



A Lifetime of Experience, *an Eternity of Return.*

An eBook for Christian business leaders
considering a calling to be a C12 Chair.

Lace up with conviction.

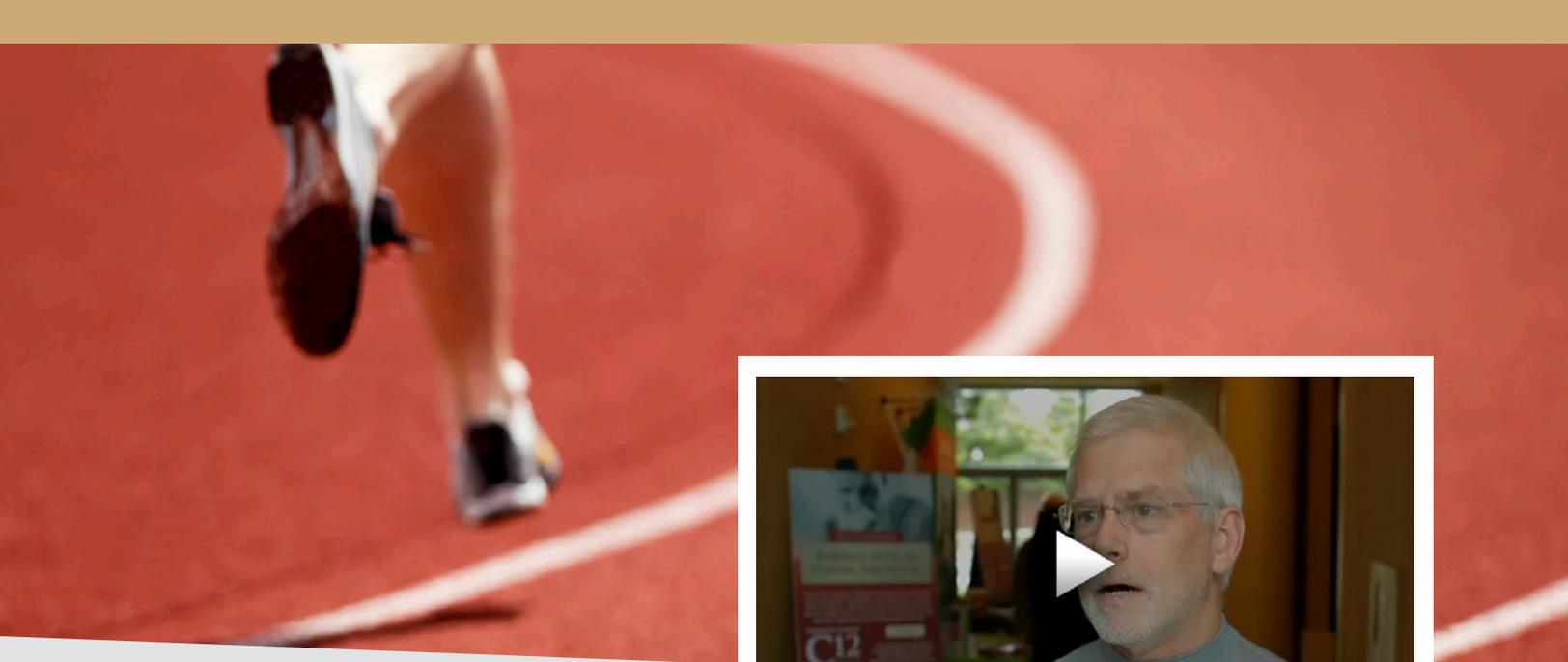
The 1981 movie "Chariots of Fire" tells the story of Scottish runner Eric Liddell, a committed Christian whose convictions prevented him from running the 100 meters at the 1924 Paris Olympics. Because the event fell on a Sunday, he chose not to run. In one particularly moving scene, Liddell's sister Jenny expresses concern over his desire to compete, fearing that his athletic interests will get in the way of his calling to missions. Liddell replies, "I believe God made me for a purpose, but he also made me fast. And when I run I feel His pleasure."



Although the 100 meters was his best event, Liddell stuck to his conviction not to run on Sunday and opted instead to run the 400 meters for Scotland. Despite the odds, he won a gold medal in the 400 and a bronze in the 200.

Liddell's greatest achievement, however, was as a missionary to China, where at age 43 he died in an internment camp. He "broke the tape in Heaven," completing the race God had marked for him.





Has God made you fast?



While many of us business-types may have been pretty good at sports in high school - and even better when we look back ("The older I get, the better I was...") – very, very few of us are Eric Liddells. We'll never know what it feels like to compete for a medal on the international stage.

