



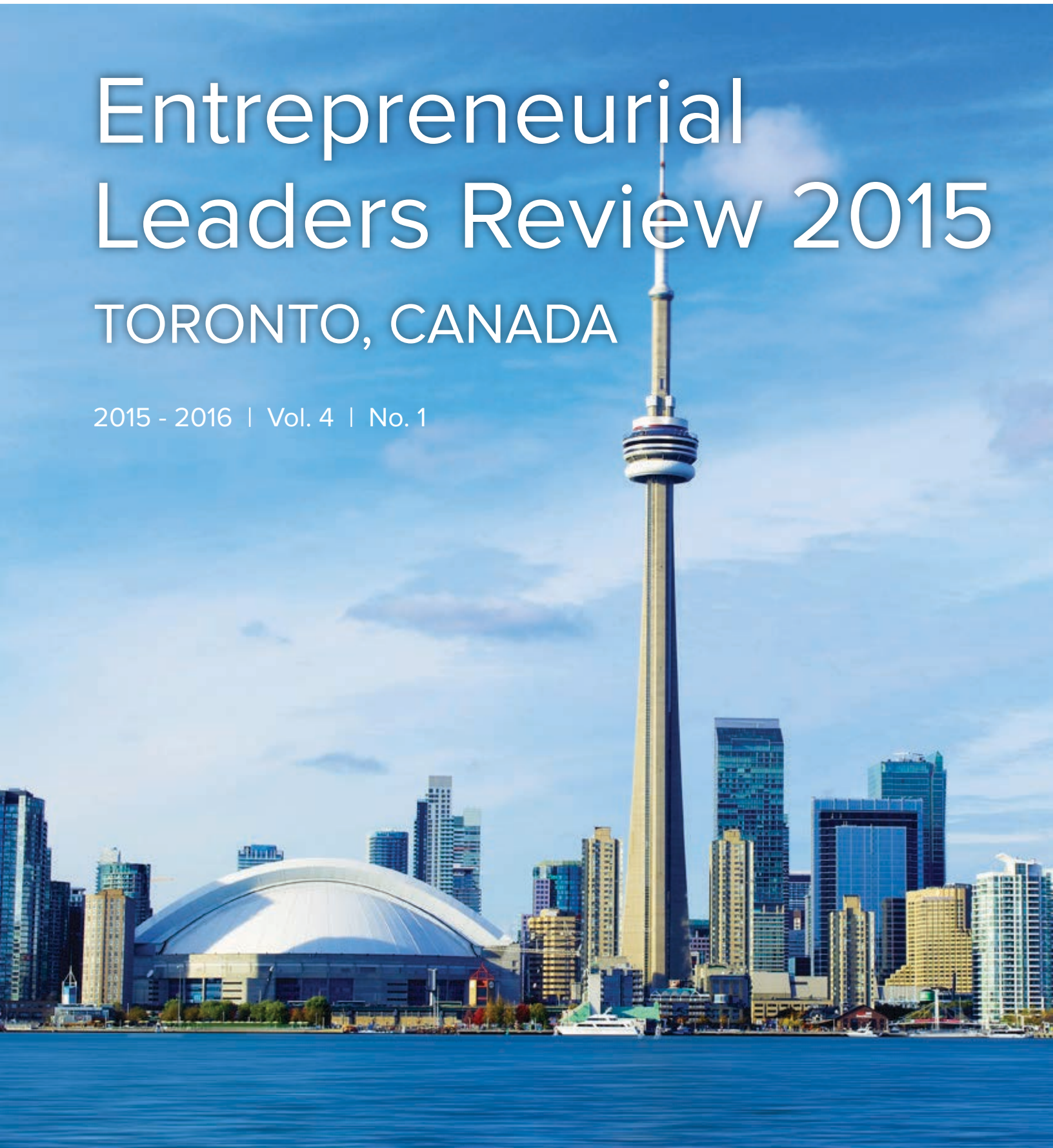
Entrepreneurial Leaders
ORGANIZATION



Entrepreneurial Leaders Review 2015

TORONTO, CANADA

2015 - 2016 | Vol. 4 | No. 1





COVENANT[®]
FAMILY WEALTH ADVISORS

As a **Business Owner**
Do You Ever Feel Alone at the
Boardroom Table?

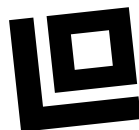


Skillfully assembled **Advisory Boards**
deliver a round table of wisdom that will
help your company innovate, compete,
grow and succeed. Learn more about
Advisory Boards on **page 8**.



Table of Contents

ELO Advisory Board	2
ELO Since 2005	2
Thank You to Our Sponsors & Supporters	3
About ELO: Vision, Mission & The “Why”	5
Entrepreneurial Leaders Award	7
Advisory Boards: An Untapped Resource for Entrepreneurs & Business Owners	8
Investing in the Leaders of Tomorrow	10
Introduction to Entrepreneurial Leaders Award Recipient & Evening Keynote Speaker	11
Context With Lorna Dueck: Tackling Tough Issues	
Your Faith Defines You As A Christian Business Leader	15
The Meaning of Work: Disengaged & Disenfranchised?	17
The Invisible Christian	19
“10 in 2” Entrepreneurial Leader Profiles	20
11 Things to Know About ELO	21



Chairman, Advisory Board

Dr. Richard (Rick) J. Goossen, Covenant Family Wealth Advisors, Vancouver, BC & Toronto, ON

Honorary Advisory Board Members

Mart Green, Chairman, Hobby Lobby Group, Oklahoma City, OK, USA (Keynote Speaker, 2014)

Advisory Board

Cal Bosveld, President, Serve Media, Hamilton
Dave Brereton, Executive Chairman, TECSYS, Inc.,
Montreal / Toronto
Hank De Jong, Executive Director, EduDeo Ministries,
Hamilton
Michael Hanna, President, Hanna Strategy Group, Toronto
Derek Hoogland, Partners Worldwide, Hamilton
Gary Hoftyzer, Barrister & Solicitor, Mississauga
Keith Knight, Executive Director, Canadian Christian
Business Federation, Guelph
David Marshall, Principal, Marshall Zehr, Kitchener-
Waterloo

Tyrone Matheson, Principal, Tyrone Matheson Coaching,
Kitchener-Waterloo
Ian McSparran, McSparran Real Estate, Burlington
Michelle Pyke, Sales Evolve, Kitchener-Waterloo
Mike Reinders, President & COO, Maple Reinders,
Mississauga
Ben Robinson, President, Canadian Christian Business
Directory, Toronto
Tony Schenkel, President, Select Stone Supply, Burlington
Gil Scott, President, Gil Scott Sports Management,
Newmarket
Hank Vander Laan, President, Hava Holdings, London, ON

For further information: www.EntrepreneurialLeaders.com.

