

# Missionpreneur



*The Opportunity  
of a C12 Chair*

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## Are you called to be a leader of leaders?

Has your journey of God forming you as a leader now led you to a place in your career where success for you could be enabling success for others?

Perhaps you've been uniquely prepared to be a "**missionpreneur**"—a role that merges entrepreneurial leadership and dynamic missional impact in a for-profit business venture that yields success and significance.

This e-book explains our beliefs, vision, process, product, and paradigm for this unique opportunity.

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**“I believe one of the next great moves of  
God is going to be through the believers  
in the marketplace.”**

**—Billy Graham**

# 01

## The Need and The Solution

Results matter. Jesus's final directive to His disciples was a command to "go" and achieve results—to "make disciples of all nations." For years, Christians have largely left this charge up to church institutions and "professional ministers" to fulfill. While the church plays a significant role in spreading the gospel, post-Christian momentum in the Western world shows the number of people walking through the doors of a local church is declining. The reality is that 70% of Americans in the workforce don't regularly attend a local church—but they are going to 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>

This is the eternal impact opportunity in the marketplace. In addition to the significant need for discipleship among Christians in business, there is tremendous demand at the leadership level. Of the 120,000 Christian CEOs and business owners (of C12-eligible companies) in the US alone, less than 4,000 are in a faith-driven peer group. Most are isolated and lack accountability, peer support, and an integrated paradigm. Peer forums demonstrate power and value, compounded when integrated with a biblical worldview and Business as a Ministry (BaaM) paradigm. While C12 is the largest operator of Business Forums for Christian CEOs and owners, it is still very much a blue ocean market opportunity.

If we are going to achieve results that matter in eternity, Christians need to show up in the marketplace. We have an opportunity to live out the Great Commission and the great commandments in front of a workforce full of people searching for answers, meaning, and hope. We believe that Christians running businesses need a new, integrated operating system reframed with the gospel and an eternal perspective.

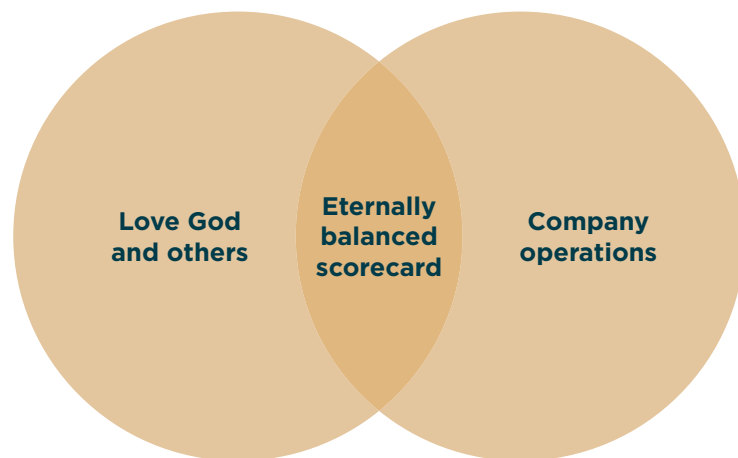
<sup>1</sup> Assumes 10% of 88.9M churchgoers in America (<https://www.barna.com/research/changing-state-of-the-church/>) are non-practicing or non-Christians and that they will spend one hour per month in church.

<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/>).

### **BaaM (noun)**

Short for Business as a Ministry

A Christian leadership model in which a leader integrates a mission to love God and love others with the company's operations for an eternally balanced scorecard.





