



North Texas

SUCCESS & SIGNIFICANCE

An Opportunity to Lead Leaders in North Texas as a C12 Chair

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OPPORTUNITY IN THE MARKETPLACE

Results matter. In fact, Jesus' final directive to his disciples was a command to go achieve results - to make disciples of all nations. Until now, we have largely left this charge up to the church institution to fulfill. While the church has a large role in spreading the gospel, the reality is there are many more people at work who need to hear the Gospel than there are at church. In fact, up to 70% of Americans in the workforce do not have a regular connection to a pastor, priest, or minister.

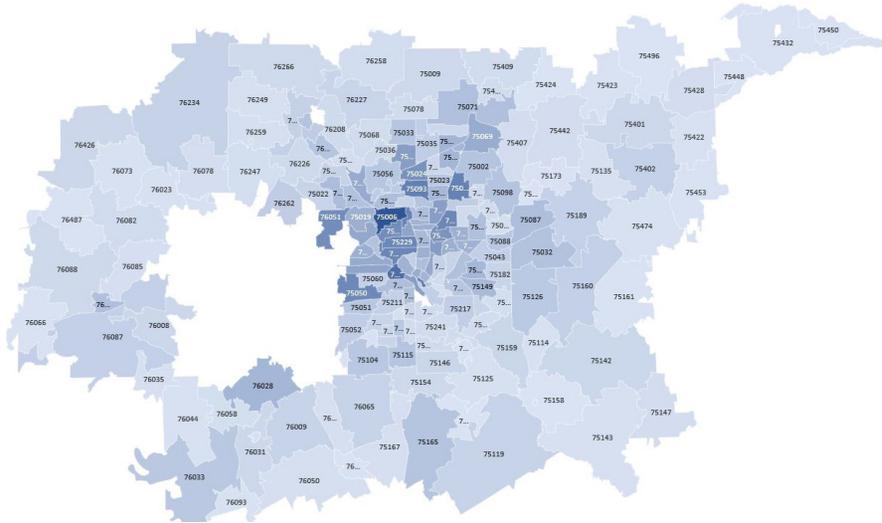
C12 North Texas video
<http://vimeo.com/384372294>

If we are going to achieve results that truly matter, we need to show up in the marketplace as believers that have an opportunity to live out our faith in front of an unbelieving workforce full of people who are searching for answers, for meaning, and for hope.

The typical C12 Member company employs 10-1000 people, engages scores of vendors, and serves thousands of customers. Conservative statistics tell us that a single C12 Member's enterprise will touch more than 5000 lives every year.

One C12 Chair Impacts:

- 60 Members**
A fully developed practice has 5 business forums of 12 members.
- 2400 Employees**
An average C12 company has 40 employees.
- 240,000 Customers, Vendors & Families**
Each employee has an average circle of influence of 100 people.
- >10% of an Entire Metro Market**



MEMBERS COME FOR BUSINESS HELP

Most C12 Members usually join because they need business help - not because they are looking for another Bible study, networking business forum or guest speaker forum. They are struggling with issues they have typically faced alone: growth or layoffs, hiring or firing, strategy or execution, ramp-up or succession. They have missed out on learning from others who have been there before. And because many have little formal business training, they just charge headlong through the issues, doing the best they can. When they find C12, they often see their blind spots for the first time. And, in many cases, they find the accountability, benchmarking, and eternal perspective they have been missing.

79%

A recent study of C12 Members revealed that during the weak economy of 2008 - 2013, 79% outpaced their peers.

3x

In a ten-year study (2006) of 350 mid-sized American leadership companies, long-term C12 Members with annual sales from \$2 - \$800 million, outperformed their peers by growing their top-line revenue and bottom-line profits more than three times faster.

The C12 Experience

A significant part of a C12 Member's expanded vision comes through their relationship with their Chair, the structured business curriculum and their C12 Business Forum. C12 Chairs not only facilitate monthly business forum meetings, but also meet monthly with Members 1-on-1, reviewing real-time challenges and opportunities. The Chair helps them think through building teams, refining processes, vetting opportunities and solving problems. The results are often astounding usually through steady, incremental growth across multiple business measures. Men and women who persevered admirably before joining C12 find traction through concepts and insights that simply were not part of their management thinking and vocabulary. They stay because they get real business help and sharpened eternal perspectives.

THEY STAY FOR THE MINISTRY

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

We regularly observe Members with mild interest in displaying their faith at work evolve into confident Christians engaged in workplace ministry. For C12, ministry means helping our Members see how they can care for people's physical, emotional and spiritual needs. Members realize that as they grow their profits, they are growing capacity to invest in their people, their community, and their world.

C12 COMPANIES GIVE OVER
\$200M
IN DIRECT MINISTRY
CONTRIBUTIONS EVERY YEAR

The C12 Chair gets a front row seat to watch God at work in Members' lives. The Chair is blessed with the first-hand opportunity to use their God-given gifts and experiences to guide leaders in the community for God's glory.

