



The

**Missionpreneur**

Vision

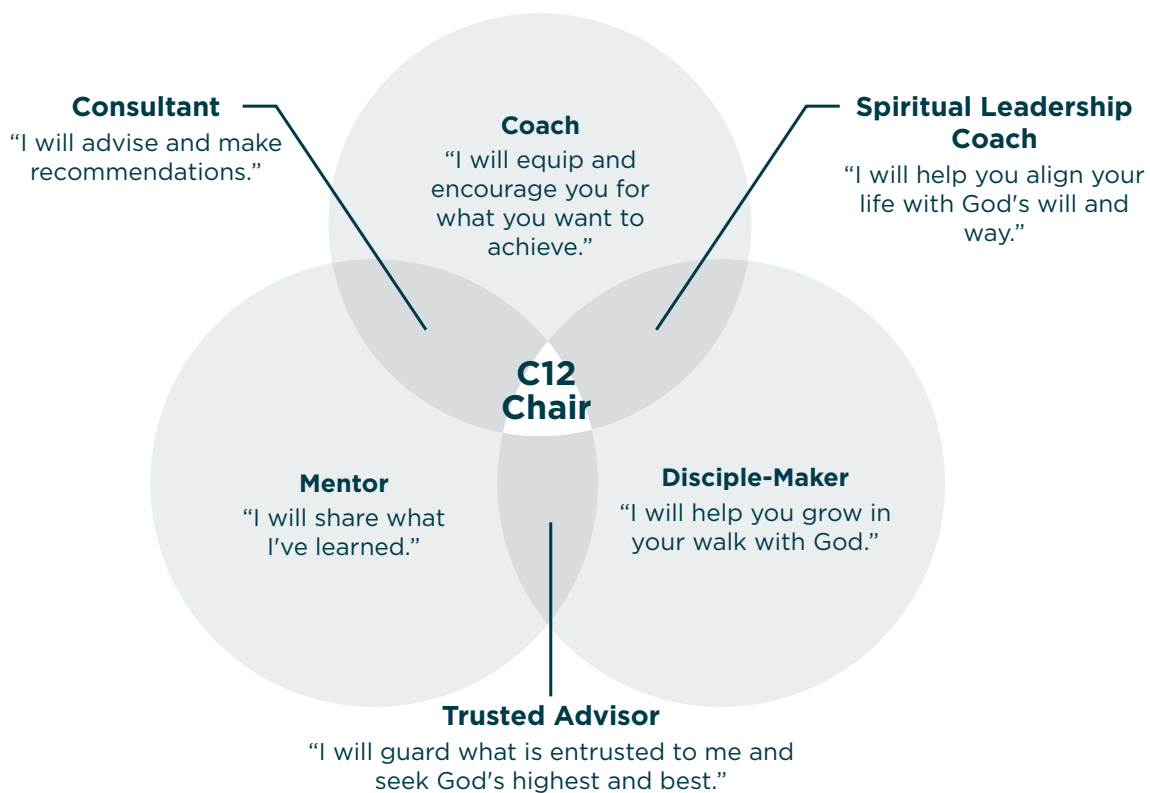


# Change the world by **advancing the gospel in the marketplace.**

Christian business leaders have great potential for Kingdom impact. But too many of these leaders are **trapped in the sacred-secular divide**, disconnected from other Christians in business, and unsure how to steward their businesses for Christ.

God is using C12 as a **movement to bring about transformation in Christian businesses** around the world. As a C12 Chair, you can pioneer a new market, join an existing team or succeed a current chair. No matter your pathway, you will be joining a cadre of **transformational leaders of leaders** who are making a significant impact in the marketplace.

The role of a C12 Chair is a full-time opportunity to lead groups of Christian CEOs, business owners, and key players, equipping them to build **great businesses for a greater purpose.**



An unexpected reason **I love being a C12 Chair:**



***"the feeling of transformation, both in myself and others"***

-Aaron Banks, Central Texas



***"the sky is the limit knowing the Lord is for us and working through us"***

-Danielle Whah, West Michigan



***"the ability to be fully myself while providing abundantly for my family"***

-Matt Tucker, Boise

# Success *and* Significance

While the church plays a significant role in spreading the gospel, the reality is that business leaders have a substantially greater opportunity to influence those they engage with at work.

Pastors in the US will interact with **8.8 million nominal Christians and non-believer attendees** per year with an average of **12 hours of influence** with each.<sup>1</sup>

VS.

Christian business owners in the US will interact with **118.1M nominal Christians and nonbeliever employees** per year with an average of **2080 hours of influence** with each.<sup>2</sup>

In addition to the significant need for discipleship among Christians in business, there is tremendous demand at the leadership level. Together, we are a powerful proposition for Kingdom impact and vocational satisfaction.

## A single Chair can influence

 **60 members** →  **2,400 employees** →  
 **300,000+ customers, vendors, & families** →  
**>10% of an entire metro market**

One aspect of the C12 model that is distinctly different from many alternatives is that this is a **full-time venture** of a locally owned and operated business. A full-time focus allows Chairs to



increase their availability and impact



generate a professional-level income



build equity in a sustainable business

Perhaps you have been uniquely developed to be a C12 Chair. The opportunity is to join God in His work and guide members to eternal impact, business fruitfulness, personal satisfaction, and world change.

## Have more questions?

**Attend our next Missionpreneur Forum webinar.**

**[www.joinc12.com/missionpreneur](http://www.joinc12.com/missionpreneur)**

## Connect with us.



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<sup>1</sup> Assumes 10% of 88.9M churchgoers in America (<https://www.barna.com/research/changing-state-of-the-church/>) are non-practicing or non-Christians and that they will spend one hour per month in church.

<sup>2</sup> Assumes typical distribution among the 157.5M US workers according to Barna's population statistics of 25% practicing Christians, 43% non-practicing Christians, and 32% non-Christians (<https://www.barna.com/research/changing-state-of-the-church/>).