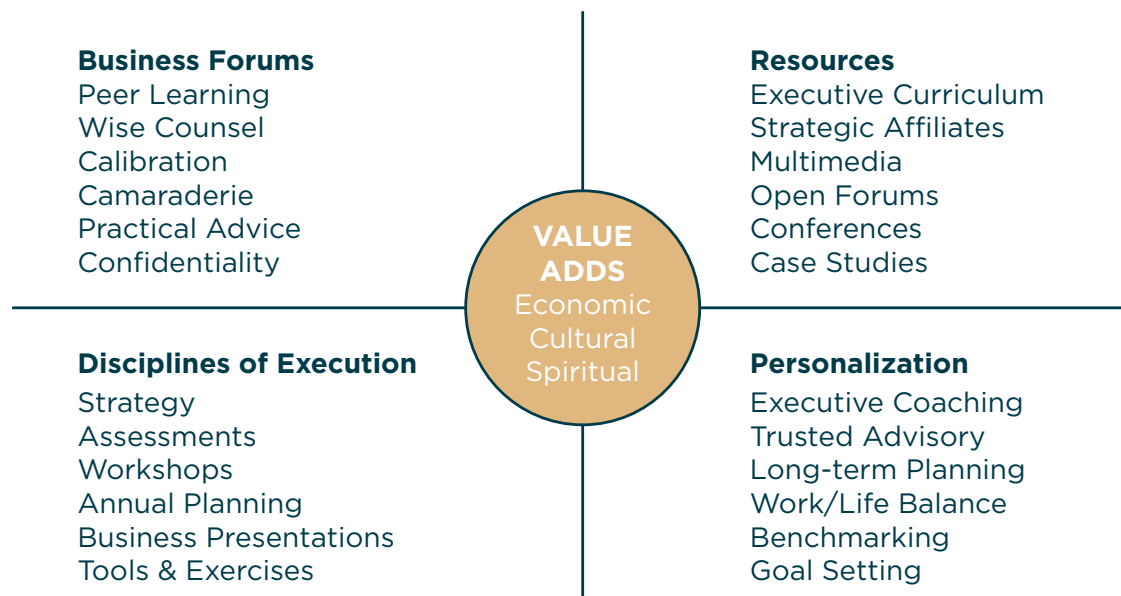
# 02

## The Founding and The Future

The idea of God using believers in business is not new. He founded the marketplace movement in the Old Testament, it continued through the New, and C12 now operates in the current context. Billy Graham described our opportunity decades ago when he said, “The next great move of God is going to be through the believers in the workplace.”

This is how C12 came to be in 1992. Buck Jacobs wanted to help Christian business owners and CEOs think about business differently—to see their enterprises as platforms for ministry and to honor God as they scaled so they could increase their Kingdom impact. The pilot groups were called “Christian Twelve” groups, with forums of 12 non-competing business owners who shared a commitment to Christ. The groups quickly multiplied with business owners and CEOs from diverse industries who shared a biblical worldview.

C12 was founded on and continues to offer the following value propositions:



As members experienced both business and ministry fruitfulness as well as personal life transformation, more C12 groups continued to launch across the country and eventually the world. Today, C12 is the only provider of Christian CEO Business Forums that offers a proven framework for transformation in leaders, businesses, and communities.



## Three Decades of Growth

**1992** Founded with 37 members (3 groups in FL)

**1997** First Chair added

**2002** US expansion

**2005** 21 Chairs and 400 members

**2010** 46 Chairs and 850 members

**2016** 83 Chairs and 1,800+ members

**2017** International expansion

**2021** 130+ Chairs and 2,900+ members

**2022** 150+ Chairs and 3,200+ members

**2025  
VISION**

25 new metro markets, 4 continents,  
250 Chairs, and 5,000 members

## Existing Markets



United States



Brazil



Malaysia

## 3 continents, 35 US states, & 100+ metro markets

Our vision is to change the world by advancing the gospel in the marketplace. We can't achieve our vision without serving more CEOs, business owners, and their Key Players, and we can't serve these people without more leaders launching more C12 Business Forums. As such, we are looking for leaders interested in pioneering C12 in new markets around the US and the world, joining an existing team, or succeeding an exiting Chair.

