



**World Council
of Churches**

Values Create Value

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1. Jesus invented the workplace fellowship.

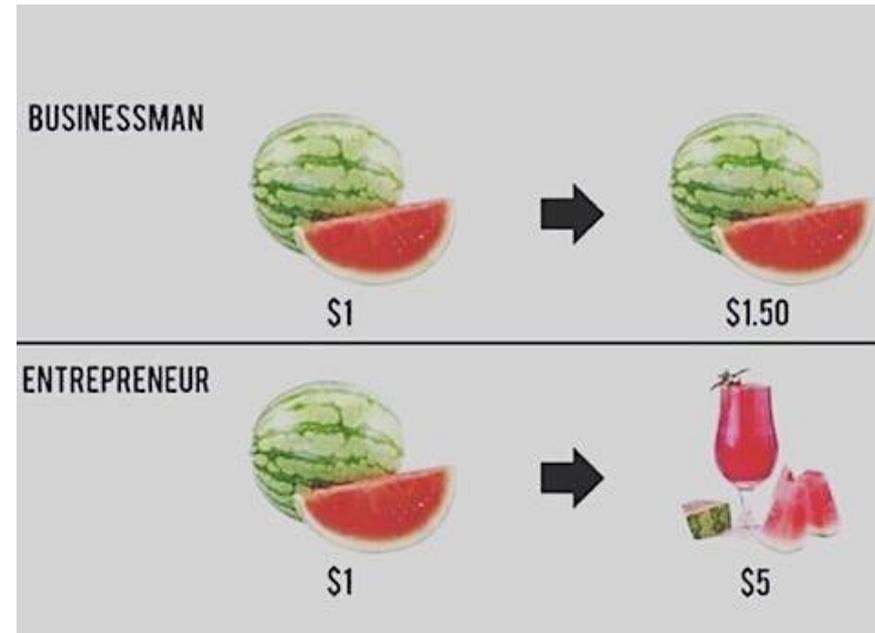
- ❖ The twelve disciples are professionals
- ❖ Need a green sustainable development theology
- ❖ Need an entrepreneurship theology



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2. Businessmen and entrepreneurs are different

- ❖ Businessmen care about transaction
- ❖ Entrepreneurs care about innovation
- ❖ God is an entrepreneur
- ❖ Entrepreneurs are not the rich people in the Bible, but good stewards of loyalty



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3. Today's business model returns to its core

- ❖ Not the most profitable but the most valuable: Amazon.com
- ❖ Affordable: Zara and Xiaomi



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3. Today's business model returns to its core

❖ The nature of business

Meeting people's needs in a sustainable manner

and

Solving social problems

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4. Kingdom Culture vs. Business Culture & Contemporary culture

- ❖ Contextualization: The key of localization is to solving cultural conflicts.



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4. Kingdom Culture vs. Business Culture & Contemporary culture

- ❖ My Story: Gospel Technology
- ❖ Face the challenges in different nations, such as
 - United States: insufficient green economy, America First;
 - Developing countries: commercial bribery, unfair trade;
 - Europe: refugee crisis
- ❖ Ocean Theory

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5. A new business mode of 'Love +':

Love + business, Love + economy, Love + ...

- ❖ The philosophy of 'Love +' mode is to increase positive externalities
- ❖ *Love* is a unique resource, it is a special way to organize resources as well
- ❖ Establish a positive values-driven developmental model
- ❖ Empowerment management: not to burden employees with pressure and work, but to offer them resources and energy

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5. A new business mode of 'Love +': Love + business, Love + economy, Love + ...

- ❖ Shared economy: not a zero-sum game, but to build, create, share together
- ❖ Enterprises that bless: profit is not number one priority, but keep increasing the value and benefits

