

REVEALING VOCATIONAL TRUTH

A SURVEY ON **FAITH**, THE **WORKPLACE**,
AND PEOPLE'S PERCEPTIONS ON HOW
THEY **INTERSECT**.



revealing vocational truth

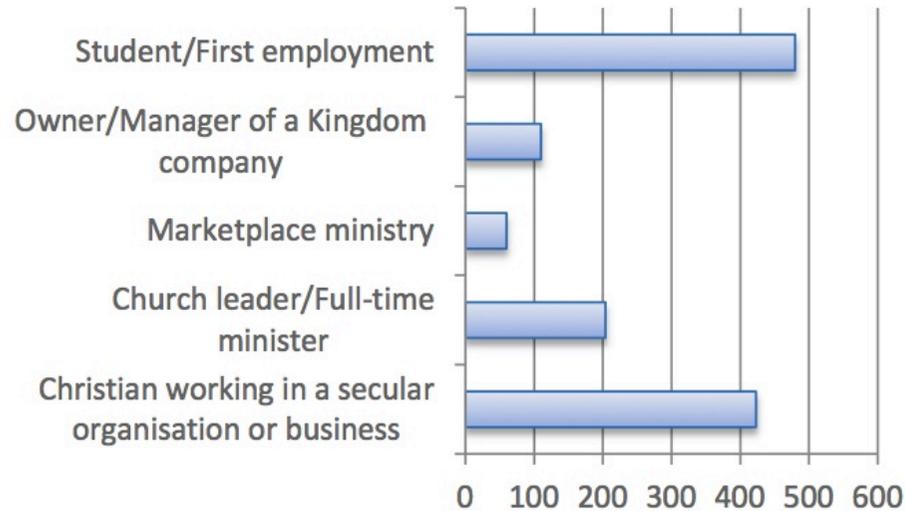
CALL42 MARKETPLACE INITIATIVE

The past few years marked tangible growth under Christian activity, especially in the workplace. Call42 has launched research that highlights and concludes trends to prove a coming transformation.

The Call42 initiative identifies trends under Christians intending or already exercising a full-time career. These trends are mainly high-level tendencies being observed under South African Christians at work. The question to answer is whether we truly understand the underlying issues Christians experience at work? Just as important, can we identify and after that address these issues. The research conducted through Call42 is to shed light on many of these issues. The initiative aims to address a concern of national scope and introduces useful information to policy-level stakeholders and the general public. Call42 aims to unveil more of the challenges churchgoers experience, especially the difficulty to apply traditional ministry paradigms in the 8-5 work window.

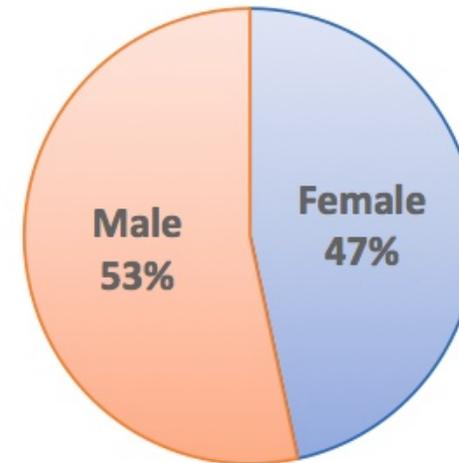
Approximately 1300 individuals completed the survey. Only a summary of the demographical findings of the survey is provided below.