Contact: Dr. Richard (Rick) J. Goossen, Chairman, Advisory Board, E: rick@EntrepreneurialLeaders.com

ELO Since 2005:

1	Study Guide published
5	continents from which attendees have come
6	books published (in 3 languages)
20	conferences in Vancouver, Toronto, Calgary & Hong Kong
40	of the world's leading speakers
50	advisors
100	sponsors & supporting organizations
300	Christian entrepreneurs interviewed
2,600	Newsletter subscribers
5,000	attendees
50,000	unique web visitors per year
200,000	people impacted annually through ELO and partner email distribution

Thank You to Our Sponsors & Supporters

GOLD



SILVER



BRONZE



SUPPORTING ORGANIZATIONS



For Christians in Business... Sustainable Growth Runs in the Family

Of the increase
of His government and peace
there will be no end...
Isaiah 9:7

HSG...
Hanna Strategy Group

416.884.4767

Revenue Growth Consultants
Establishing Business for Life

hannastrategy.com



SMART STAFFING FOR ENTREPRENEURS

We began as a small family business and today we're leaders in staffing. We know that it takes dedicated people to grow a business. That's how we can help you grow yours.

For start-ups, as well as larger operations, we offer creative, do-able staffing solutions for:



**Short or Long-Term
Contracts**



**Temporary
Placements**

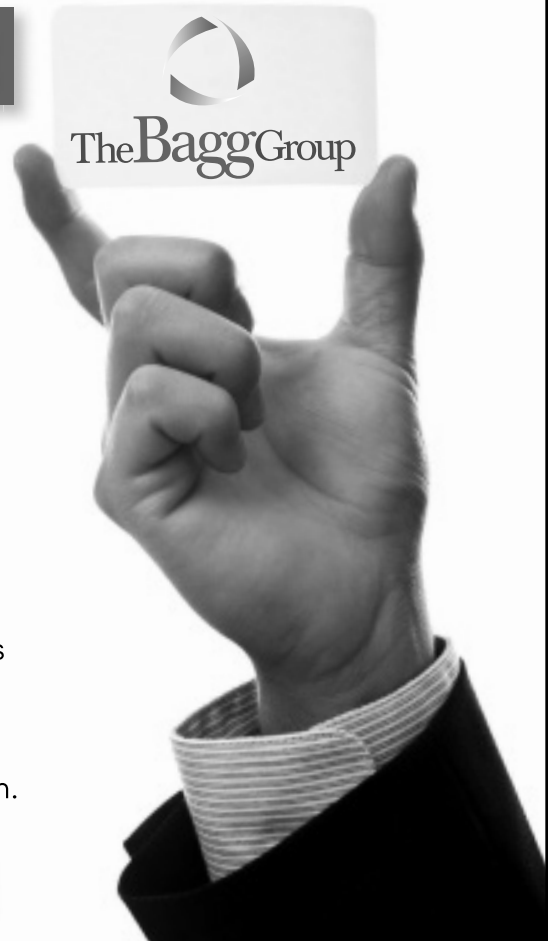


**Full-Time
Positions**

We grew by leading from the heart, and staying true to our values of service and integrity.

So, from one entrepreneur to another -- count on us to help you find people with the skills and attitude to make your vision happen.

CALL: (416) 863-1800 OR VISIT: WWW.BAGG.COM




TheBaggGroup

About ELO

ELO Vision

To connect, equip & celebrate Christian entrepreneurs and marketplace leaders for global difference-making.

ELO Mission

The Mission of ELO:

- To be an online resource for Christian entrepreneurs and marketplace leaders
- To organize conferences for Christian entrepreneurs and marketplace leaders
- To provide presentations and engage in occasional courses for Christian entrepreneurs and marketplace leaders
- to provide resource materials (books, video) for Christian entrepreneurs and marketplace leaders
- to build a global network of Christian entrepreneurs and marketplace leaders who through collaborative effort and synergy and do much more than individually
- to celebrate through the presentation of awards the achievements and example of Christian entrepreneurs and marketplace leaders achieving social good

The “Why”

Entrepreneurial leaders are the primary means by which Christianity will have ongoing influence and relevance in our world. If Christians are followers rather than leaders, imitators instead of innovators, risk-avoiders rather than risk-takers, fragmented rather than united, then we will have far less impact than is otherwise possible. This is a tragic failure to be stewards of our collective influence. ELO organizes premier events to bring together all entrepreneurial leaders from throughout the Christian spectrum for synergistic difference-making. Collectively, we number in the thousands, employ 10's of 1,000s and generate 100's of millions of revenue. The vision of ELO is that through collaborative effort we can have an exponential impact. We invite you to be part of this collective undertaking whereby Christians magnify their difference-making capacity in our world.



#morethananumber

In schools all over the world, $1 + 1 = 2$, but not every school works with the same equation. Vast inequalities exist around the globe, putting children and their communities at a disadvantage.

These facts don't add up.

At EduDeo Ministries we believe that $1 + 1$ can equal more than 2 because we use a different formula:

**EDUCATION
+ GOSPEL
= TRANSFORMATION**

Each child is more than a number in a sea of faces. Each one is a loved creation of our Heavenly Father, with hopes and dreams. Our goal is for each student to discover their place in God's world by learning about Him in every area of the classroom — multiplying your investment in their lives to impact their family, their community and even their nation for Christ as they live to serve and glorify Him!

Become part of the equation today at www.edudeo.com.

