

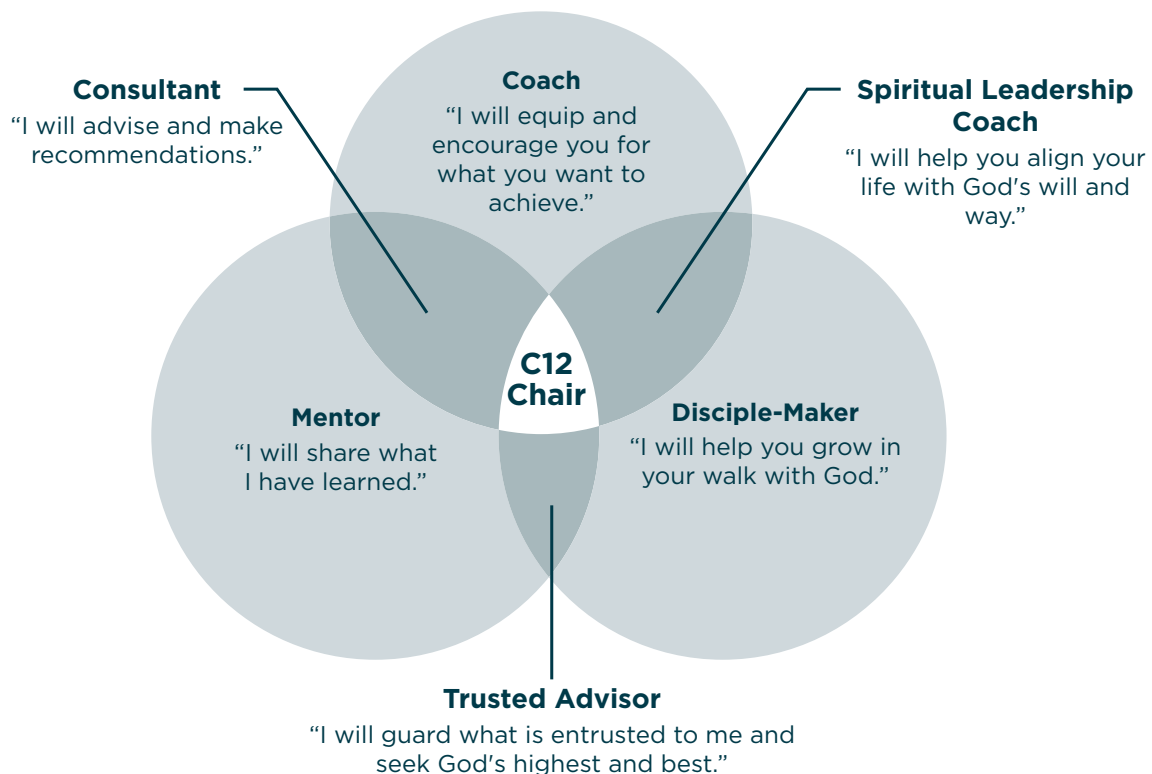
Change the world by **advancing the gospel in the marketplace.**

C12

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 executives, 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 with whom they engage with at work.

Pastors in the US will interact with **8.8 million nominal Christians and nonbeliever attendees** per year with an average of **12 hours of influence** with each.¹

VS.

Christian business owners in the US will interact with **118.1 million nominal Christians and nonbeliever employees** per year with an average of **2,080 hours of influence** with each.²

In addition to the significant need for discipleship among Christians in business, there is a tremendous demand at the leadership level. Together, we present a powerful proposition for Kingdom impact and vocational satisfaction.

A single Chair can influence

 **60 members** →  **2,400 employees** →
 **300,000+** customers, vendors, and 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, guiding members to eternal impact, business fruitfulness, personal satisfaction, and world change.

C12.

Have more questions?

Attend our next **Missionpreneur Forum webinar.**

www.joinC12.com/missionpreneur



Natasha Maciel
Recruitment and Coaching Consultant
natasha.maciel@c12forums.com

¹ Assumes 10% of 88.9M churchgoers in America (<https://www.barna.com/research/changing-state-of-the-church/>) are non-practicing 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/>).