Number of respondents per market segment



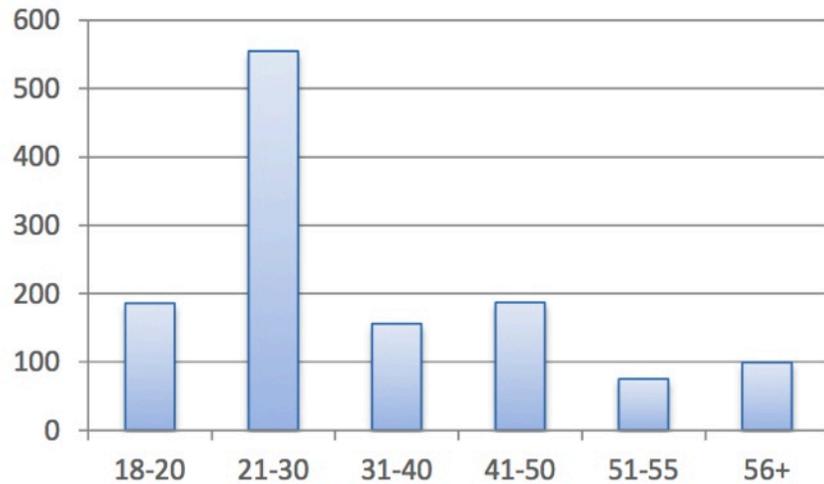
- Compared to the other segments, Students/First-time employees and Christians working in secular organisations are the two largest represented market segments.
- The number of marketplace ministers and Kingdom companies in the country is limited.
- Participation from church leaders or full-time ministers was less than expected.

Gender



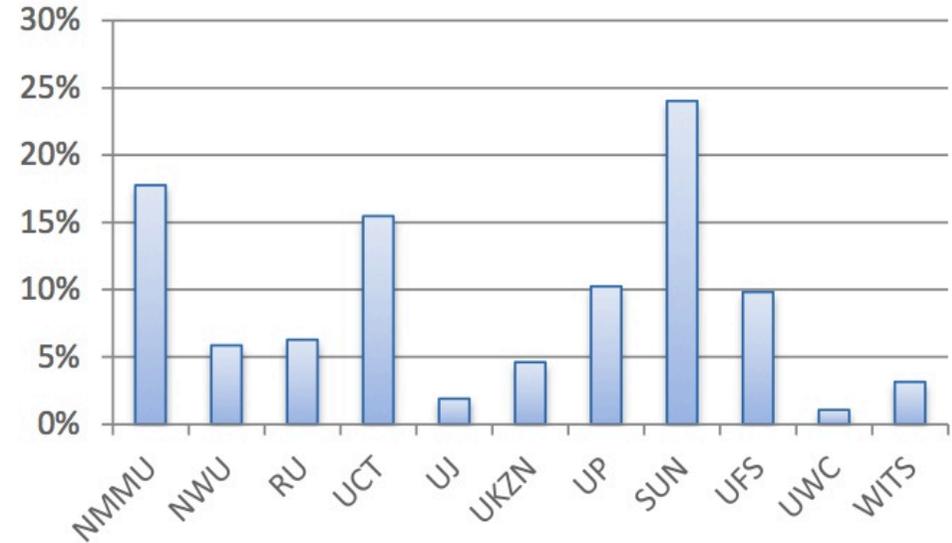
- There is a balanced distribution between male and female respondents.
- Interestingly this does not correspond with the stereotypical assumption of an uneven gender distribution in the workplace.

Age distribution of respondents surveyed



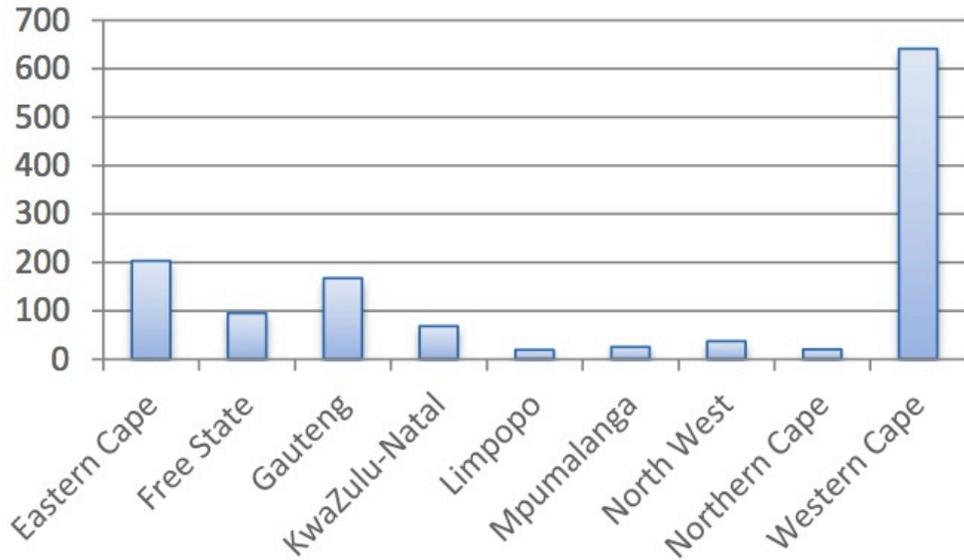
- The age distribution of respondents is thoroughly spread.
- The age categories (18-20 and 21-30) are higher due to many responses from Students/First-time employees.
- Significant participation is observed from young people (first-time employees) below 30.