Let's connect online! →    



edudeo.com | 866.360.4274 | info@edudeo.com

ELO World Conferences 2016

Vancouver

Wednesday, November 2nd

Toronto

Wednesday November 16th


salesevolve
solutions

MANAGED SALES SERVICES

INSIDE AND OUTSIDE SALES

OPPORTUNITY GENERATION

APPOINTMENT SETTING

SALES ADMINISTRATION

STRATEGY AND MENTORING



519.804.1388
info@salesevolve.com
www.salesevolve.com

Entrepreneurial Leaders Award

The Entrepreneurial Leaders Organization in conjunction with World Evangelical Alliance have established an “Entrepreneurial Leader Award” in order to recognize and celebrate the noteworthy and inspirational contributions of individuals to making a faith-inspired difference in their communities.

Criteria for Identifying a Suitable Nominee

- Exemplifies the qualities of entrepreneurial leadership that are embedded in a Christian worldview
- International stature with a significant influence
- Lifetime of achievement of influence in their chosen profession, whether directly or indirectly related to Christian ministry
- Outstanding reputation for integrity in terms of living out faith
- The person must be a role model to inspire other entrepreneurs to others to greater heights of significance

Award

- Awarded at the ELO World Conference, hosted by the Entrepreneurial Leaders Organization (ELO)
- The Recipient must be present at and participate in the Conference in order to be eligible for the Award.
- Recipient receives a plaque presented at the ceremony
- Recipient becomes an “Honorary Advisor” of the ELO
- The recipient must be in agreement with the objectives of the Vision, Mission & Values of the ELO (as per www.eleaders.org).

Advisory Boards:

An untapped resource for entrepreneurs & business owners

“Almost by definition, the [advisory] board requires a company to be more reflective, and pushes it to build a long term vision. This leads us to believe that business owners with Advisory Boards likely develop greater rigour, and are better able to strategically orient their companies and take the necessary steps to reach their objectives.”

– BDC Study “Advisory Boards: An Untapped Resource for Businesses (March 2014)”

At some point, most entrepreneurs and business owners realize that they can serve themselves best by tapping into high level, specialized input from people who have “been there, done that.” One way to do that is through an Advisory Board.

What are the Benefits of an Advisory Board?

1. Big picture, strategic planning input
2. Broaden the universe of knowledge and skills
3. Develop new ideas
4. Avoid costly mistakes
5. Ensure orderly succession of company (whether from one family generation to the next, or from an entrepreneur to a managerial team)
6. Confidential and collective feedback
7. Success and sustainability rest on solid corporate governance
8. Enhanced credibility among stakeholders by having highly-credentialed advisors

“Yes, but...” Here are the questions often posed by entrepreneurs.

What are the Hurdles in Creating an Advisory Board?

1. Where do I find these advisors?
2. Why would they want to be advisors?
3. How do I ensure that these individuals are a good fit?
4. How do I organize and manage an Advisory Board?
5. How do I put this together? Who can help me?

So, there’s an interesting situation where most entrepreneurs recognize a need, but don’t know how to go about addressing it. In response to this need,

combined with the experience and resources of the Covenant team, we began offering a compelling “Advisory Board Program”. We undertook a “quiet launch” of this new program in late 2014 and it has generated immediate interest from business owners.

For a number of years we have gained valuable experience doing the following: strategic reviews of governance and organizational structures; strategic planning for business sustainability and growth; evaluating individuals for key leadership positions utilizing our knowledge, experience and the The Birkman Method® assessment tool; chairing and running meetings for family, ownership, and leadership groups; and emergency response planning. We have also developed an unmatched Canada-wide network of potential Advisory Board candidates. All of these skills and experiences of the Covenant team have coalesced to support the creation of an Advisory Board program.

How Does Covenant help with an Advisory Board?

1. Perform a detailed “Strategic & Governance Review” to understand the background of the company and the key strategic issues and priorities to be addressed by the Advisory Board
2. Identify and source potential candidates
3. Coordinate interview process and conduct any assessments necessary
4. Establish parameters for the Advisory Board
5. Present the opportunity to preferred Advisory Board candidates
6. Organize and facilitate the first meeting
7. Support ongoing Advisory Board effectiveness as needed, including acting as interim board chair

THE BOTTOM LINE: We have found that successful entrepreneurs are prepared to invest in their company to create sustaining value and accelerate growth. Many of them can see the value but lack an effective method for making it happen. Working with an advisor like Covenant can give you your best chance of realizing the benefits of an Advisory Board.


**Richard (Rick) J. Goossen, BA (Hons), LLB, LLM, PhD,
Covenant Family Wealth Advisors**

What's the
second largest
search engine
in the world?

YouTube



Capitol Media House.com

 capitol media house

 @capitol_mh

CANADIAN CHRISTIAN
BUSINESS DIRECTORY.COM

Connecting Christians

CANADIAN CHRISTIAN
BUSINESS DIRECTORY.COM

Connecting Christians



Welcome to Entrepreneurial Leaders Conference!

We believe the Christian Business individual can make a real difference in Canada.

We are very supportive of this conference. We encourage you to operate your business realizing that God Owns your business and has a purpose for you.

For us, the reason we publish these full color magazines, is "To Connect People In Canada With Christian Businesses, Churches, Schools, Services and Charities". Our company values and goals are on our web site and in each directory. Our Web Site is extremely active, and we are linked to more than 400 businesses. Our News & Happenings contact list, is read by over 5,000 people monthly. This year we worked with Franklin Graham, Mission Fest and sponsored the Jesus Film, as well as many other events.

This year over 325,000 people will read and distribute our magazines, in various cities across Canada.

If you would like Christian Business Directory copies to be given out at your business ...

Please contact us at

1-888-481-9222

www.CanadianChristianBusinessDirectory.com

VANCOUVER CHRISTIAN
BUSINESS DIRECTORY.COM

Connecting Christians

TORONTO CHRISTIAN
BUSINESS DIRECTORY.COM

Connecting Christians

Investing In The Leaders of Tomorrow



Hank de Jong

Executive Director,
EduDeo Ministries
(www.edudeo.com)

As entrepreneurs and business leaders you play an important role in shaping the Kingdom of God.

