

Caring Consultants and Kingdom Business Development

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With approximately one billion people around the world being unable to afford basic subsistence living and another 1.5 billion lacking basic amenities, kingdom businesses are helping make both an economic, as well as, a spiritual impact in developing countries. Kingdom businesses are businesses started by Christians that pursue a multiple strategy: profitability and sustainability, and job creation and income generation. In a world mired by endemic corruption and an absence of moral values, kingdom business consultants, with their caring and other-centered attitude, are teaching business owners not only how to grow and be more profitable, but also how to multiply their efforts through ethical and honorable business practices. By using their business acumen to interact with people from all circles—business and government—kingdom business consultants are able to transform society by impacting national policies through a myriad of ways.

Approximately one billion people around the world today (mostly in developing countries) are described as “the poorest of the poor” or the “extreme poor.” These people are not in a position to afford basic subsistence living. There are roughly another 1.5 billion people who are described as the “poor.” This group lives above mere subsistence. In other words, though death is not at their door, chronic financial hardship and a lack of basic amenities—such as drinking water and functioning latrines—are the realities of their daily lives (Sachs, 2005). This means that a majority of the people in the developing world are deeply concerned about their finances—how they can earn enough to live, feed their families, access basic medical help, and even break free from the bonds of poverty.

Endemic poverty (i.e., living below the poverty line) exists in developing countries due to a myriad of problems, including:

1. Corruption—the misuse of public power for private gain (Gaviria, 2002; Neelankavil, 2002; Wilhelm, 2002)
2. The absence of ethics or morals in business
3. An inability to access books, learn marketing, strategic planning, and leadership training which would help individuals grow their businesses

Many from both developed and developing countries argue that endemic poverty will be solved through vibrant economic activity—not grant projects run by governments and

multilateral agencies, nor the small, piecemeal interventions of non-governmental organizations (NGOs) (George, 2006). But what kind of economic activity can rid developing countries of poverty? Is it pure capitalism? Probably not. Many peg their hope on *kingdom business*.

What is a Kingdom Business and What Does a Kingdom Business Consultant Do?

Around the world, most business owners make the mistake of falling in love with their own ideas, products, or services. They forget about their customers, employees, and the communities around them. In other words, they only care about how the success of their products or services will impact their own lives. However, those businesses that change their purpose to bring the utmost benefit to the customers, employees, and the surrounding communities are bound to bring about long-lasting economic, social, and spiritual transformation.

Kingdom business consultants teach business owners not only how to grow and be more profitable, but also how to multiply their efforts through ethical and honorable business practices. Kingdom businesses pursue a multiple strategy (Eldred, 2005):

1. Profitability and sustainability
2. Job creation and income generation

Profitability and Sustainability

Kingdom businesses recognize the dual purpose of business: where individuals operate with integrity, treat employees fairly, provide high quality products and services, and offer a livelihood for business owners and employees (Ewert, 2006; Rundle & Steffen, 2003). In a kingdom business, the business purpose is larger and deeper than mere financial profit—though making a profit is still a priority.

Job Creation and Income Generation

Greater participation of businesses in the economies of developing countries will bring needed economic growth by contributing significantly to the provision of productive employment opportunities, the generation of income, and ultimately, the reduction of poverty (Luetkenhorst, 2004). Kingdom businesses stress the strategy of creating jobs and wealth for the local people as a way to eradicate poverty (Claydon, 2004; Johnson & Rundle, 2006). Since most developing countries are experiencing high unemployment, many people would be very open to being part of a business mentorship program, where they are taught how to make money and create jobs while growing in the practices of integrity and excellence. Kingdom consultants teach business owners how to dedicate the mission of their businesses to the best interests of the employees, the customers, and the stakeholders. Furthermore, every stakeholder is treated with dignity and respect, and not simply as a means of profit (Eldred, 2005).

What is the Impact of Kingdom Business Consultants upon Societal Transformation?

Most ordinary business owners ask, “What is in it for me in this business?” A kingdom business owner or consultant instead asks, “What can I do to make the lives of all the stakeholders better?” That is what sets kingdom business owners or consultants apart from

everyone else. Kingdom business consultants equip others to achieve greater potential in their lives by working wholeheartedly with faith, hope, and love. All aspects of a business are considered to be a potential ministry and a subject of prayer and grace.

Kingdom business consultants are able to affect the policies and directions not only of businesses, but also indirectly impact national policies. Because successful businesspeople are looked upon favorably and are respected by people in developing countries, they are able to rub shoulders with public decision-makers, and in the process make a meaningful contribution to laws and policies. Such laws and policies have an exponential impact on society in the long run (Smith, 1998). This happens when kingdom business consultants train protégés who are able to spread their influence throughout political and social systems. Furthermore, governments are better off dealing with successful individuals than someone without any track record (Lai, 1998).

Thus, kingdom business consultants can affect change in developing countries by:

- Teaching businesses to offer further education and training, along with incentives to their employees, to help them grow in knowledge and expertise.
- Encouraging businesses to pay their taxes to contribute to the cost of improving infrastructure and partnering with other organizations for education and other forms of community development in the rural areas.
- Assisting businesses to model integrity and to resist and expose government corruption by refusing to pay bribes. They can form business coalitions and partnerships with NGOs and other community-based organizations in order to improve their lobbying efforts with the government.
- Inspiring businesses to model innovation in the marketplace by creative marketing and customer service.
- Evaluating outcomes: business owners and staff understand that integrity is the only way to do business; the business is successful and growing; their reputation in the community is one of a high standard of ethics; and a ripple-effect of good business practices spreads throughout the business community

For all of these reasons, kingdom business and kingdom business consultants offer a valuable resource to developing nations. Their example of integrity and practical skills, including specialized training along with job creation, help to impact these nations for good.

About the Author

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