Percentage surveys completed at each university



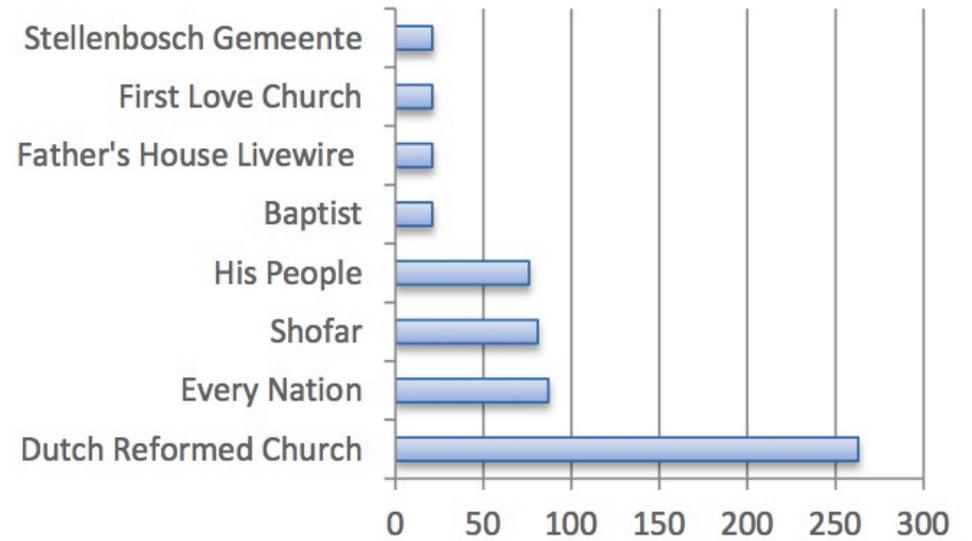
- The surveys were distributed on university campuses throughout the country.
- The student distribution is widely spread across the different campuses with the majority of student respondents originating from Stellenbosch, Cape Town and Port Elizabeth.

Number of respondents per province



- The number of responses from the Western Cape is very high. Marketplace- related networks were found to be well established and active in this province.
- This distribution can have prophetic significance when compared to a number of other global initiatives recently launched from Cape Town (Africa’s most southern point).

Number of respondents per church denomination



- Regarding church denomination the majority of the respondents attend the Dutch Reformed Church.
- Respondents from denominations Every Nation, Shofar and His People also form a balanced majority.



THE CALL42 SURVEY

The purpose of the survey is to identify current movements of God within the business sector in South Africa. The Call42 survey was designed to identify the obstacles that Christians are facing in terms of living God's calling at work. From this, support and solutions can be provided to various stakeholders to help address and overcome these obstacles.

Typical questions were asked in the survey and statements were tested, such as:

1. I know that Christ has a purpose and calling for my life and I understand how to align this with my daily career?
2. Name reasons why Christians are not purposefully living a calling in their career or work.
3. My church prepares me to practically apply Biblical principles in the workplace and teaches me that my personal calling and professional career align.
4. Name obstacles you had to overcome on implementing your company's Kingdom focus.
5. Does your organisation have sufficient training material to support your employees on a Christian growth path at work?
6. In terms of ministry, what is currently God's core focus in the work environment?
7. How do you currently equip your church members to live their calling in the workplace?
8. Are churches and their leaders being equipped to serve the workplace?
9. For the next two years, workplace-oriented ministry takes significant priority in our church.
10. What are your ministry's or church's biggest challenges when serving people at work?

