

CABE

Annual General Meeting

17th May 2011

St James' Church

Piccadilly, London

Chairman's Report

Highlights of 2010

- Hugh Kay lecture with Chris Stephens
- 3 Network events in Guildford
- Collaborative event in North West

- Incorporation
- Trustee Awayday

Challenges

- Growth
- Membership renewal
- Collaboration
- Changes of trustees, director

Inspiration

He is the one we proclaim, admonishing and teaching everyone with all wisdom, so that we may present everyone fully mature in Christ. To this end I strenuously contend with all the energy Christ so powerfully works in me.

Col 1:28-29 NIV

Inspiration

We teach in a spirit of profound common sense so that we can bring each person to maturity. To be mature is to be basic. Christ! No more, no less. That's what I'm working so hard at day after day, year after year, doing my best with the energy God so generously gives me.

Col 1:28-29 The Message

Finance

John Kay

Budget Position 6 April 2011

- Cash Assets £13,500
- Annual Income from members £5,000
- Annual Expenditure (fees, communications) £11,000

- Hugh Kay lecture supported by Oldham Foundation
- Events run at a slight loss
- Donations £5,000

Membership

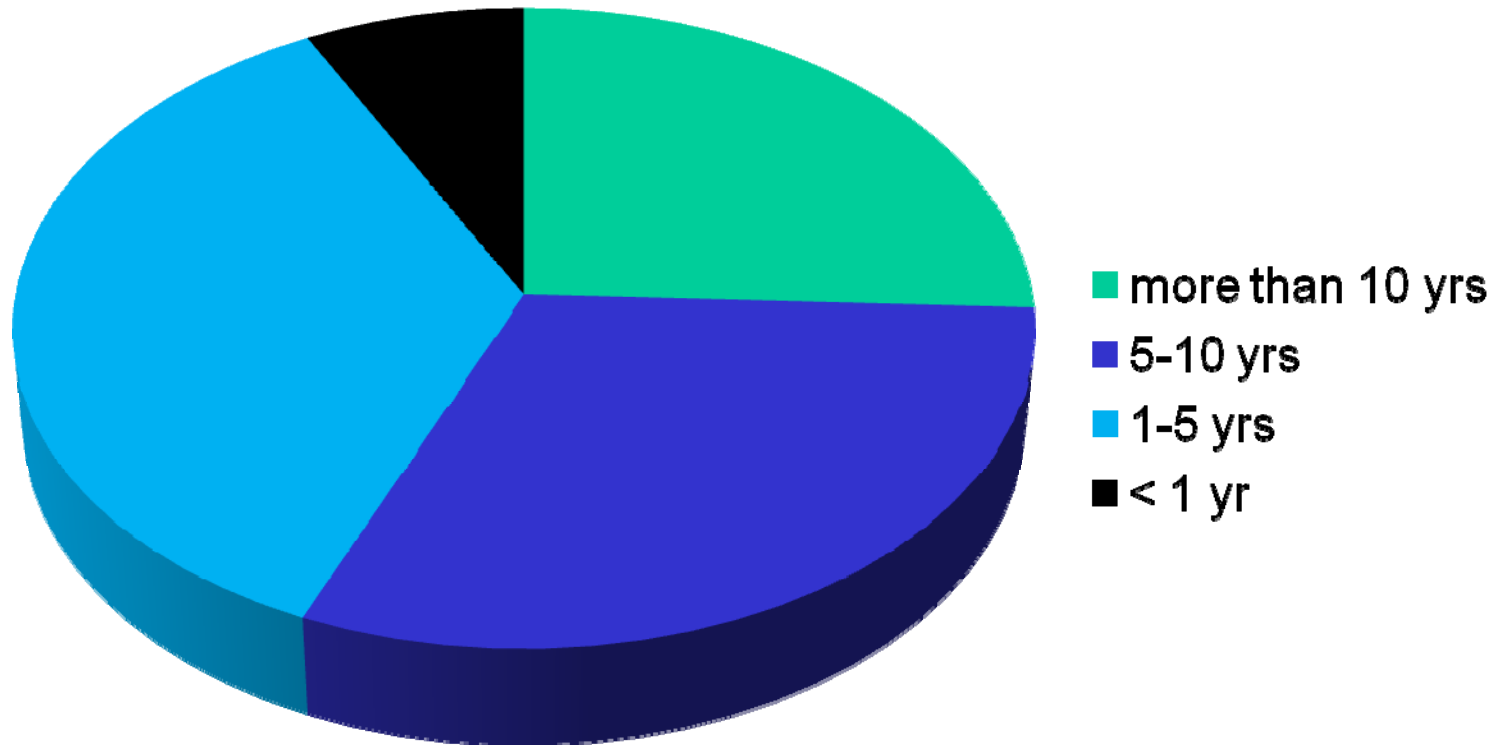
Membership

| | Jan 09 | Dec 09 |
|------------------|------------|------------|
| Members | 183 | 224 |
| of which | | |
| Patrons | 4 | 4 |
| Advisory Council | 11 | 11 |
| Friends | 10 | 17 |

