



# The Lions Den

INSPIRE † EDUCATE † MOBILIZE

## Vision, Mission, Values

### Vision – TLD BHM Group Exists to see...

Every Christian Business Leader equipped, inspired, and mobilized upwards to a new level of material Kingdom effectiveness, defined by a measurable increase in the profit, spiritual, social, and environmental bottom lines of Business As Mission (BAM).

### Mission – TLD BHM Group Achieves this by...

**Inspiring through BAM events** – TLD creates events where Kingdom minded businesspeople can hear from experienced practitioners, meet similarly minded groups and individuals, and be exposed to novel BAM enterprises and investments. These events often feature Southern Hospitality and great food!

**Equipping through networking and investments** – TLD actively resources explorers of BAM with expertise from within their network to enable practitioners to become more effective. TLD also empowers entrepreneurs with direct investment from TLD participants themselves, and introductions to other Kingdom minded investors.

**Mobilizes by providing places to be involved** – TLD uses its network to connect people who want to utilize their resources, (time, talent, and treasure), with places—or ‘on-ramps’— they can be involved. The constituency is broad, and includes students, business practitioners, academics, and investors.

### Values – TLD prizes these things above everything else

#### Identity Values - Non-Negotiable Essentials (Hills to Die on)

**Orthodox Christianity** – Firmly at the center of TLD’s identity is that the people who participate are all committed followers of Jesus and subscribe to the orthodox beliefs of the Nicene Creed.

**Quadruple Bottom Line** – TLD defines holistic Kingdom success by the delivery of the quadruple bottom lines of Profit (financial sustainability), Spiritual (evangelism and discipleship), Social (helping people in need), and Environmental (stewardship and care of God’s creation). TLD values enterprises and initiatives that can more effectively deliver these four bottom lines synergistically. *The delivery of the quadruple bottom line is what TLD define as ‘being BAM’.* A particular emphasis for TLD BHM is the desire to prioritize the profitable delivery of the spiritual bottom line.

**Business Not Ministry** – While all participants share a respect and a desire to support missions, TLD participants value the ability to use business as the agent of change in the world for Christ. This means enterprises need to be designed to make profit, whilst also seeing material Kingdom change through the delivery of the other three deliverables of the quadruple bottom line.

## Preferential Values (Strongly Held Preferences)

**Growth mindset** – TLD exists to facilitate an ever-increasing number of Kingdom people inspired, equipped and mobilized to deliver more Kingdom results while achieving market returns. TLD also values growth in the BAM space by giving away its brand and allowing others to expand on the ways God has used TLD expansively.

**New Ideas** – God is always doing something new and TLD actively searches for new and novel BAM solutions to world problems. TLD promotes those ideas via cross-pollination amongst its network, and by providing platforms at TLD events for exposure to these new ideas.

**Investment** – Investing in BAM enterprises is seen as an essential way to accelerate Kingdom effectiveness through BAM enterprises. TLD members are active investors in a wide range of BAM companies. Not only do they invest themselves, but they also readily provide platforms and introductions to enable deal-flow between entrepreneurs and qualified investors.

**Networking and Cross-Pollination** – TLD participants actively work to be generous and hospitable to other BAM participants. They are intentional about working with and aiding other BAM networks and institutions. Wherever appropriate, they actively connect disparate parts of the BAM world to foster Kingdom producing connections.

**Professionalism** – While the day-to-day interaction in Birmingham of TLD members has a refreshing, informal, collegiate air, TLD values delivering world-class professional level events. Events that catalyze Kingdom-minded professional investors to resource Kingdom expanding professional enterprises. The goal is: REAL INVESTORS. REAL BUSINESS. REAL IMPACT.

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