EXECUTIVE SUMMARY - CALL42

South Africa's Status Quo

Many Christians, across denominations and business sectors, are increasingly becoming aware of what God is doing among and through Christians at the workplace. A deeper understanding of God's purposes for the workplace (a 'Kingdom understanding') is rising across South Africa and various South African companies are spearheading this season of transformation into Kingdom-minded work life. Followers of Christ are beginning to realise that their vocational skills are key resources for impacting society: As career-oriented professionals and business people, Christians are capable of addressing pressing societal challenges.

Origin and Initial Purpose of Survey

Many Christians struggle to live purposefully at work. The past few years, however, show substantial growth in this area. Call42 investigated this uprise by launching a survey aimed at highlighting trends among Christians in full-time careers.

The survey sheds light on the following issues: the commitment and challenges that churches face in serving people at work and the challenges Christians face in living a calling at work. With this survey, Call42 attempts to truly understand and identify these issues and to successfully address them. As part of Call42's policy, it will make all useful information available to stakeholders and to the general public.

Strategic Goals

Call42 aims to unveil the challenges that churchgoers experience, especially the difficulty of applying traditional ministry paradigms in the 8-5 work window. Call42 intends to initiate relevant discussion and emphasise the growing concerns regarding the sacred and secular divide. Call42 also wishes to mobilise fruitful interaction between equipping organisations, like churches (greatly influential institutions), and people with career-orientated positions.

The Call42 initiative started with a national survey. The main goals of the survey were to identify:

- To what extent Christians are already exposed to workplace-orientated ministry (also known as marketplace ministry);
- Christians' understanding of 'calling';
- What hinders Christians from living their calling at work;
- Marketplace ministry initiatives and projects that are already running successfully;
- The need in the market (which marketplace ministries and resources are already available and which ones not);

- Whether Christians experience a need to become more involved in marketplace ministry.
The Call42 team believes the results of the survey prove the following:
- The marketplace is in need of a shift towards a kingdom-focused mindset and revival, as Christians seem to struggle to find true purpose at work;
- A season of restoration is arising where people at work are focusing more on God and His Kingdom;
- Churches seem to struggle and are in need of specific training to equip business leaders and employees;
- A professional career matters to God and is useful for the purpose of Kingdom advancement.

The Call42 team also believes that the survey results will create an awareness of the activities that God is mobilising in the marketplace.

Boundaries and Target Audience

The initiative is broadly defined by two groups of people. The first group completed the survey and the second group is everyone who can benefit from the results. Both groups comprise of Christians working or involved in a professional environment or ministry. Target groups that conducted the survey include: students, marketplace ministries (individuals and organisations), church leaders and people in fulltime ministry, Christians working in secular organisations or businesses, and so-called Kingdom-focused companies.

Audiences benefitting from the survey will include all of the above, as well as other stakeholders that can act as change agents within the boundaries of South Africa.

Project Milestones and Timelines

Call42 was initiated in the first quarter of 2011, where after several phases followed. The first 18 months of the project focused mainly on determining possible trends as became evident from an online survey in which $\pm 1\ 300$ people participated. The following timelines applied:

1. Project definition and pilot survey (first quarter, 2011)
2. Official online survey (mid 2011 to early 2012)
3. Analysis and packaging of survey feedback (mid 2012)
4. Releasing of results to all participants and key stakeholders, nationally (mid 2012 onwards)

Key Issues to Address

The following are issues that the survey would like to better define, clarify and, where relevant, help address:

- Generally, people are unaware of the Kingdom-minded uprise experienced in the workplace;
- Many career-orientated Christians experience that they are not living a meaningful work life;
- Church leaders may not fully comprehend the challenges of the work environment;