CABE Survey

April 2011

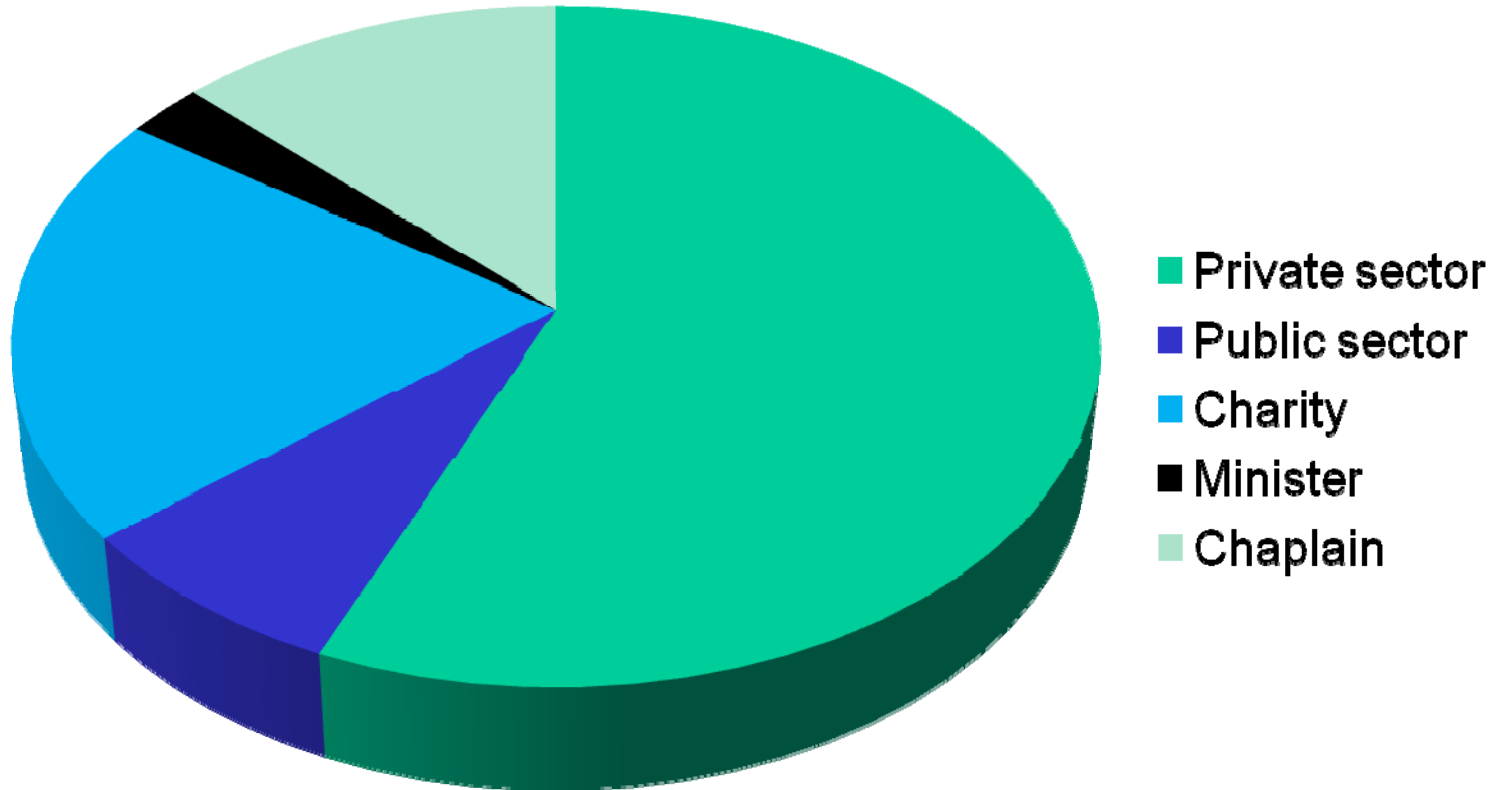
Known about CABE



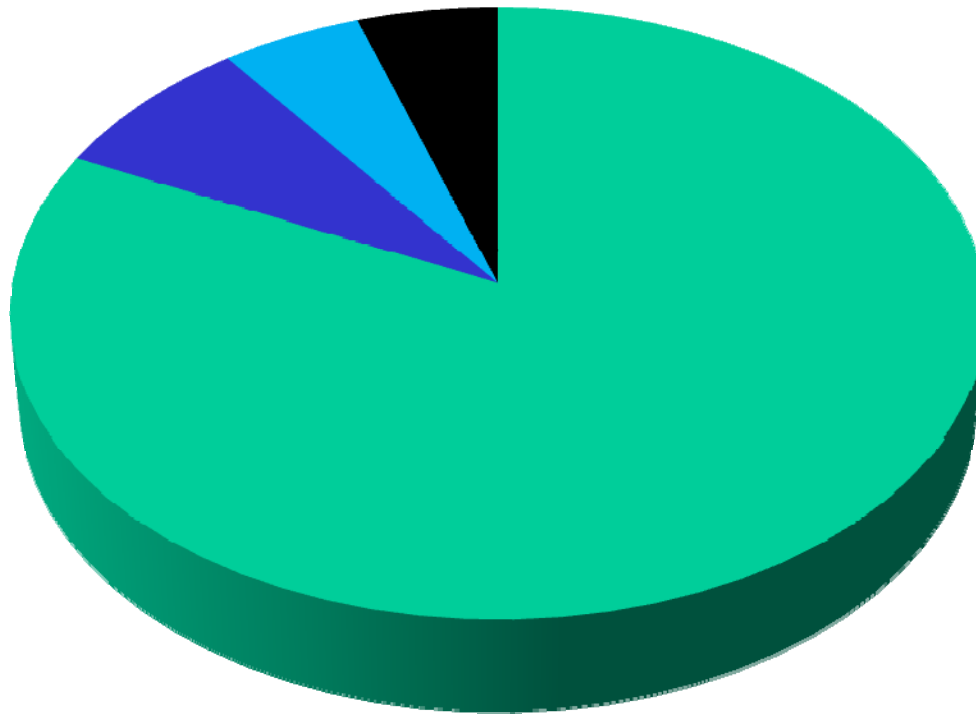
How did you hear about CABE?

| | | |
|--|----|-----|
| Invited to an event by a colleague/friend/church member | 12 | 31% |
| Information passed on by a colleague/friend/church member | 20 | 51% |
| Found information on CABE website | 8 | 21% |