Look at what some of our Chairs had to say about their role as C12 Chair:



Chuck Eapen
C12 Chair, Northern New Jersey
<https://youtu.be/8710Vdmfot0>



Steve McCullough
C12 Chair, Charleston, SC
<https://youtu.be/CEYF77FQTco>

IDEAL CHAIR CANDIDATE

The C12 Business Forum is actively seeking proven business and ministry leaders in North Texas. C12 Chairs view the workplace as their mission field, serving full-time in their local market. The role and goal of a C12 Chair can be summarized with the words build, lead, and impact.

Build

The Chair builds business forums of Christian CEO's and business owners (Members). This process includes networking, marketing, and business development. You do not need a sales background, 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.

Lead

After you build a business forum, you lead them by facilitating monthly peer advisory meetings and by engaging in one-on-one coaching, consulting and mentoring. The topics covered range from business to spiritual to personal ones. You will focus on best-in-class content that makes both a near-term and an eternal impact.

Impact

The impact on your Members, their families and their companies and communities will be amazing. From healthy, growing businesses, better work-life balance, stronger relationships to eternal impacts around salvations, service and giving, the C12 Chair is uniquely positioned to influence, observe and celebrate great progress.

Characteristics of a C12 Chair

Mature Christ Follower

Be a hearer and doer of God's Word, with an unwavering biblical worldview.

Entrepreneurial Attitude

A "can do, never give up" mindset, with the willingness and ability to be in business with us and committed to being full time "owner" of your practice.

Trustworthy Advisor to Peers

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

Business Leadership Principles

Must have strong business leadership acumen and understand how the Bible applies to business.

Ability to Invest Financially

Must also have financial reserves to live on for 12-24 months depending on your monthly needs.

SUCCESS AND SIGNIFICANCE

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

This is where the C12 model is distinct from many alternatives. All our Chairs view their role as owners and are engaged full-time in their practices. They do not split time with consulting engagements, side businesses or fundraising. They are fully focused on building their business forums and taking care of their Members.

"I wanted to leverage two joys in my life and use them for God's glory: work with business owners, and lead groups sharing in a transparent, authentic, and vulnerable way."

- DAVE SHOEMAKER, C12 CHAIR

Income Potential

C12 Members pay monthly fees, based on the size of their companies, that allow a successful practice to generate a professional income. As C12 North Texas grows, we will have opportunity to launch multiple business forums to help us further develop this territory and Kingdom impact. And because C12 is a turnkey franchise model, you can build a valuable, sustainable asset with substantial monthly recurring revenue. The systems, processes, models and curriculum are already in place.

Here is how it works after you have been trained and join our team.

1. We help you launch your practice through events, coaching, networking, marketing and lead generation activities.
2. Once you have a nucleus of new Members, you begin a C12 Business Forum.
3. When Member fees are collected, and you receive a significant majority of that money.
4. As your business forum grows and you build your practice, you will add more business forums. The maximum load for most C12 Chairs is five full business forums (approximately 60 Members).
5. Most successful C12 Chairs have six figure annual incomes.

FROM THE BEGINNING



The C12 Business Forum was started in Tampa, Florida, in 1992 by Buck Jacobs, who wanted to help Christian business owners and CEOs think about business differently – to see their enterprises as platforms for ministry and to get better at growing and generating profits so they could more deeply engage in Kingdom work.

- 1992** *C12 Founded*
- 1997** *First Associate Chair Added*
- 2002** *Nationwide Expansion*
- 2005** *21 Chairs & 400 Members*
- 2008** *C12 Launches in DFW*
- 2010** *46 Chairs & 850 Members*
- 2011** *C12 Launches in Collin/Denton Counties*
- 2018** *90+ Chairs & 2,100+ Members*
- 2021** *Goal: 125 Chairs & 3,000+ Members*

MISSION

We equip Christian CEOs and owners to build great businesses for a greater purpose.

VISION

To change the word by advancing the Gospel in the marketplace.

CORE VALUES

Results Matter

God measures results and so should we!

Gratitude

We embrace our calling in light of God's grace with thanksgiving.

Pressing On

We operate with a zeal for God's best in all things, never settling, coasting, or quitting.

Camaraderie

We joyfully serve as a cadre, embracing God's call to unity in Christ.

Humility

We desire God's best and are always open to learning and correction.

BEMA Mindset

We operate as stewards with eternal accountability in everything.

TO THE PRESENT

As Christians, God has given us a work to do - a work for which we have 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.

"Being a C12 Chair is not easy, but it is the most rewarding work that I have ever done. I can't imagine doing anything else."

- TOM HAWES , C12 CHAIR

Process of Candidacy

We invite you to begin the application process. All your information and our conversations are confidential.

Contact Tom Hawes at C12 North Texas to begin the process.

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(214) 620-9366

C12NorthTexas.com



North Texas

Great Businesses. Greater Purpose.



North Texas