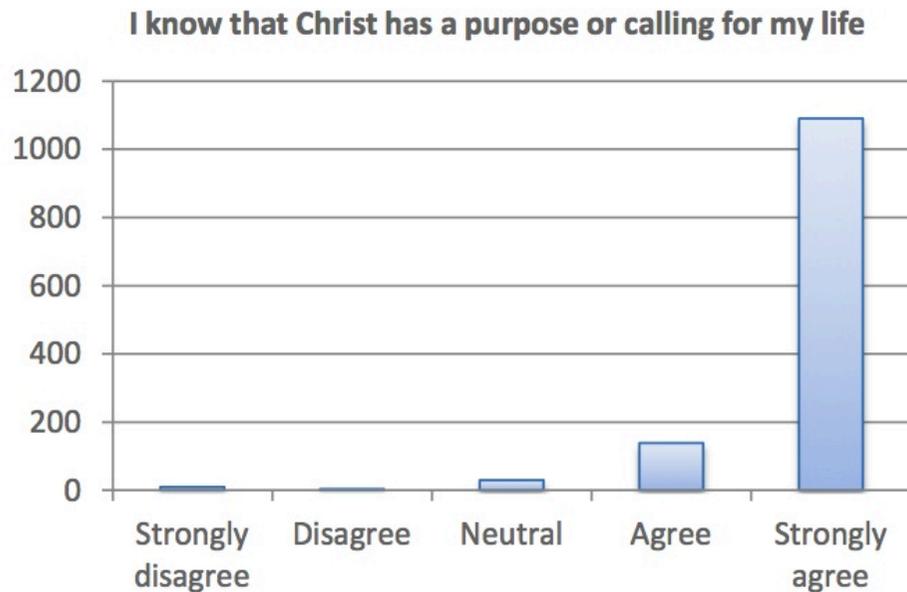
- People are in need to be better equipped in order to make a greater impact and live with purpose at work;
- Christians seem to be caught up in lies that do not align with God's will for their work life;
- Christians face a number of challenges at work that are poorly understood and supported;
- Churches and leaders may need more specific training to address the needs of the 8-5 work window, as the current support and equipping seems to be inadequate;
- Existing marketplace ministries are not well known and do not receive rightful exposure, although they do lead with answers on how to address the need.

Next Steps

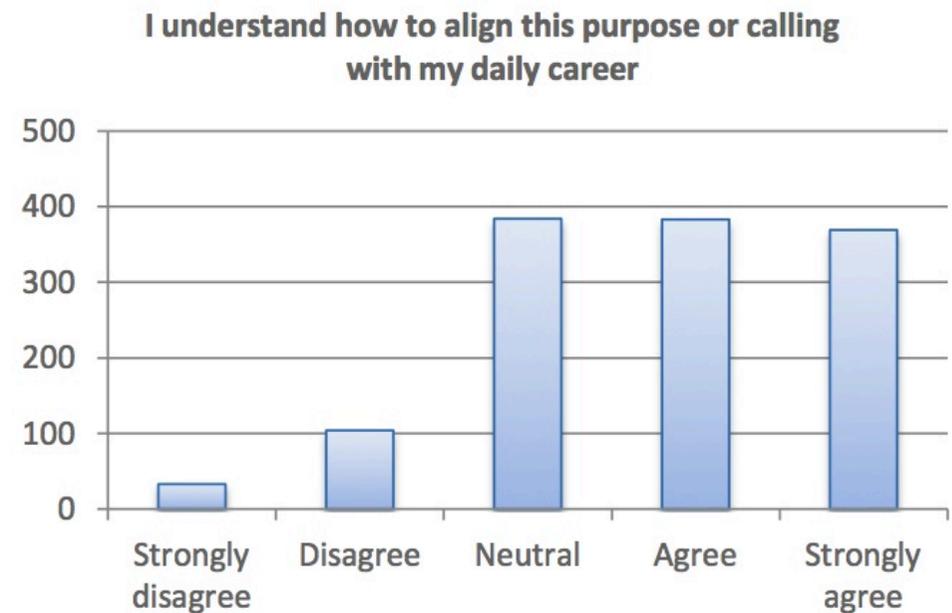
Mid 2012 marks the release of this document, an executive summary of the project. This document reports on the Call42 initiative and its goals and intent. It also includes findings taken from the survey results. Call42 envisions releasing additional reports that will unveil the detailed findings of the survey to interested and affected stakeholders. The next steps are to reveal, distribute and encourage the reading of the findings, using selected distribution channels. Published findings are open for public use and available on Call42's website where one can subscribe to receive future report notifications – www.call42.co.za.