Business Sectors

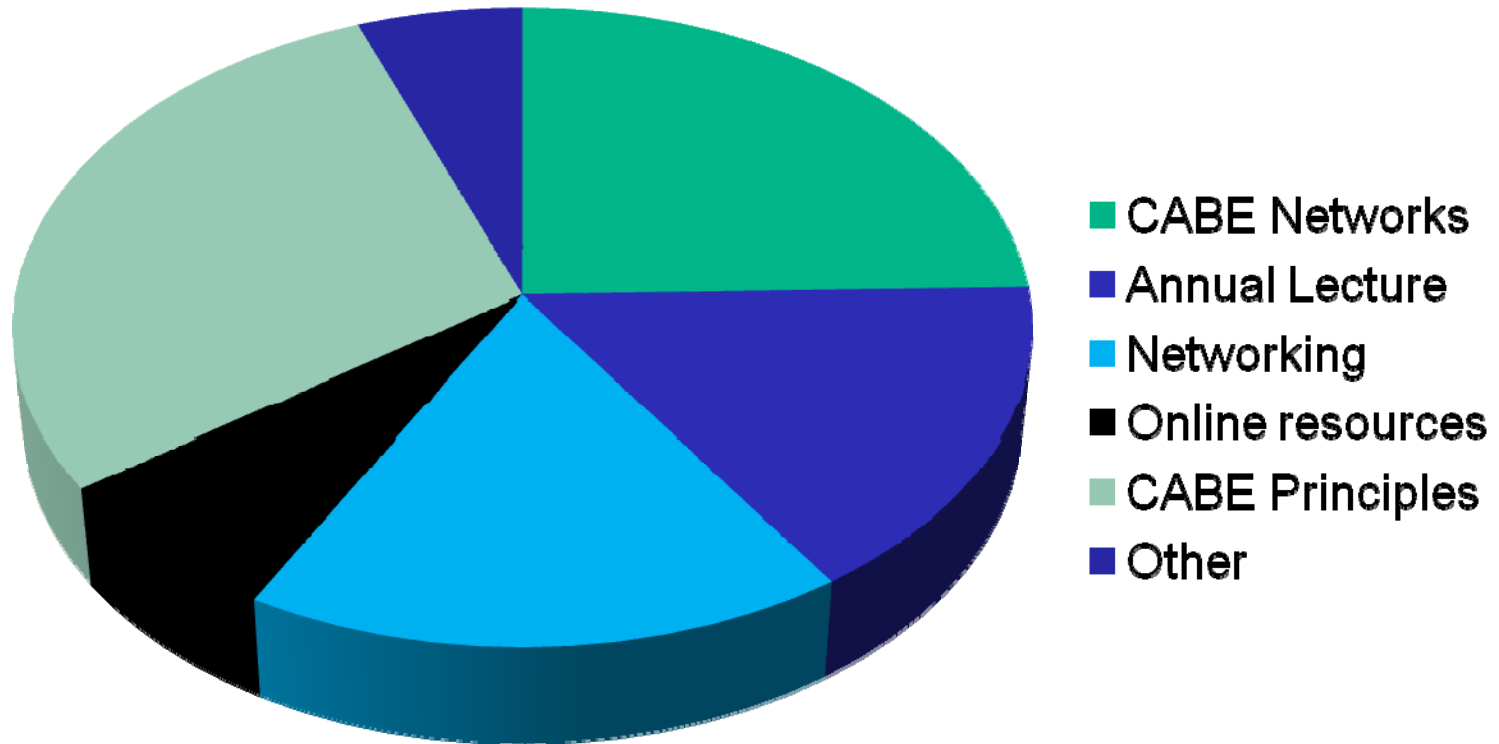


Regions



- London / SE
- South / SW
- Midlands / E Anglia
- North

Found most valuable



What kind of people would you like to introduce to CABE?