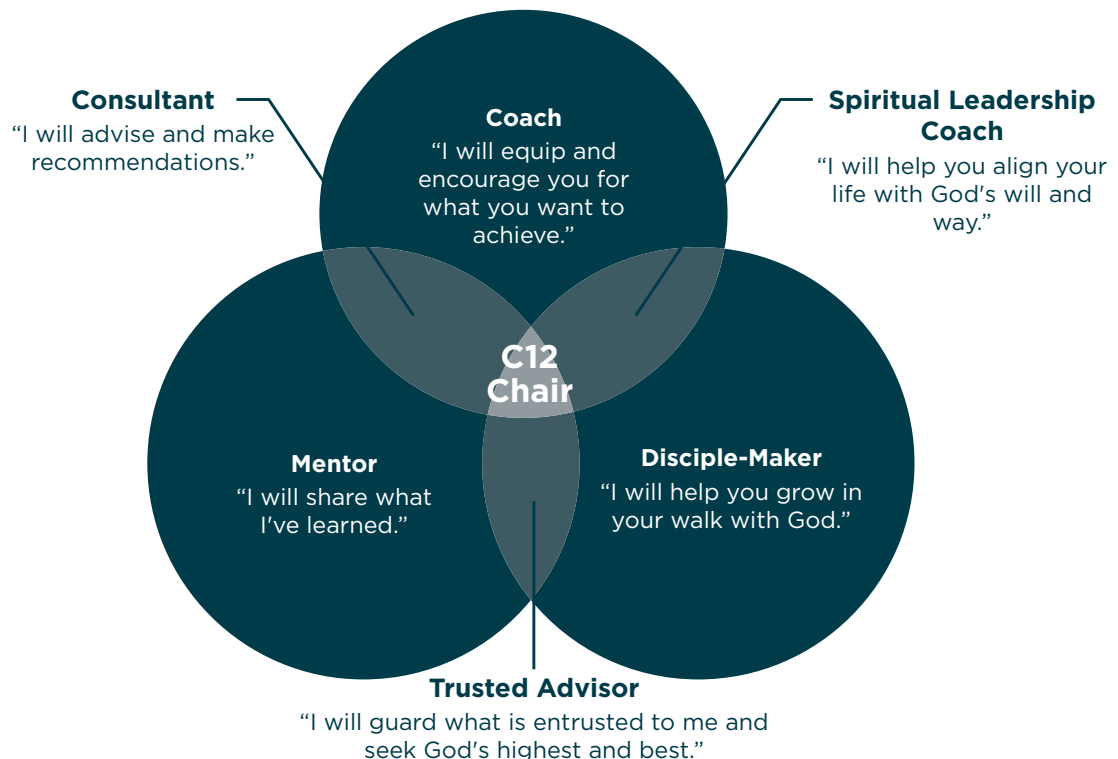


# 03

## Who and How

An essential and differentiating benefit of a C12 member's experience is the leader of the Business Forums—the Chair. The role of a C12 Chair is a synthesis of several meaningful and trusted roles.

### The Multi-faceted Role of a C12 Chair



Perhaps you have been uniquely developed to be a "missionpreneur"—a role that merges entrepreneurial leadership and dynamic missional impact in a for-profit business venture that yields success and significance. C12 Chairs view their local market as their mission field. The opportunity is a vocational commitment to join God in His work and guide members in their Business as a Ministry journey that leads to eternal impact, business fruitfulness, personal satisfaction, and world change.



***“The position of C12 Chair reminds me daily that I am simply one of many tools in the hands of God. Being a tool for the King of Kings and the Lord of Lords leads to a feeling of satisfaction that is unmatched.”***

–Donovan Crosby, Atlanta, GA


A Chair’s success is not determined by his or her education, age, gender, ethnicity, personality profile, or a specific industry experience. Our Chair cadre consists of former accountants and manufacturers, younger and sage leaders, and everything in between.

More importantly, Chair candidates must have the passion, patience, and persistence to grow their C12 Forums as a business and a commitment to follow a proven, results-driven process. Through successes and failures, we have realized the necessary prerequisites and unique qualitative assets for a strong fit.