But we're competing in a race, nonetheless. If God has given you talent in business, then he's made you fast. As a Christian business leader, if you lean in when someone starts describing a business challenge; if your heart skips a beat when you hear the soft spot in a negotiation; if you relish the challenge of organizing and mobilizing teams around a common goal; if you still get chills when the deal is coming together...then perhaps God has gifted you to do more with your business talents than you ever imagined.



For God's sake, run.

If you've been wondering what to do next with your God-given business talents, perhaps He is calling you to use your gifts with the C12 Group – to lay up treasure in Heaven by advancing the kingdom through the marketplace.

Perhaps He has traced out a path for you that leverages the skills you've been given in ways you never dreamed of – a path that intersects with the lives of Christian business owners and CEOs who want to build *GREAT businesses for a GREATER purpose*. Perhaps He wants you to run in a purposeful direction, to feel His pleasure as you press towards the mark together with a cadre of dedicated Christian business leaders.

They come for business help.

You may be wondering what it looks like when you pull up to a C12 Group roundtable. To be clear, most C12 members join because they need business help - not because they need another Bible study. They're struggling with issues they've never faced before: growth or layoffs, hiring or firing, strategy or execution, ramp-up or succession. So much of what they're working through is new to them. They've never managed at this level before, made decisions of this magnitude, navigated waters this deep. And because many of them have little formal business training, they just muddle through the issues, doing the best they can. When they finally find C12, they often see their blind spots for the first time. Or, in many cases, they find the accountability, benchmarking, and eternal perspective.

"We help Christian CEOs and owners see their businesses as more than just cash registers. We help them see their business's ministry potential."

~ ROBERT BEAMAN, C12 CHAIR



A significant part of a C12 member's expanded vision comes through their relationship with their Chair, the capstone of the C12 experience that locks in place the structured business curriculum and the member's peer advisory board. C12 Chairs not only facilitate monthly group meetings, but also get together with members one-to-one, reviewing real-time challenges and opportunities. The Chair helps them think through building teams, refining processes, vetting opportunities and working through struggles. The business results are often astounding, not necessarily in

overnight breakthroughs, but rather through steady, incremental growth across multiple metrics. Men and women who persevered admirably before joining C12 find traction through concepts and insights that simply weren't part of their management thinking and vocabulary. In fact, a December 2013, study of C12 members revealed that during the weak economy of 2008-2013, member companies sharply outperformed their markets, with 79% outpacing their peers and just 1% underperforming the competition. They stay because they get real business help and sharpened eternal perspectives.



"I was made for this."
~ GRANT EDWARDS, C12 CHAIR



They stay for ministry.

Some Christian CEOs and business owners come to C12 with strong theology, deeply-held convictions and a clear connection between Sunday and Monday. For others, seeing their business as a platform for ministry is completely new perspective.

Over the years, we've seen members with mild interest in displaying their faith at work evolve into confident Christians engaged in workplace ministry like never before. A few have even felt compelled to give 10% of their gross sales to a range of ministries! That sort of change doesn't happen in one meeting, but the spiritual fruit nurtured to bloom through C12 Segments, peer discussion and Chair interaction is truly profound. It's why many members engage the process year after year, realizing that as they grow their profits, they're growing capacity to invest in their people, their community and their world.

The C12 Chair gets a front row seat to watch God at work in members' lives. And the results consistently deliver personal and professional value for members - value that far exceeds their membership dues. The chair is blessed by the first-hand opportunity to finish strong with their God-given gifts and experience being used to bless leaders in their community for God's glory!





Beginning with the end in mind.

Perhaps you're intrigued by the prospect of using your God-given business talents to help Christian CEOs and owners move to the next level. But...there's the very practical issue of making a living. Can you feed your family, take care of your obligations and plan for retirement as a C12 Chair?

This is where the C12 model is distinctly different from many pseudo-alternatives. Most of our Chairs own their own franchises and are engaged full time in their practices. They don't timeshare with consulting engagements, side businesses or fundraising. They're focused on building their groups and taking care of their members.

A rewarding race.

C12 members pay monthly dues based on the size of their companies; dues generally range from \$600 to \$1,000+ per month. A healthy C12 practice can generate a comfortable six-figure income for the managing Chair. In fact, many of our Chairs have multiple groups in their territory and even recruit Associate Chairs to further develop their income potential and kingdom impact.

And because C12 is a turnkey franchise model, you can build a valuable, sustainable asset with substantial monthly recurring revenue. When the time is right, you can transition your C12 practice to a qualified successor through a structured buy-out plan. The systems, processes, models and curricula are already in place. The focus won't be on figuring how to make it work, but rather on recruiting, training, and coaching your successor.



