

Business as mission

Business



Business as Mission Business as Mission Mission activities may be integrated into business through the provision of high ethical business standards within an enterprise. It will help in minimizing moral differences that may emerge within the employees with specific skills. A business may also be integrated into a mission activity through formal incorporation external engagement of the employees. Establishment of business processes that helps in setting corporate strategy, design products as well as planning a project is a better way of integrating a business with mission activities. Radical engagement is another way of making mission activities and business integration. It helps in building goodwill, understanding and more connections in the World (Johnson and Randle 3). These relationships assist in the reduction of cultural differences experienced in a company. Proper integration of commercial and mission activities may also be achieved by meeting the changing needs and desires of the customers. The organization will, therefore, be able to cope with social diversities of employees.

BAM is the best way to perform this integration because it advocates a holistic mission strategy that aims at creating jobs and wealth for the local people, as well as address other physical, social and spiritual needs. A triple bottom line is an accounting description that is associated with three major developmental features (Johnson and Randle 4). These characteristics are the social, environmental and financial aspects of a company. In this case, the bottom line, therefore, refers to the profit or losses incurred by an enterprise in a given period. An example of a corporation that applies triple bottom line is the Walter R. McDonald & Associates Inc. Triple bottom line companies make investment on the basis of their customer's social demand, environmental requirements, and their financial status. The companies

target at meeting the needs of their employees and clients. These companies, therefore, provide social, economic and spiritual rights to their stakeholders.

Work Cited

Johnson, Neal and Randle, Steven. Distinctive and Challenges of a New Approaches to the World Mission, 2006.