Requirements of a C12 Chair:

- **Christ-following maturity** – An unwavering biblical worldview shaped by God’s Word
- **Entrepreneurial spirit** – A confident, motivated, and self-starting mindset and the grit, resilience, and agility to launch and scale
- **Full-time commitment** – Willingness to invest the time, energy, and resources to be the owner of your practice
- **Trustworthiness** – The gravitas to garner the respect of business peers who will welcome, seek, and heed your advice and counsel balanced with the humility to listen
- **Business leadership experience** – High business leadership acumen from personal experience (C-suite, ownership, or executive management)
- **Passion** – A heart for disciple-making, strategy, and the marketplace
- **Buffalo mindset** – Alignment with our cultural ethos commitment to challenging others, confronting issues, rallying together, entering the unknown, and pursuing God’s truth while leaning into the storms of circumstances together (Visit [buffaloculture.com](http://buffaloculture.com))
- **Financial capacity** – Capital reserves to fuel the launch of your practice and business startup investments necessary (6-18 months depending on your monthly needs)

The unique benefit of joining the C12 mission is our proven and proprietary process that equips Chairs to build, lead, and facilitate multiple C12 Forums. We create and provide the exclusive and proprietary agenda, world-class curriculum, tools, content, resources, methodologies, systems, and playbooks that predictably transform members to experience business excellence and better faithfulness. Chairs get to unlock, facilitate, and perpetuate that impact—in a scalable design.



**As a C12 Chair, you will get to build, lead, and impact groups of Christian CEOs and business owners who want to build great businesses for a greater purpose.**

### **BUILD.**

Chairs are responsible for building groups of Christian CEOs and business owners (members) as well as key executive leaders (Key Players). This process includes networking, marketing, and business development. Chairs are responsible for maintaining the integrity and affinity of the C12 experience.

### **LEAD.**

Chairs lead members in monthly Business Forums and one-on-one meetings. Coaching, advising, and mentoring members are from both a business and spiritual perspective. Chairs help members think through real-time leadership challenges like building teams, refining processes, vetting opportunities, and resolving issues.

### **IMPACT.**

Chairs unleash exponential impact that begins with their members and extends to employees, families, and communities. By facilitating peer learning and counseling one-on-one, they get to nurture business stewardship, work-life balance, strong relationships, and spiritual growth.



***“I am blessed to be on a professional and faith journey that leverages my past experiences, skills, and passions to advance the kingdom in the marketplace!”***

–Danielle Whah, West Michigan

# 04

## Success and Significance

We consider the common perception that people can only have success or significance as a false dichotomy. Every believer is a full-time missionary and ambassador for Jesus Christ; that is our assignment. God created each of us with a unique Ephesians 2:10 destiny, and He calls us to pursue excellence as we live that out. We believe that success *and* significance can and should be fused into a single role. Both are achievable—for Chairs by serving as missionpreneurs as well as for business leaders by installing C12's BaaM framework. Together, we can be quite a powerful proposition for Kingdom impact and vocational satisfaction

### Significant Impact Potential

A single member can influence:



**40 employees**

(average C12 member company)



**5,000+ people**

(based on average circle of influence)

A single Chair can influence:



