



# BABYLON AND JERUSALEM

BEING AN CHRISTIAN ENTREPRENEUR IN  
BUSINESS

# Agenda

- Ownership
- Being connected
- Love in Business
- A multiplication model



## Ownership

*“The earth is the Lord’s, and all it contains, the world, and those who dwell in it” Psalm 24:1*

*“The land must not be sold permanently because the land is mine” Leviticus 25:23*

*“The silver is mine and the gold is mine, declares the LORD Almighty” Haggai 2:8*

*“You are not your own; you were bought at a price. Therefore honour God with your body.” 1 Cor 6:20*



## Refrain from possession, makes you free

*“So therefore, any one of you who does not renounce all that he has cannot be my disciple.” (Luke 14:33).*

As a Christian entrepreneur we transfer the ownership (in real or by mind), to the rightful owner and become stewards.

Prayer change from:

‘Please bless my business’, -> ‘What do you want me to do with  
your business’.



# Business is about

- Making people flourish
- Is about healthy relationships.
  - Being known and knowing
  - Being loved and loving

*The key is eye contact and proximity*



## Love in Business

- Yourself and family
- Staff
- Suppliers
- Clients

Cannot love and serve, if don't love yourself.

Flourish, right spot

Drive to excellence

Retention rate



# A multiplication model

1- Multiplication is sharing

$$10 - 5 > 10$$

2- Working together and cooperation

$$1 + 1 = 3$$

3- Adding value

4- Developing people



# A multiplication model

1- Multiplication is sharing

$10 - 5 > 10$

- Agriculture
- Intangible values
- Skills and talents
- Knowledge
- Financial





# A multiplication model

2- cooperation and working together  $1 + 1 = 3$

- Two know more than one
- Specialism. The more we differ from each other, the more potential there is for growth, innovation and new developments
- If we work together, our profit is no longer the loss of someone else, but we mutual benefit. In this way economy is no longer a science of scarcity, but of abundance.
- Bigger investments and projects possible by sharing risks. The costs go for the benefits



# A multiplication model

## 2- cooperation and working together (requirements)

- Trust, low trust cultures stay poor (cooperation or negotiation)
- The individual is willing to take the whole picture in account. He is focused on the greater good and keeps in mind all costs, all benefits and all the stakeholders.
- All the profits and benefits are shared over all stakeholders. Everyone gets compensated for his contribution to the whole.
- The awareness that everything of value is fragile and vulnerable, and that even the weakest is of worth. Everyone needs to be included and honoured.
- Mutuality is the basic principle.



# A multiplication model

## 3- Adding value

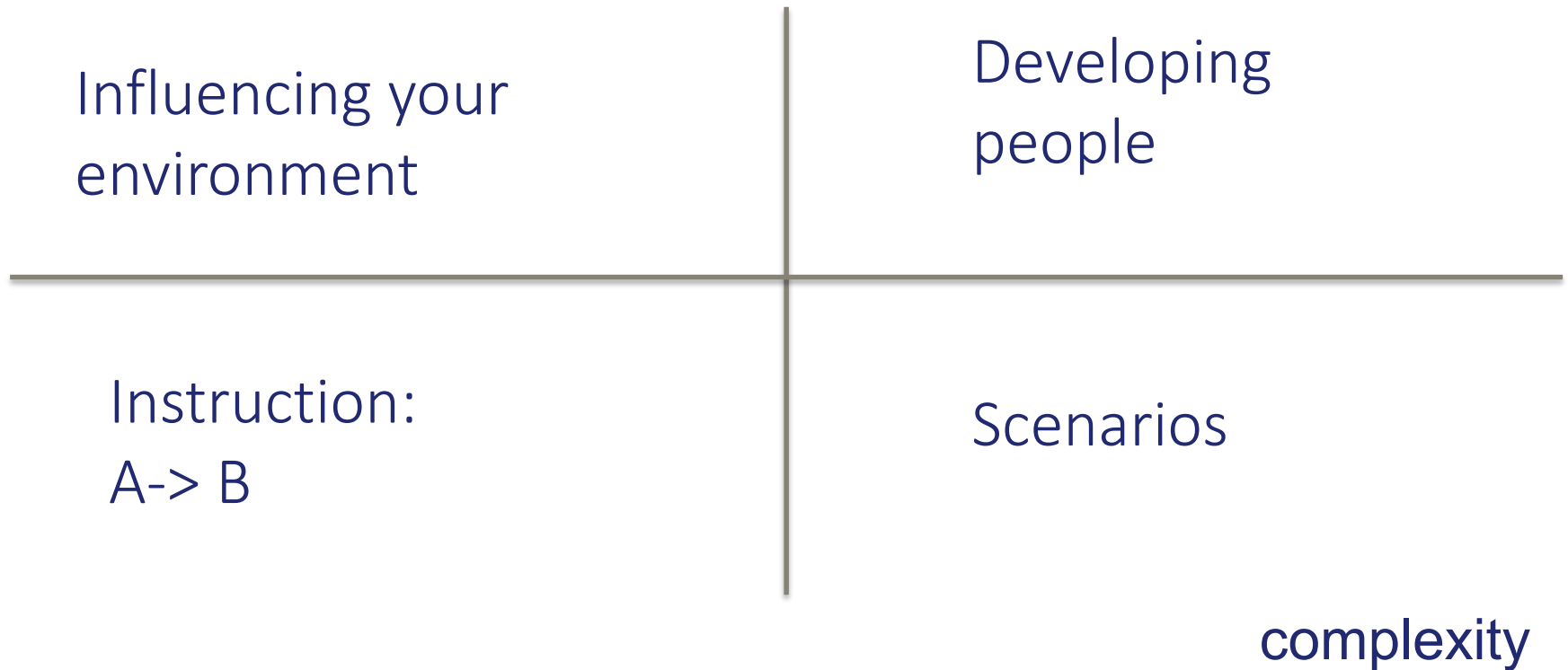
- What can we do to create more profit for our customer or contribute to his well being?
- Which value you can add, depends on who you are  
Who you are is your USP



# A multiplication model

## 4- Developing people (leadership and organisation)

Volatility



# Reflection time

- What are your company goals and your company culture about?
- What is your earning model today?
- What is your biggest challenge for the future?
- How can you create a new culture in your company with trust and ownership?



THANK YOU



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