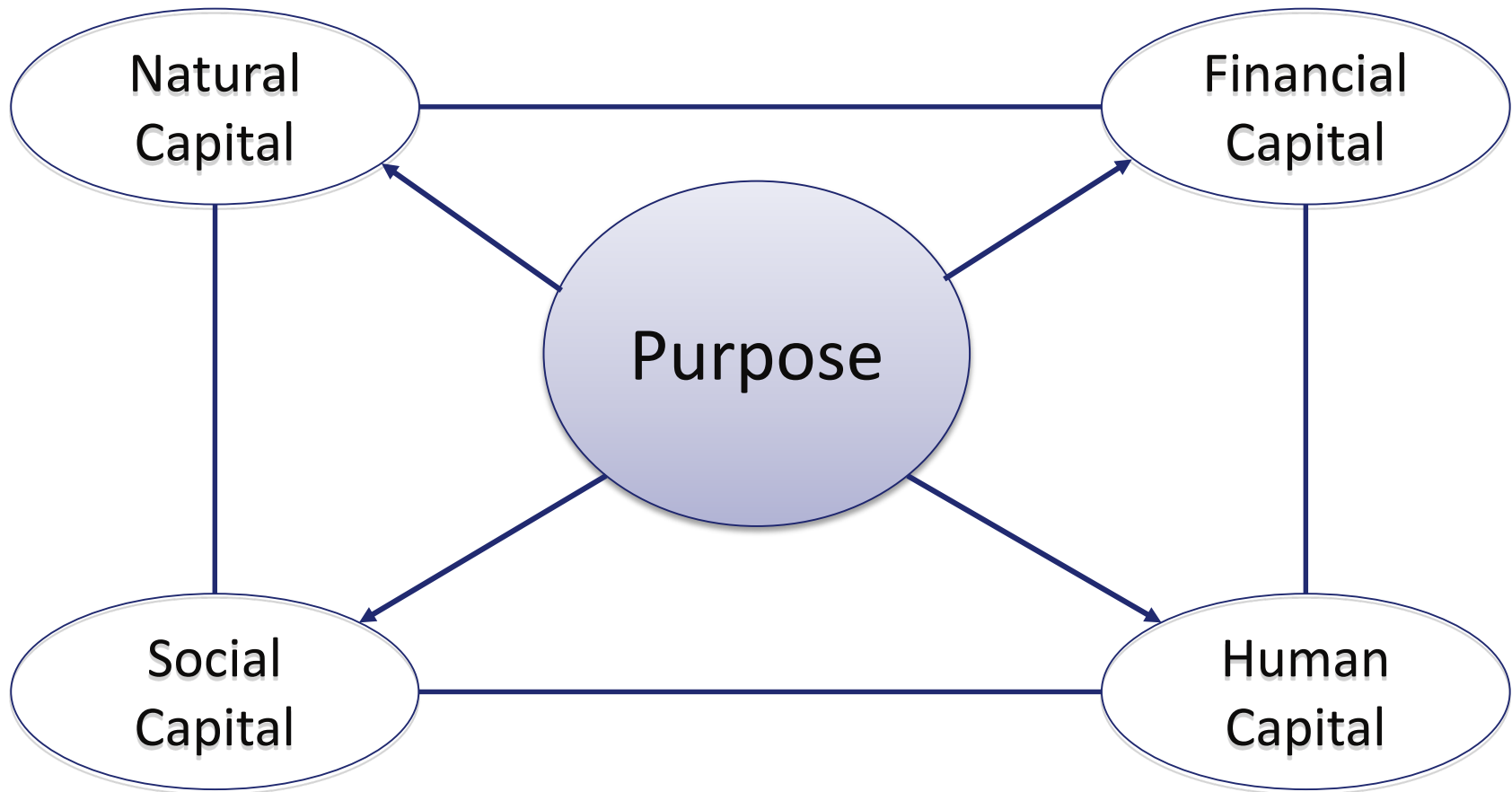
Purpose  
'the need, is the call'