**60 members**

**2,400 employees**



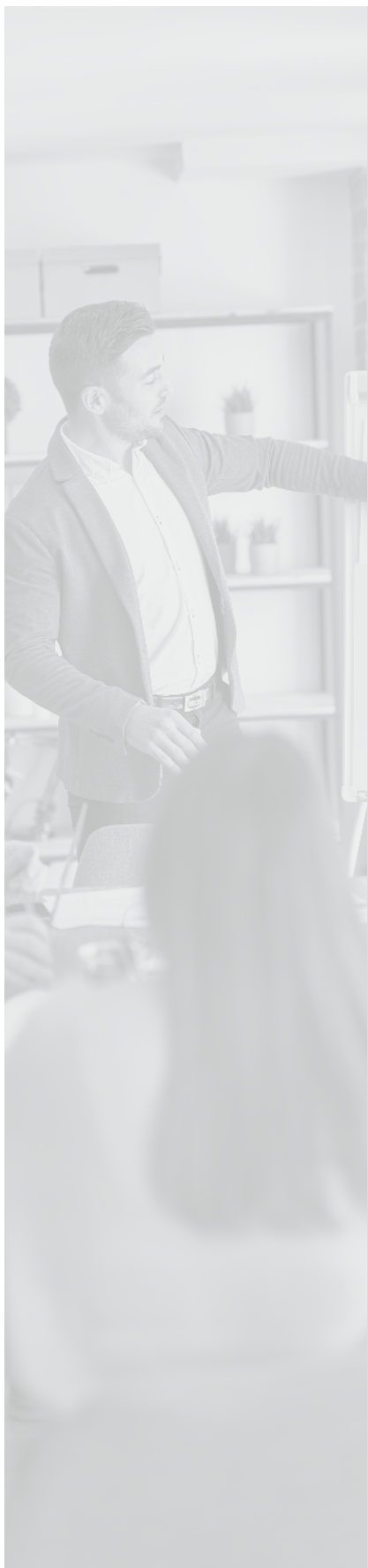
**300,000+ customers, vendors, & families**

**>10% of an entire metro market**



***“For many years, God has been cultivating a passion in me to help others discover their identity and purpose in Christ. This is exactly at the heart of what I do as a C12 Chair. I get to serve leaders as they pursue growth towards God’s best for themselves, their families, and their businesses. I love God, I love business, and I love relationships, and I can’t think of a more fitting or fulfilling ministry for me than that of a C12 Chair.”***

–Luke Van Wyk, Central Iowa



## Six-Figure Income Potential and Long-term Equity

Perhaps you are intrigued by the prospect of using your God-given business talents to help Christian CEOs and owners grow their businesses and advance the gospel. But the very practical question of making a living comes to mind. Can you provide for your family, obligations, and goals for the future while serving as a C12 Chair?

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. Utilizing a franchise model, C12 Chairs operate their own Business as a Ministry ventures known as C12 practices or territories. They do not share their time with consulting engagements, side businesses, or fundraising, so they can focus fully on building their groups and serving their members.

Chairs set monthly dues based on the size of companies and region served, allowing them to generate a professional income and build equity in a sustainable business. As Chairs grow and lead their first group successfully, they may have the opportunity to expand their market and impact by adding more Chairs to their team. Because C12 is a turnkey franchise model, you can build a valuable, sustainable asset with substantial monthly recurring revenue and long-term equity. Essentially, you get to build a great business for a greater purpose, too.

A simple “napkin math” example of a Chair’s full-time earning:

2 Forums	X	12 members	X	\$1,000–1,500 monthly dues	–	royalties & operating expenses
= \$175–250K annual gross wages						

C12’s process of preparing, launching, and supporting a Chair combined with our product offering yields **Chair success 4X greater than the industry.**

# 05

## Initial Interest and Long-term Commitment

### They come for business help.

C12 is *not* a business bible study or another executive networking group. In a marketplace filled with business owners and CEOs who feel alone at the top as they carry the weight of significant responsibilities, C12 is so much more. This is a serious business built on helping leaders build great businesses for a greater purpose. We are the only provider of Christian CEO Business Forums that offers **a proven framework for transformation** for leaders who seek excellence and a greater purpose in their businesses, lives, and communities. Leaders find accountability, benchmarking, world-class business counsel, and an eternal perspective, often as soon as their first Forum experience. Whether they are struggling with growth or layoffs, hiring or firing, strategy or execution, ramp-up or succession, most C12 members initially join because they need guidance and support leading and growing their businesses.

