

Is BAM for Big Businesses Only?

Case Study #14

Scenario

After the first BAM Asia Conference in Manila on 20 – 21 October 2023 at the Shangri-La, the Fort, BGC, several delegates commented that BAM was only applicable to big businesses. Small businesses would be hard pressed to follow the 4Ps of BAM. So, how big is your business? That is a wrong question to ask. The right question to ask is, **“Am I a good steward seeking to please the OWNER of the business?”**

God is not concerned about the size of profits, of taxes paid or of the size of balance sheet. **God is concerned about obedience and faithfulness.** Therefore, ask the Lord, **“Help me to be a good steward. Help me not to be covetous or compare the size of my business with others,** for that would amount to doubting your wisdom in apportioning the talents. Instead, help me to do the best I can and become the steward you called me to be, in accordance with your will. So help me God.”

In Matthew 25:14-30 – in the parable of the talents, one was entrusted with five, another two and the third, one “each according to his ability”. To the one with five talents, he runs a big business, the one with two, a medium size business, and the one with one, a small business. The one who was rebuked was the one with the least talent (small business) for he did nothing but hid the talent. The other two, regardless of the number of talents (size of business – medium or big) received the same commendation, “well done, good and faithful servant.”

No matter how many talents are entrusted to us, all are called to be fishers of men, ambassadors, royal priests, and disciple-makers. The 4Ps (Profits, Purpose, People, Planet) of BAM is applicable to all sizes of business, as all are stewards only. God knows our divine-given ability and He apportions accordingly.

The acid test is faithfulness in stewardship, not the size of business. Is your business small? You will have to give an accounting. Is your business medium size? You will have to give an accounting. Is your business big? You will have to give an accounting. Regardless of size, **every business will face judgment based on faithfulness, not profits or growth, but obedience, faithfulness, and stewardship, so prioritize integrity and accountability always.**



LUKE 12:48b

From everyone who has been given much, much will be demanded, and from the one who has been entrusted with much, much more will be asked.

WHAT DO WE DO?

How can our business, regardless of size, be used to bring glory to God and serve others?



