



The

Missionpreneur

Vision

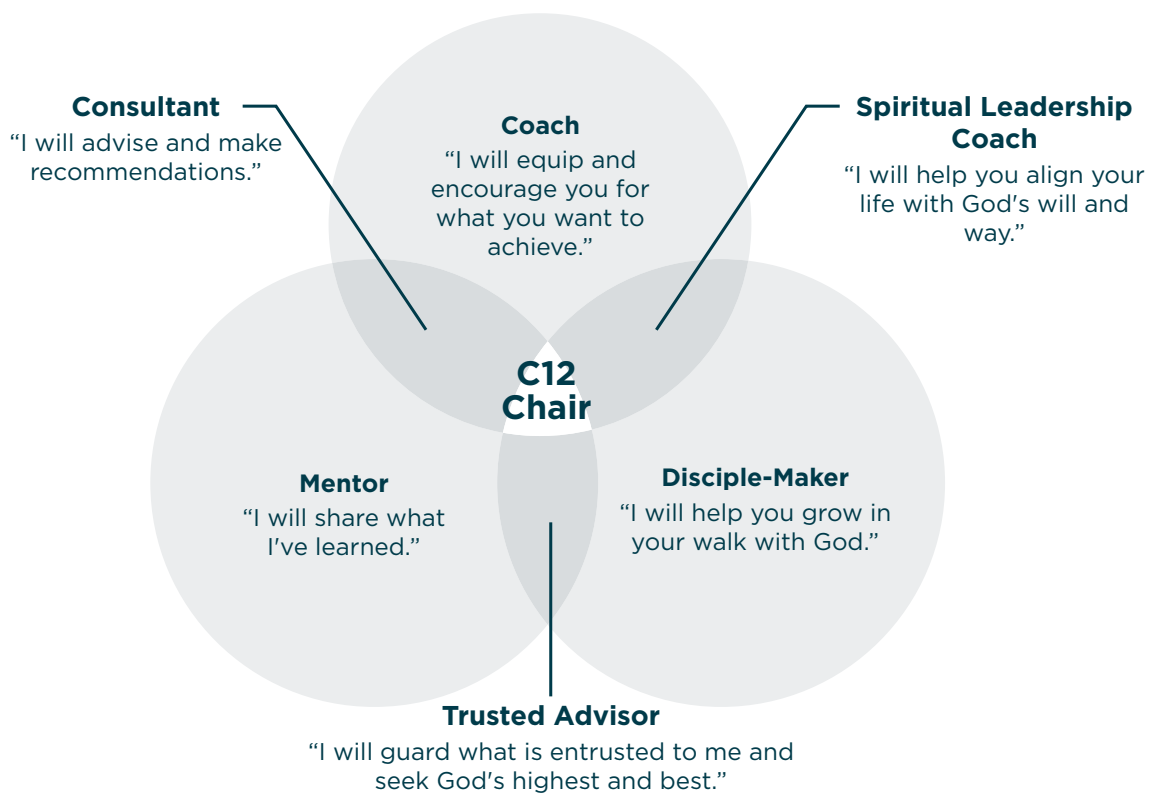


Change the world by **advancing the gospel in the marketplace.**

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.¹

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.²

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

Connect with us.



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¹ 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.

² 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/>).