First, you obey God's call to lead with integrity: treating employees fairly, being honest with customers and suppliers, giving to the government what is expected, among other things. Second, you share the blessings God has given you, engaging in prayerful and financial support of Christian Ministries involved on the front lines of mission and development.

As a savvy investor, you want to make investments that will have huge, global impact. You want to tackle the root cause of poverty – none of these Band-Aid solutions.

So how do you do this?

At EduDeo Ministries, our solution is big, bold and simple: You invest in Christ-centered education in the developing world.

GIVING CHILDREN THE HEART OF CHRIST

You're a business leader. You understand that for a business to succeed you need the right people with the right talent. Even more importantly, you need people with the right *values*.

Values are what ultimately lead your company to create a radioactive isotope for cancer treatment – or the next nuclear bomb. Values lead governments to pass laws that heal or hurt their citizens. Values will, ultimately, define our future.

For our world to flourish, our leaders need to share the same heart as Jesus Christ – his selfless love for others, for creation, and even for His enemies.

If we want to see future global business leaders that have a heart for Christ – we need to invest in the next generation - in our world's children, by giving them a Christ-centered education.

We believe in this simple formula:

EDUCATION + THE GOSPEL = TRANSFORMATION

We also value partnerships with businesses and organizations that share our vision and mission. EduDeo's desire is that every nation and community is transformed by the gospel of Jesus Christ through quality, Christ-centred education. We cannot do this alone. We not only need partnerships internationally to carry out this vision and mission, we also need the partnership of the business community in Canada. EduDeo is grateful for the strong support it receives from the Christian business community and is cognizant not to take this support for granted.

We are extremely careful with how we invest monies that have been entrusted to us – always remembering that we are called to be faithful and wise with how we distribute the gifts we receive.

Partner with us as develop Godly leaders of tomorrow by shaping their hearts and minds through an education deeply rooted in his Word. Our world is rife with problems, many due to a misuse of power and leadership. EduDeo uses the elementary school classroom as an effective platform to share a different understanding of leadership, power and service. Imagine if more business and government leaders have an education infused with the gospel message!

We look forward to working alongside each of you in the future as we partner and pray together in advancing God's kingdom. Stop by the EduDeo Ministries booth or learn more by visiting: www.edudeo.com

To God be the glory!

Introduction To Entrepreneurial Leaders Award Recipient & Evening Keynote Speaker



Bobby Gruenewald, Oklahoma City, OK

Bobby Gruenewald (@bobbygwald) is passionate about exploring new ideas and finding practical ways to leverage them for the global Church. He serves on the Leadership Team at LifeChurch.tv as the Pastor, Innovation Leader and founder of the YouVersion Bible App. Working with lead pastor Craig Groeschel, LifeChurch.tv has shaped a missional approach to technology, seen in initiatives like Church Online, as well as the Bible App and the Bible App for Kids from YouVersion. Just six years after its launch, the YouVersion Bible App has been downloaded and used on over 150 million devices on nearly every smartphone and tablet in every single country on the earth. Bobby believes this generation has the potential to become the most Bible-engaged generation in history.

Adhering to a strong belief that churches can accomplish more working together, LifeChurch.tv has also created a suite of free tools for church leaders including Open resources, Church Metrics, the Church Online Platform, and Develop.Me. Gruenewald is one of the leading voices in the Church on innovation and the use of technology to reach people for Christ. He frequently writes and speaks on the topic, and has been featured in the New York Times, Washington Post, NBC Nightly News, TechCrunch, CNN, CBS, Stanford Business Magazine, and more. He was also named to Fast Company's list of the Most Creative People in Business.

Prior to joining the LifeChurch.tv team in 2001, Bobby started and sold two technology companies and consulted with startups and venture capital funds. These entrepreneurial endeavors began while he was studying Finance at Southern Nazarene University as he worked with several alumni to launch a web hosting company. Bobby and his wife, Melissa, met while growing up together in Central Illinois and married while both were attending SNU. They have continued to spread their roots in Oklahoma and currently live in Edmond with their four children.

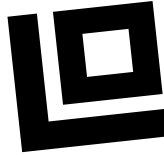


YouVersion®
The Bible App™

Rick Goossen's
**Interviews with
Entrepreneurial Leaders**



**Interview
Bundle**



**Entrepreneurial Leaders
ORGANIZATION**

The most beneficial thing you can do for yourself as a leader is seek wisdom from those who have gone before you. Over the past 20 years or so, Dr. Richard J. Goossen has sparked relationships with Christian activists, lawyers, best-selling authors, historians, CEOs, and so many others in high level leadership roles.

Goossen has put in the work in order to bless up-and-coming leaders with the years of cumulative experience these leaders all represent. Are you looking for some entrepreneurial advice? Maybe some inspiration to jumpstart your business? Even some history to give context for what may come?

Goossen's interview bundle is sure to be thought-provoking and informative on the most relevant opportunities and issues facing leaders.

For more information on how to purchase the "Interview Bundle" or any one of more than 80 individual interviews go to Vryso Christian Books (www.vryso.com)

context




WITH
**LORNA
DUECK™**

LIFE BEYOND THE HEADLINES

contextwithlornadueck.com | 416.599.9777

**CREATING BOUNDARY-BREAKING
MEDIA THAT REVEALS CHRIST**

Context with Lorna Dueck is a national television program exploring news and current affairs from a faith perspective. Our guests, and our studio audience, come from all beliefs (or non-beliefs), opinions and worldviews. Host Lorna Dueck brings a Christian perspective to discussions about the stories and events we shape, and which shape us.

 facebook.com/ContextTV
 twitter.com/ContextTV
 [@context_TV](https://www.instagram.com/context_tv)
 [youtube/ContextTV](https://youtube.com/ContextTV)





Tackling Tough Issues



Who is Lorna Dueck?