| | | |
|---------------------------|----|-----|
| Work colleagues | 24 | 62% |
| Members of my church | 19 | 49% |
| Friends or family members | 16 | 41% |
| Church leader(s) | 13 | 33% |

What would you tell others about CAFE?

| | | |
|--|----|-----|
| CABE provides thoughtful input into applying my Christian faith in business | 28 | 72% |
| CABE is a good place to meet people with similar experiences | 13 | 33% |
| CABE promotes Christian principles amongst business leaders | 26 | 67% |
| CABE seeks to influence Christians in business leadership positions and through them their organisations, and so would benefit from your support | 16 | 41% |
| CABE meets a need that is not met by churches or other Christian agencies | 18 | 46% |

What would you be recommending to them?

| | | |
|--------------------------------------|----|-----|
| To become a member | 15 | 39% |
| To join our mailing list | 10 | 26% |
| To attend events | 30 | 77% |
| To view the resources on our website | 13 | 33% |
| To use the CAFE Principles | 22 | 56% |
| Other | 1 | 3% |

What needs to be improved in CAFE?

- Decide whether CAFE is primarily a 'membership' organisation (like a trade union), a 'professional service' organisation (like major consultancies, Doctors, etc) or a 'lobby' (lead from the top with sympathetic supporters).
- Clarity and focus of aims - how does it help people to relate their faith to working situations precisely
- Clarity re: it's purpose and vision to members
- Greater involvement of an increased membership
- I think much more could be done to get the CAFE principles used and discussed.

What needs to be improved in CABE?

- Become more dynamic networking group especially for younger executives etc
- Make things simple for young people to understand
- Becoming much wider known
- Communication with church leaders
- Increased frequency of lectures / discussions
- Keep on addressing top themes;
- More high quality speaker events please.
- More events in the North, outside London, South West
- More events; more occasions to meet and share ideas
- More interesting and relevant meeting topics

What needs to be improved in CABE?

- be less accomodationist
- be more welcoming to newcomers.
- brand recognition
- sharing of ideas/best practice
- broader marketing issues - not surprising but it often comes across as finance focussed rather than business
- More awareness of what you do. Can in someway this be combined with with the work of ICF, MODEM, LICC, St. Paul's Institute, and the various workplace christian support fellowships.
- I'm uncertain of the sincerity of some of the speakers: bankers, especially, who seem to me not to espouse the principles I thought CABE stood for.

Purpose

Why might I join CAFE?

Some suggestions:

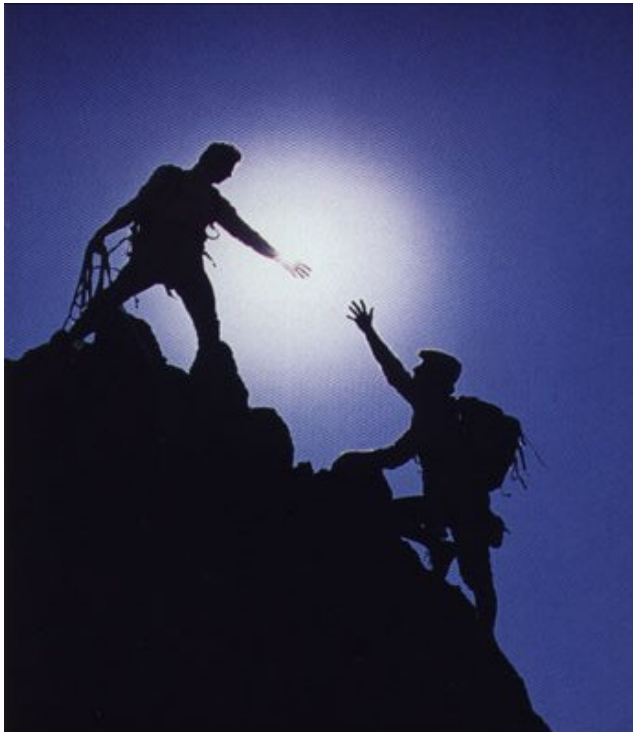
- Because I need a foundation in the application of my faith; CAFE provides and signposts a way to find this;
- Because I am willing to share with the next generation my experiences and what became a firm foundation for me;
- Because being a Christian in a leading management position can be lonely and challenging; I need to know that others share the walk and to complement what I get from church;
- Because I am willing to pool an investment in making a directed Christian stand with like-minded people.