God is moving in the marketplace.



Think about your drive to church on Sunday. How's the traffic? Now think about getting into the car Monday morning and heading into the office. Are the roads, buses and trains busier on Sunday or Monday? What does this tell you about where the people are?

If we're going to reach this generation for Christ, we need to show up in the marketplace – where we, as believers, have an opportunity to live out our faith in front of an unbelieving workforce full of people who are searching for answers, for meaning, for hope.

The typical C12 business employs 10-1000 people, engages scores of vendors, and serves

thousands of customers. Our statistics tell us that conservatively a single C12 member's enterprise will touch more than 5000 lives every year. As a C12 Chair leading a group of 12 members, you would be in a position to influence 60,000+ lives for eternity. What an incredible way to use business as missions!

From the starting line...

The C12 Group was started in Tampa, Florida, in 1992. Buck Jacobs simply wanted to help Christian business owners and CEOs think about business differently – to see their enterprises as platforms for ministry, to get better at growing and generating profits so they could more deeply engage in kingdom work. Buck's obedience to God's prompting to run in faith launched America's leading fee-for-service marketplace ministry, impacting millions of lives each year for eternity.

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

~ DR. BILLY GRAHAM



...to the finish line.

As Christians, God has given us a work to do - a work for which we've been uniquely prepared. Ephesians 2:10 says, "For we are God's handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do." We bring Him joy when we do the work He has prepared for us.

The C12 Group is part of God's movement in the marketplace. If you want to leverage your God-given business expertise for eternal impact, we invite you to take the next step in exploring C12. It's an extraordinary opportunity to lay up in treasure in heaven - to do good while doing well.

"This is the most significant work I have ever done."

~ MIKE BURKESMITH, C12 CHAIR



**Contact David Gullotti (David.Gullotti@C12Group.com)
at the C12 Group to continue the conversation.**

C12 Chair Opportunity

The C12 Group is actively seeking proven business and ministry leaders in major metro markets across North America. C12 Chairs view the workplace as their mission field, serving full-time to build, lead, and coach groups of Christian CEOs and executives in their local market. The role and goal of a C12 Chair can be summarized with the words...

BUILD.

The Chair is responsible for building groups of Christian CEO's and Business owners (Members). This process includes networking, business development, and selling. You don't need to have a background in sales, but you do need to be willing to follow a proven, results driven process, and have the passion, patience, and persistence to grow your practice over time. C12 Chairs manage their local practice by offering a fee-for-service membership on an invitation-only basis to qualified individuals, maintaining the integrity and affinity of the C12 experience. Through an initial investment, Chairs are well equipped to build, lead, and facilitate multiple C12 Groups with world-class curriculum and resources.

LEAD.

As you are building your groups, you are also "leading the leaders," as you are facilitating the monthly Peer Advisory Board meeting, and engaging the Members individually in one on one coaching, advising, mentoring, and counseling. C12 leadership encompasses both a business and spiritual equipping perspective.

IMPACT.

As you build your practice, and lead your Members, you begin to create an incredible amount of impact on your Members, their stakeholders, and your community, in both the temporal (healthy growing businesses, better work life balance, stronger relationships), and the eternal (people coming to Christ, sanctification of believers, ministry in Christ name). C12 Chairs view Members as ambassadors for Christ whose companies are platforms for ministry. Chairs help their Members pursue excellence in business from a biblical perspective, stewarding the opportunity entrusted to them.

THE REQUIREMENTS & QUALIFICATIONS OF A CHAIR:

Mature Christ-Follower

Believe and live a life that indicates that Jesus is Lord and Savior, the "whole Bible is wholly true," and God has a plan for every believer's life and that includes their business. Be a hearer and doer of God's Word, with an unwavering biblical worldview.

Entrepreneurial Attitude & Spirit

A "can do," self starting mindset, with the willingness and ability to be in business with us, and committed to being full time "owner operator" of your practice with no other active vocational interests. A desire to build not just a monthly income but long term equity and business legacy.

Ability to Invest Financially

Must be able to invest not just your time and talent but your resources to build and grow your practice. Must also have financial reserves to live on for 6-18 months depending on your monthly needs.

Business Leadership Principles

Must have strong business leadership acumen, and understand how the Bible applies to business. Be a servant leader, lifelong learner, embrace a stewardship (God owns it all) mindset, and have a strong desire to impart this wisdom upon others.

Trustworthy Advisor to Peers

Must have the "gravitas" to garner the respect of business peers who will seek your advice and counsel.