Lorna Dueck is the host and executive producer of *Context with Lorna Dueck*, (www.contextwithlornadueck.com) and president of Media Voice Generation, the Canadian charitable organization that produces the weekly broadcast. *Context with Lorna Dueck* explores current affairs from a Christian perspective. Presenting “life beyond the headlines,” the half-hour television program airs on seven TV networks. A popular television personality and public speaker, Lorna works extensively in Canada’s non-profit and charitable sector. She is a regular commentary writer on faith and public life in Canada’s leading national newspaper, The Globe and Mail.

Prior to her work in messaging the Christian story through media, she worked as a freelance journalist for Winnipeg Free Press and CBC Radio. She began her media career as a news reporter with Golden West Broadcasting and CKX Television and Radio in Manitoba. For eight years Lorna was co-host of Canada’s daily Christian TV program, *100 Huntley Street*.

A graduate of Tyndale University College (Bachelor of Religious Studies), Lorna has studied journalism and writing at Red River Community College and the University of Manitoba. Lorna holds an honorary doctorate in Christian Ministry from Trinity Western University, and is currently pursuing her Master’s degree in Evangelism and Leadership from Wheaton College. Lorna and her husband Vern have raised a son and daughter.

What is Context With Lorna Dueck?

It’s no secret we live in a media saturated world. Media is the most important storytelling vehicle of our time, shaping thought, attitude, and public policy. It’s also a place where a Christian voice is not often heard, nor understood. Enter Context with Lorna Dueck.

Tackling Tough Issues (continued)

Now in its fifth season operating out of facilities located inside the CBC building in downtown Toronto, Context with Lorna Dueck is Canada's premiere Christian voice into news and current affairs. It's a registered Canadian charity funded entirely by private donors who appreciate its thoughtful approach to the issues of the day. Hosted by journalist and Christian thought leader Lorna Dueck, Context began with the prayer, "Lord, let me impact the media for you." Its mission is create boundary-breaking media that reveals Christ.

Context isn't afraid to tackle the tough issues – from

Ashley Madison to Syrian refugees, from Islamic extremism to the changing Canadian family and much more, Context's distinctive voice and style gives viewers a perspective they won't hear in other media.

And now, Context offers daily content with written commentary, interviews, videos, and social media. Be sure to visit contextwithlornadueck.com often, your gateway to important and influential Christian media. If email works for you, sign up at the Context website to become a Context Insider and the very best Context content will be delivered to you by email.



Proud Sponsor of This Year's ELO World Conference

Rob Armstrong, Strategic Director

E: roba@jmlleadershipfoundation.org

T: (847) 767-7755

John Maxwell Leadership Foundation

205-2907 Kennedy Road

Toronto, ON M1V 1S8 Canada

www.jmlleadershipfoundation.org

Transformational Leadership for the World

Your Faith Defines You As A Christian Business Leader



Keith Knight

Executive Director, Canadian Christian Business Federation (www.ccbf.org)

“I love profit.”

That is how one successful Christian entrepreneur introduced himself. He said that without profit, he wouldn't be able to provide – generously – for his employees. He wouldn't be able to support many worthwhile Christian causes. He wouldn't be able to give back to his local community.

His view of profit has nothing to do with building his own kingdom, taking extended vacations, enjoying a wonderful home – as delightful as that may be. He ran his manufacturing company as a profitable venture so that he can help others.

In fact, this guy – I'll call him Bill – viewed his employees as his congregation; his parish. He was determined to provide for all their needs: health care, housing, counselling support, day care.

Bill lives and breathes a daily connection between his faith and his work. He puts into practice that which is preached to him each Sunday: he loves his neighbour as he loves himself.

This story is told often across the country as I connect with hundreds, probably thousands, of Christian men and women who feel called to business or the professions. They form almost 50 chapters (local groups) of Christian business leaders who get together monthly for mutual support and leadership development.

This is really Christian Entrepreneurship 101. If we believe that we belong to God and so does our business, how do we put that into practice? How do we connect our corporate business plan with the will of God? Do we manage stress differently than someone who is not a Christian? How do we embrace courage and risk-taking as a Christ-follower?

The toughest challenge for a Christian entrepreneur is our level of dependence on God. How do we balance our own creativity, our desire to do our own thing, with a dependence on God?

Your Faith Defines You As A Christian Business Leader (continued)

Bill had the right idea. He knew from the outset that his business didn't belong to him but to God. He knew that any profits that he made didn't belong to him but had to be shared, invested, given away.

Bill didn't stumble upon that notion by accident. It didn't come to him as some 'aha' moment in the middle of the night. He learned through osmosis. He met with other Christian business leaders. He attended conferences like this incredible ELO event. He was mentored, taught and trained.

Whenever the Canadian Christian Business Federation launches a new chapter in a new community, I ask them: "Why are you here at 7 a.m.? What's the attraction?" The answer is invariably the same: It's lonely out there.

There is a need to get together for mutual support and encouragement. And over time, as they travel through the five-year curriculum of materials, they grow in their faith and, more importantly, develop a stronger sense of calling.

If you're involved in business, you're involved in ministry. You're a beacon, a role model for other business leaders.

That journey starts here at the Entrepreneurial Leaders Conference.

Keith Knight is the executive director of the Canadian Christian Business Federation and president of Christian Business International.

Creating **OPPORTUNITY** *for Business to* **ENGAGE**



NCOL INTERNET PROVIDES:

Consulting Services

Marketing & Design

Software Development

Training & Support

BUSINESS SOLUTIONS THAT *Teach, Enable, Engage & Inform*

Call us at
1.866.688.6265 (EXT 3)

Visit us at
NCOLInternet.com



The Meaning of Work: Disengaged & Disenfranchised?



Greg Leith

CEO, Convene (www.ConveneNow.com)

It happens five or six days a week all over the world. About 7 billion people get up and go to work all over the planet; some drive to gleaming wood-paneled offices, some drive trucks full of goods; some work factory assembly lines, some work fields to pick crops; some operate on patients in hospitals, some operate floor machines in hospitals; some paint pictures, some sell commodities, some teach school.

Two things were true this morning. First, about 70% of the people who went to work were **disengaged** from their work. Sociologist Tony Campolo says, “Some people go to work, and die.” The truth is, based on research from David Ulrich in his book, *The Why of Work*, people don’t just want money for their day at the workplace, they want meaning.