Strapline

Christian Principles in Business

Mentoring

Ralph
Hollinghurst



We are planning to launch a pilot Mentoring scheme later this year

Details are currently being considered. The proposed pilot scheme will:

- be undertaken in collaboration with other Christian agency/agencies
- run for c12 months
- focus on establishing 10 one-to-one confidential mentoring relationships, typically with experienced Christian business leaders mentoring less experienced Christian business leaders and/or younger Christians with business leadership potential
- be provided free of charge, with mentors volunteering their time & experience – a number of CAFE members, trustees and patrons have already volunteered
- be based on an agreed set of professional set of mentoring guidelines, including applying the CAFE Business Principles in everyday situations
- provide practical experience to determine if and how a full Mentoring service might be established, including considerations of collaboration, accreditation, mentor & mentee allocation, mentoring and funding models

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Comments from the Review

“There needs to be some sort of mentoring process which prepares these bright sparks for the battle ahead”

“Target the young leaders on the rise”

Events

Christina Rees



Business Principles

Richard Higginson



Marketing

John Kay

Marketing Principles

- Support our active vision: “Christian Principles in Business” by broadening and deepening awareness of what we do
- Build on the foundation of the “Inspiration, Insight and Influence” and the Principles for Business: providing us with positive, value-adding messages
- Target non Christians as well as Christians, with an underlying theme of the very positive contribution Christian principles make to effective business.
- Emphasise practical themes, rather than academic and theoretical.
- Target leaders of business, at any level, and potential future leaders too
- Seek to work in partnership with other organisations wherever possible

Marketing – priority actions

- Ensure that a clear, active, summary of what CAFE is for is present on the web sites of all “partner” organisations
- Seek a wider range of relationships with journalists and editors, including Christian publications and the “secular” business press; targeting such programmes as “the Moral Maze”
- Ask our advisory group, and other high profile Christians in business, (eg Lord Griffiths, Philip Green, an entrepreneur) to provide short quotable comments on the value of CAFE, our purpose and our activities
- Use new media to make CAFE more attractive those not based in the South East; encourage areas with a critical mass to set up regional groups, and support them as they start
- Approach UCCF to gain platform/access to new graduates
- Approach business schools to contribute to MBA and other business courses
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Marketing – second stage actions

- Develop the appropriate relationships to widen contact with SMEs, entrepreneurs and workplace chaplains
- Write and publish case studies on the beneficial application of the Principles to business
- Write and publish comment, with the Trustees as editors, on new books, meetings and current issues – generally CABE will provide an insightful practical commentary, not original material
- Examine the opportunities to web-cast meetings
- Provide a presence at key Christian and business events: New Wine, Spring Harvest

Comments which might help us to increase CABE's impact and influence

- A steady growth will come through existing members
- An articulated vision for where CABE wants to be in 3 years time.
- Could encourage involvement e.g. facilitating meetings as CABE feels detached
- I think the idea of a Workplace Sunday is fantastic.
- Pray
- There are a number of younger Christians going into business. CABE should focus on them.
- What about through university CUs? Get one or two of the high profile Christians in Parliament to join etc God bless you all
- Pray for specific areas where influence and impact should be increased, i.e. is 'the city' where God wants CABE to focus, a more specific area or something else?
- I would be happy to help where I can - time might be limited, but that itself helps sharpen everyone's focus.
- Think carefully about the implications of the "senior executive" labels and focus. Is this exclusive and elitist or focused and helpful... to the Kingdom?