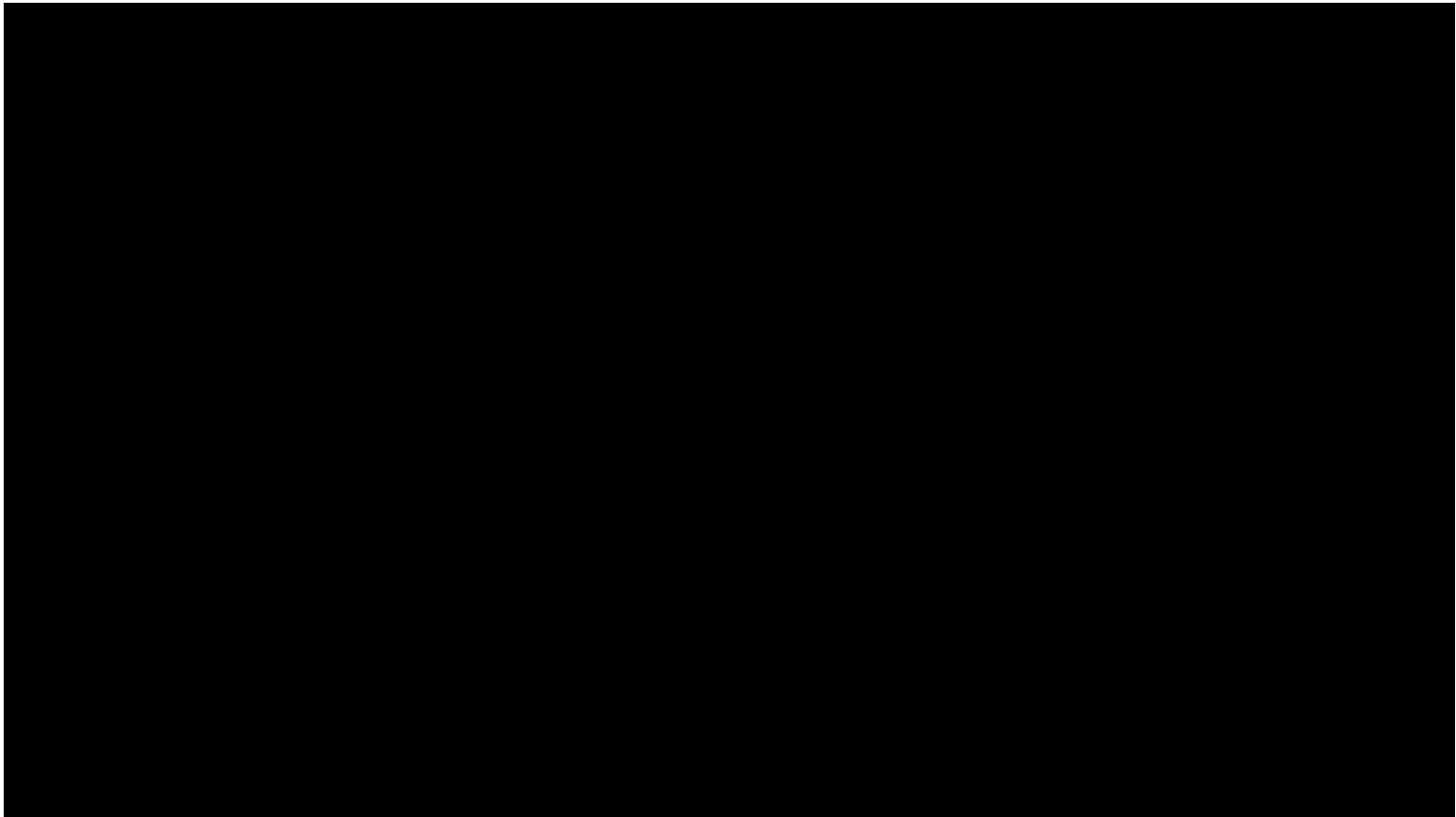


## Dutch Purpose driven example

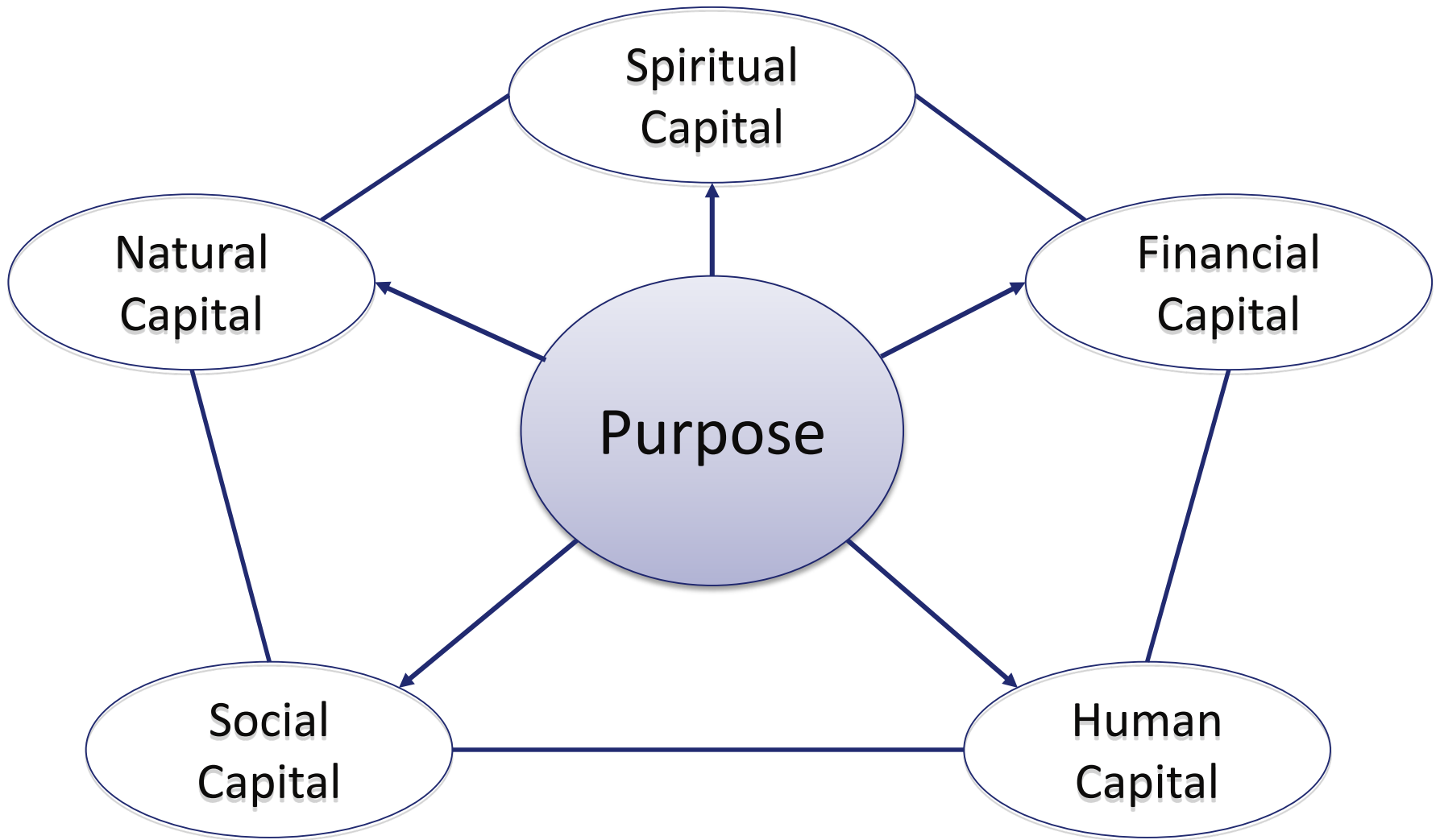


# Purpose and mutuality





# Christian model



## 3 ways of doing business

- Work with a Babylon mentality -> Christian and non-Christians do
- Work with the values of Jerusalem, because they pay and create a better world. You stay in control and use the Biblical wisdom to do good. -> Christians and non-Christians do
- Work with God as **owner** and you **listen** to Him. The result is **focussed on fruit** and **open**. -> Lordship of Jesus, is personal and a decision of the heart



# Reflection time

- What is your holy discontent, dream or calling?
- Can make a business of it?
- Why is having a purpose bigger than yourself important?





# Q & A



THANK YOU



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