Second, only a small percentage of workers attended church last weekend – the majority are **disenfranchised** from the church. In fact, you, as a Christ-follower and as someone who rubs shoulders with workers, may be the closest the people at your office ever get to hearing the story of hope found in the person of Jesus Christ.

As faith-based leaders, how can we provide work environments that address the heart-cry of the disengaged and disenfranchised people in our midst?

At Convene (www.ConveneNow.com), we believe deeply that the theology of work is key to unlocking this issue.

How can theology help our work world? Understand first that work intrinsically has value. Work is mentioned 800 times in the Bible! God created work and he is a worker. “*My father is always at his work to this very day, and I too, am working*” (John 5:17). The God-head worked to create the earth. They put Adam and Eve in the garden to work. When they violated God’s rules, work did not go away but the way work was done changed. We are to work while we are on earth and we will be given jobs to

The Meaning of Work: Disengaged & Disenfranchised? (continued)

carry out in heaven forever. That ought to shake up the disengaged worker! **Work existed before the earth was formed and it will last long after the earth disappears.**

For the disenfranchised worker, they need hope, and they can find hope by knowing you! You don't have to go on a foreign missions trip to have a ministry; you can go on a local missions trip five days a week at your office by using your company as a vehicle of hope in the lives of people. Why go to a lost people group in Africa when there is a lost people group at the place you work?

So, having a theology of work can help us provide meaningful work for the disengaged worker, and hope for the disenfranchised people in our businesses. But it can also transform how we view our role as business leaders. Jesus' ministry was all about the marketplace. If we get down to the most clear translation of the word *tekton*, which we normally translate as "carpenter," we find that Jesus was likely a builder or general contractor rather than a single craft carpenter. Jesus owned a business until he became a preacher. It should be no surprise that 122 of the 132 public appearances Jesus made were in workplace – that's 90%! Of the 52 parables Jesus told, 45 had workplace context – that's 86%! Of the 40 miracles Jesus performed – 39 were in the marketplace – that's a whopping 97%!

How can we as CEOs, leaders or business owners do our work in the marketplace like Jesus did his? I believe it happens at its best when we are surrounded by a brain trust, a networking group that helps us achieve excellence as, together, we solve problems faster, better, deeper. Why go it alone in the business zone?

The Wall Street Journal says the top two factors that influence your success as a CEO are:

1. your experience, and
2. the experience you gain from others.

The Bible said it before the Wall Street Journal did! It tells us that a triple-braided cord is not easily broken. Imagine being in a room with your 'brain trust' of leaders! The

experience you gain from a peer group of advisors is like oxygen for a person out of breath.

Building and leading a business is not easy or fast. It's a big job, with big responsibilities that can often lead to big questions. How do you do more than just maintain? How do you thrive? What's the best way to manage your team for results? How do you achieve balance? (Is there such a thing as balance?) To answer these questions, Convene brings out the best in you and brings on the best in a peer group of advisors.

Convene peer groups are comprised of CEOs, presidents, and business owners throughout a region. They're feeling like you are and asking the same questions you are. The CEO role should not be the "lonesome road" role! Convene is more than a repository of Google responses to leadership questions. It's real live CEOs like you, helping each other.

Convene is a faith-based organization for Christian CEOs who get together monthly in peer-to-peer environments to learn strong business leadership skills built on a biblical platform. Convene was founded in 1996 by a group of five CEOs and business owners who were feeling isolated and lacked the tools, support and relationships they needed to build the profitable businesses of their dreams. They wanted to integrate their faith to make great Kingdom impact. Today, over 400 Christian CEOs in over 40 cities are helping one another gain insight, experience business growth, have impact, and leave a strong legacy. More about Convene can be found at www.convenenow.com.

As **leaders** formed in the **image of God**, leading **people** formed in the **image of God**, we should lead our **companies** on the **principles of God**.

***Hear a live version of this article on YouTube.
Just search for "Convene, Greg Leith" and listen in!***

The Invisible Christian

Rick Goossen



In 2013 Mark Burnett, the #1 TV Hollywood producer, was our keynote speaker in front of 450 attendees at the ELO World Conference. One guest as they walked into the ballroom, gasped, “I’ve been told about Christians in business, I’ve just never seen this many before.”

I’ve heard these comments from people attending the ELO World Conferences who were invited along by others. They knew they were coming to some “Christian-type” event, but didn’t know exactly what that would entail or what these types of people actually looked like!

Is this farfetched? Not at all. There are apparently a significant number of Christians in Canada. A great number are involved in business. Many of them have well-known businesses. And, yet, they are generally “invisible.” What do I mean by invisible? Well, we know or think they are out there—but very few people have seen them. Why is this the case in Canada? There are several challenges. First, faith has become privatized. The prevailing view among the non-religious is that faith is a private matter and should not be brought into the public square. This “religion chill” has crept into our societal thinking.

“Freedom of religion” is viewed as “freedom from religion” for many. You can have a view on something—just don’t say it has a religious origin. Otherwise, you will be perceived as unreasonable, narrow-minded, anti-something/anti-everything and a whole bunch of other things you weren’t aware of. It is fine to believe something, just don’t let it impact what you do.

Second, Christians act in isolation. Christians tend to circle the wagons in their personal lives. They don’t freely share their life and opinions—too much blowback from people who disdainfully disagree due to preconceived notions. For example, the terms “Christian,” “evangelical” and the dreaded “born again” all have negative connotations. Thus, Christians share their faith in safe harbours and not in rough waters and with people who think like them rather than those who don’t.

Third, invisibility is facilitated by fragmentation and the challenge of gaining an organized critical mass. Protestants have an in-built can of worms—it self-fragments. The Protestant church was, of course, the world’s preeminent protest movement. The Catholic Church was opposed; new movements and denominations were unleashed. Today’s manifestation is that if you’re in a church and you don’t like it, well, start your own. Stand-alone churches and denominations proliferate in an amoeba-like fashion. As a result, bringing people back together for any unified purpose is a challenge.