The business results we get to see are astounding, not necessarily in overnight breakthroughs but through steady, incremental growth across multiple metrics. Leaders who persevered admirably before joining C12 improve traction by applying our concepts and insights that simply weren't part of their prior management thinking and vocabulary. They experience both legitimate business improvement *and* eternal fruitfulness.

In a 2021 survey, we asked nearly 600 CEOs who lead \$1M+ companies and have been C12 members for longer than six months how C12 has improved their businesses and lives.



**>50%** attribute company revenue growth to insights and resources gained through C12.

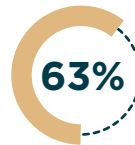


**88%** report an improved company culture.

**60%** have made significant gains in their strategic planning processes.



**89%** indicate their leadership has improved.



have experienced better marriage and family relationships.





## They stay for eternal impact.

Some Christian CEOs and business owners come to C12 with deeply-held convictions and seamless consistency between Sunday and Monday. For others, seeing business as a platform for ministry is an entirely new perspective. Once in C12, an eternal perspective replaces the common ‘sacred versus secular’ divide, fueling significant impact in and through these member businesses.

That transformation doesn’t happen in one meeting, but the spiritual fruit nurtured over time through C12 resources, peer discussion, and Chair interaction is undeniable and profound. C12 isn’t a program to “complete.” Year after year, members stay in C12 as they increase their bottom line while increasing their eternal impact. The results consistently deliver personal and professional value for members that far exceeds their membership dues. C12 experiences industry-leading member retention and Net Promoter Scores due to our model’s unique value proposition and impact.



***“Serving as a C12 Chair has been the joy of my life. The deep sense of purpose I feel each day comes from knowing that my work has an eternal impact. God is leveraging all of the experiences He has given me – professionally and personally – to impact people who will then impact people. I could not ask for a more fulfilling calling on my life.”***

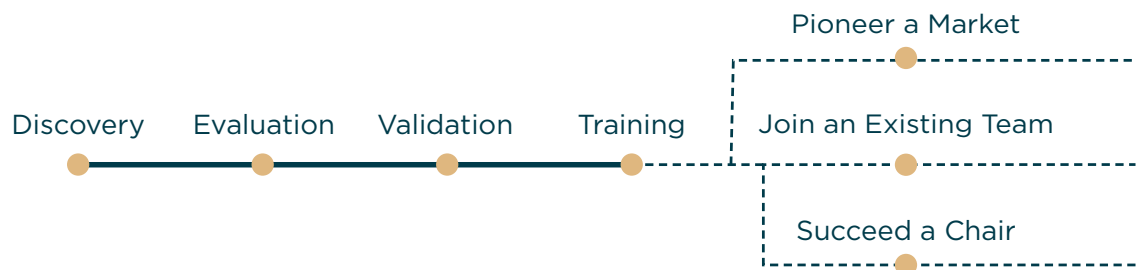
–Matthew Tucker, Boise, ID

# 06

## Options and Next Steps

C12 is actively seeking proven business leaders in metro markets across North America with several possible scenarios.

Pioneering a new market would involve buying a franchise, training, building a plan, scaling a group, and serving the market to its full stewardship potential. Joining an existing team would involve launching Forums with existing momentum but capacity constraints. Or succession scenarios entail buying existing Forums or even entire markets from Chairs ready to transition.



Whether launching a brand-new market or entering an existing one, C12 Chairs embark on a journey with a proven platform. You enter a stage-based cohort of training and mentoring. You receive ongoing support from an HQ team dedicated to your success. And you join a national and global community of peers who constantly share best practices.

If this describes you and excites you, we invite you to take the next step with us. We want to learn your story, professional career, passions, and callings through our application. Our mutual discernment process will allow you to visit a local C12 Business Forum and engage in several conversations as part of the journey to becoming a C12 Chair.

Becoming a C12 Chair is a significant spiritual calling and commitment. We would be honored to walk with you through your discernment process.

### Connect with us.



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**Priorities are what we do. Everything else is just *talk*.**