

## Institute for Business Transformation Formation Modules

**Business as a Calling/Vocation** encourages businessmen and professionals to see the deeper meaning of their professions.

**The New Evangelization** focuses on market economies and their relation to the material and spiritual well-being of society.

**Profit of Values** delves on Corporate Social Responsibility and focuses on man's duty to nature and to others.

**Enterprise and the Common Good** makes businessmen realize their impact not only on their own bottomline but on society in general.

**Business Leaders as Agents of Economic and Social Inclusion** gives business a new paradigm -- that of promoting growth to be able to share wealth with others.

**Human Dignity in Managing Employees** helps business owners in promoting respect and servant leadership in their companies.



Business is a vocation, and a noble vocation, provided that those engaged in it see themselves challenged by a greater meaning in life. This will enable them to truly serve the common good by striving to increase the goods of this world and to make them more accessible to all.

Pope Francis  
*Evangelii  
Gaudium*



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## INSTITUTE FOR BUSINESS TRANSFORMATION

A Marketplace Initiative of the BCBP



**The world of business has always been a battleground.**

Businessmen are fighting to survive or dominate the market. But the war is not only between them. It is between right and wrong, between doing business honestly and fairly, or though cheating, corruption, manipulation and exploitation.

**The war rages daily.**

Will a businessman be honest today?

Will he pay the right taxes today?

Will he treat his employees properly?

Will he prevent harm to the environment?

**The conduct of business needs to change.**

A new order of business needs to be embraced.

A new mindset needs to be formed.

And new strategies must be applied.

The Brotherhood of Christian Businessmen and Professionals (BCBP) is laying the foundation for a new order of business. Its vision is to bring Christ to the marketplace, and to win the marketplace for Christ. It has been helping businessmen and professionals win the war through its more than 200 Chapters, Outreaches, and Missions in the Philippines and other parts of the world.

**Yet the battle is far from over. It is far from being won.**

We all need to unite and work as one.

The BCBP has been synonymous with **Marketplace Evangelization** since its birth in 1980. It will now continue to fulfill its vision and mission through the **Institute of Business Transformation (IBT)**.

The IBT is an arm of the BCBP that aims to promote **Business as a Vocation**. It will unite, guide, and mold business leaders, challenging them to aspire for a greater meaning in life -- eventually sending them out to their marketplaces to win other businessmen for Christ.

The IBT will focus on **Good Products and Services, Good Work, and Good Wealth** to transform businesses into noble vocations. It believes businessmen are searching for "meaning" and the IBT wants to help them work for the common good -- for God's greater glory.

## How does the Institute for Business Transformation work?

### FORMATION

The IBT combines BCBP modules, social teachings, Papal encyclicals, and teaching tracks from the International Christian Union of Business Executives (Uniapac) in its Formation modules.

### ACTION TEAMS

The IBT brings together executives with similar hearts and minds in small cluster teams. They will engage in prayer, Bible study, and sharing of best practices in business.

### PUBLIC FORA

The IBT gathers businessmen and professionals per industry as well as government and civil society leaders and engages them in meaningful discussions about business transformation.

### CONSULTANCIES

The IBT provides mentoring and business coaching services to corporations through certified Business Transformation coaches who will work with the corporations for an agreed package fee for 3, 6, or 12 months, depending on the need.

# Transforming the World of Business