Lastly, the invisibility of Christians occurs due to disengagement with the broader society. Christians seems to have thrown up the white flag. There is little sense of being a contributor to society—instead we are disengaged from it. With an H. Richard Niebuhr typology, this is “Christ against culture.” There is decreasing perceived value to being part of a bigger whole.

The Invisible Christian (continued)

These four trends contribute to the invisibility of Christians in the broader society. What's the result of this situation? As Mark Burnett noted at the ELO World Conference in 2013, "Christians are the largest, most ineffective tribe in the world." Mark Burnett made this comment not in the spirit of condemnation but rather as a spur to action.

What is a way to start changing that? Join the ELO movement and make a stand. ELO World Conferences are an attempt to counter the trend toward invisibility. So, stand up to be counted. Be part of the ELO World Conference by making it a priority to attend. The Invisible Christian – Don't Be One.

"10 in 2" Entrepreneurial Leader Video Profiles

ELO has partnered with Capital Media House (www.capitolmediahouse.com) to develop the world's largest library of 100s of high-impact videos of Christian entrepreneurial leaders.

The videos follow a unique format: 10 questions are answered in 2 minutes! The outcome is fast-paced, captivating video profiles.

The ten questions asked are:

1. **Who Am I?**
2. **What do I do?**
3. **What's my impact?**
4. **What do I want to be remembered for?**
5. **What's my #1 lesson?**
6. **What's my favourite quote?**
7. **What's my passion?**
8. **What gives me meaning?**
9. **What does success mean to me?**
10. **Why am I Christian?**



Mark Burnett, #1 TV Producer in Hollywood, is featured in one of the ELO 10in2 Video Profiles

Some of the entrepreneurs featured are the following:

- Mark Burnett, #1 TV Producer in Hollywood
- Ian Daniel, NCOL Internet (www.ncol.com)
- Braden Douglas, CREW Marketing Partners (www.crewmp.com)
- Michael Gibney, Covenant (www.covenant.ca)
- Lando Klassen, House of James (www.houseofjames.com)

- Brad Malchuk, Fastik Label (www.fastik.ca)
- John Neate, JJ Bean (www.jjbeancoffee.com)
- Joo Kim Tiah, Holborn Group (www.holborn.ca)

The 10in2 video profiles have multiple uses:

- They are available via www.eleaders.org to over 50,000 unique visitors/year
- The videos can be, of course, posted on the website of the profiled entrepreneurs.
- The videos are used in public speaking presentations by Rick Goossen, Chairman, ELO
- The video library will be available for use by learners worldwide.

To view these videos go to www.entrepreneurialleaders.com.

Eleven Things To Know About ELO

The vision, mission and tag line for ELO are listed in this magazine. What are some other important things to know about ELO? Here's our list!

1. The Entrepreneurial Spirit

ELO was started due to the conviction that Christians are called to the marketplace and that entrepreneurial and innovative people in particular can have an exponential impact if their passion and energy are harnessed for Kingdom-building purposes.

2. Entrepreneurship for All

Entrepreneurship is for everyone. Don't think in terms of the person, but the process. Not everyone can found and grow a wildly successful company—but everyone can become more entrepreneurial, seeking creative solutions to pressing problems. So, ELO is about empowering people to look for ways to apply creativity and an innovative spirit in all of their endeavours.

3. Sustainable Social Venture

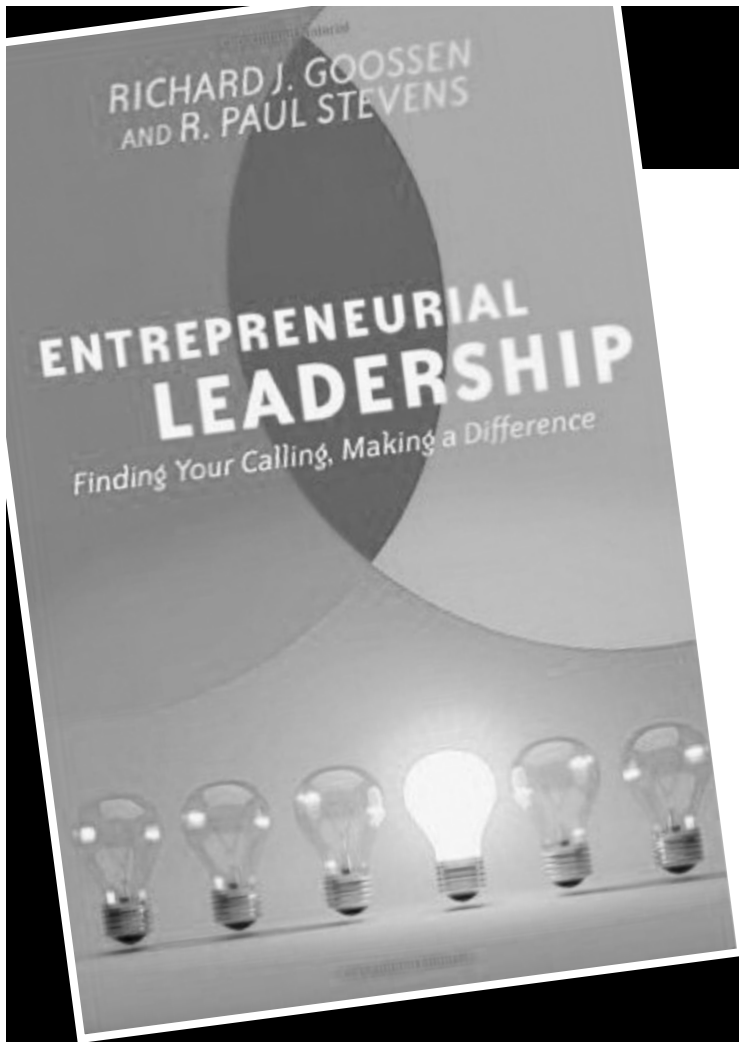
The focus of ELO is to provide a service of value to its constituency at a fair market value which will allow ELO to continue to exist and pursue its vision and mission. ELO is a non-profit organization, but it is not a registered charity offering tax-deductible receipts. In essence, ELO is a social venture: it serves a non-commercial purpose and generates revenue in order to sustain operations

4. Thought Leadership

ELO strives to provide thought leadership in the area of a Christian approach to entrepreneurial leadership. All ELO event draw upon thought leaders from the prestigious academic institutions around the world. Past conferences have included speakers from McGill, Oxford, Cambridge, Yale, Baylor, Thunderbird Graduate School of Management and Regent College.

5. Research Core

At the core of the work of ELO is an extensive base of research into the area of Christian entrepreneurial leadership. This is the world's pioneering and ongoing research study of over 300 Christian entrepreneurs from around the world. The output has included 5 edited books, one authored book, countless articles and blog posts and a basis for public presentations.



GOOSSEN & STEVENS, ENTREPRENEURIAL LEADERSHIP: FINDING YOUR CALLING, MAKING A DIFFERENCE (IVP, 2013)

BUY YOUR COPY TODAY!

In this pioneering work, Richard Goossen and R. Paul Stevens have written what many are already declaring to be the essential resource for Christian entrepreneurial leadership, based on exhaustive research, practical experience and decades of teaching marketplace theology. *Entrepreneurial Leadership* addresses both the “how-come” and the “how-to,” not only grounding the entrepreneurial calling in its proper source in the triune God but also providing practical guides for how to be an effective leader. Be inspired to find your calling and to make a difference in the marketplace, church and beyond.

Contents of Book:

- 1.** The Essence of Entrepreneurship
- 2.** The Essence of Entrepreneurial Leadership
- 3.** Humanist & Christian Models of Entrepreneurship
- 4.** Soul & Spirituality
- 5.** Meaning & Work Ethic
- 6.** Risk & Reward
- 7.** Finding Your Calling
- 8.** Practicing Entrepreneurial Leadership
- 9.** Sustaining Entrepreneurial Leadership
- 10.** Making a Difference

“Evangelicals for much of the twentieth century ignored the political, economic and social marketplace, focusing instead on

preparation for a more heavenly world. Goossen and Stevens break out of those fences, leading us to understand the Christ-given gift of the entrepreneur. This comprehensive treatment of Christ-centeredness in the marketplace provides a curriculum, offering wisdom, encouragement and counsel in this vital arena. It is not too much to say this book is an historic breakthrough on a subject too long ignored. I’ve begun my list of those to whom I will send a copy.” – Brian C. Stiller, global ambassador, the World Evangelical Alliance, and president emeritus, Tyndale University College & Seminary

6. Legacy

An important aspect of ELO is to facilitate the imparting of wisdom and insight from one generation of leaders to the next. The knowledge of entrepreneurs is often not captured. The role of ELO is to gather this information, derive key lessons and then disseminate that information to the next generation of leaders. We believe good theology will lead to good entrepreneurship.

7. Global Network

The Entrepreneurial Leaders Conferences are expanding globally through a joint initiative with World Evangelical Alliance, which represents 600 million Christians worldwide. There is a hunger for learning how to apply faith in the marketplace and to connect with other like-minded people. WEA provides an excellent global network. This year's events take place in Vancouver, Toronto, Hong Kong and Shanghai.

8. Volunteer-Driven

ELO is a volunteer-driven organization. The organization succeeds only because a wide array of people volunteer their time and energy to the cause. People keep jumping on board because they see the value of what's being done and they want to be part of it.

9. Focus

ELO is very clear about what it does and what it does not do. There are various groups that minister or work with business people in the marketplace, and they meet weekly or monthly. That's great. In fact, ELO works with those groups. The focus of ELO is very precise. ELO organizes high-level, large scale, international conferences.

10. Online Resource

One of ELO's goals is to be the leading online resource for Christian entrepreneurs around the world. ELO is on track with this goal. ELO's website through word of mouth alone is getting over 50,000 unique visitors annually and growing at a rapid clip. The website provides access to extensive publications and video resources.

11. Collaboration

A core aspect of the effectiveness of the ELO and gathering together large numbers of people is to facilitate collaboration from throughout the Christian spectrum. This often means breaking down denominational, ethnic and cultural silos. This means breaking down the dead hand of tradition, the inertia of having always done things a certain way. Times have changed rapidly—Christian organizations often do not. ELO is about getting together and uniting on core issues and having a greater impact throughout society.

AT THE HEART OF EVERY POPEYES YOU'LL FIND A TRUE ENTREPRENEUR

Popeyes International Recognizes Our Canadian Franchisee Entrepreneurs

Popeyes was conceived by an entrepreneur, Al Copeland, whose vision and passion tapped into a rich and authentic culinary legacy – one born from the fusion of ingredients, spices and cooking methods of 7 different Nations present over 300 years in Louisiana. This distinct heritage, including both Creole and Cajun styles of cooking, refined and passed down over the years, shaped the delicious Popeyes recipes that people savour today, satisfying their passion for superior tasting chicken and seafood.

One of our biggest strengths as a brand in Canada is the entrepreneurial commitment of our franchisees. These dynamic and dedicated franchisees have been essential in our journey of growing Popeyes' fan base in Canada and beyond.

We'd like to take this opportunity to recognize our Canadian franchisees and thank them for the time, energy and capital they've invested in building on this unique foundation and making Popeyes an exceptional and exciting brand in Canada.

Thanks to the passion of our franchisees, Popeyes has grown to 100 restaurants serving loyal Canadian customers the delicious chicken and seafood they love every day!





You gave your **heart to God...
What about your **career**?**

Connect your **faith** to your **work**.

Meet other Christians over breakfast to discuss business issues from a biblical perspective.

Become a CCBF member today.
Just \$20 a month.

**Canadian Christian
Business Federation**

ccbf

Christian business leaders. Connected



More than 50 chapters across Canada. Find them at www.ccbf.org



STOP LEADING ALONE



A Convene Team can help you balance business excellence, people, profit and faith.
Where Christian CEO's & Business Owners lead extraordinary companies AND lives.



Receive our FREE white paper on
"Building a God-Honoring Business"

Marc Ottestad, 877-236-2236
marco@convenenow.com

Started by Canadians, led by Canadians & ready to launch in Canada.

Learn more at www.ConveneNow.com