The following graphs have been taken from the survey results. Unless stated otherwise, the scale on the graphs indicate the number of respondents to each question.

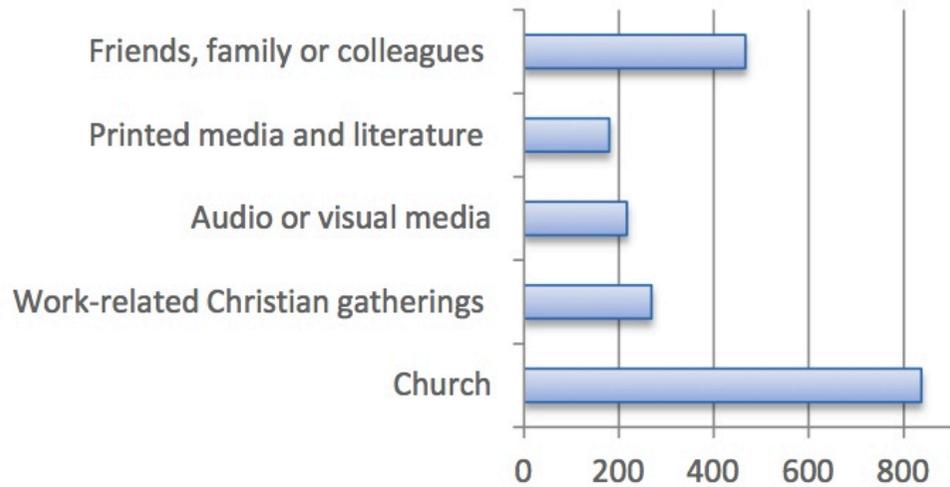


- The graph indicates that many Christians realise that God has a purpose for their lives.
- One can then ask the question: are Christians living God's purpose for their lives?
- If not, what are the reasons for not doing so?



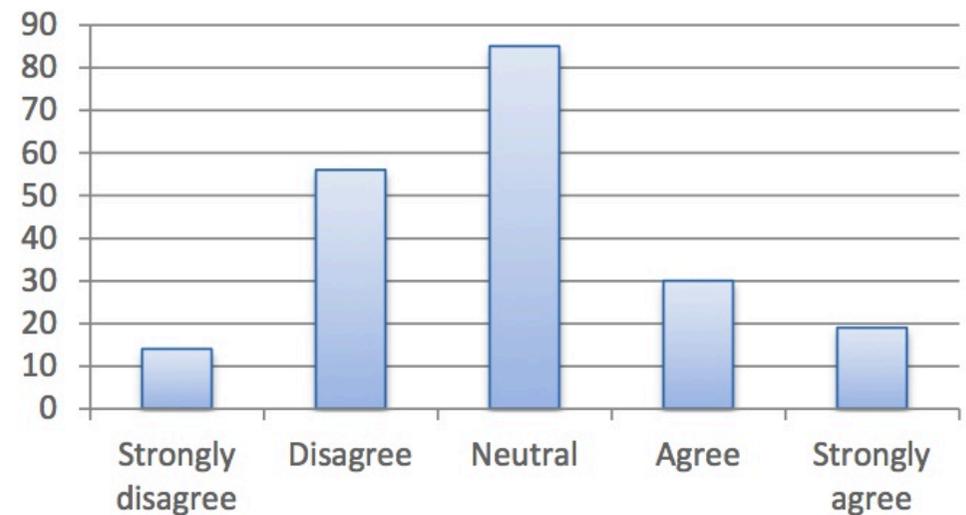
- This graph links to the previous one and considers the practicality of living a calling in a work environment. The graph portrays a wider spread of responses than the graph above.
- Participants' responses, as depicted by this graph, could imply that people are not certain how to align God's calling for their lives with their 8-5 work life (although most are sure that God has called them for a purpose).

Where do you hear most about the role of Christians in the workplace?



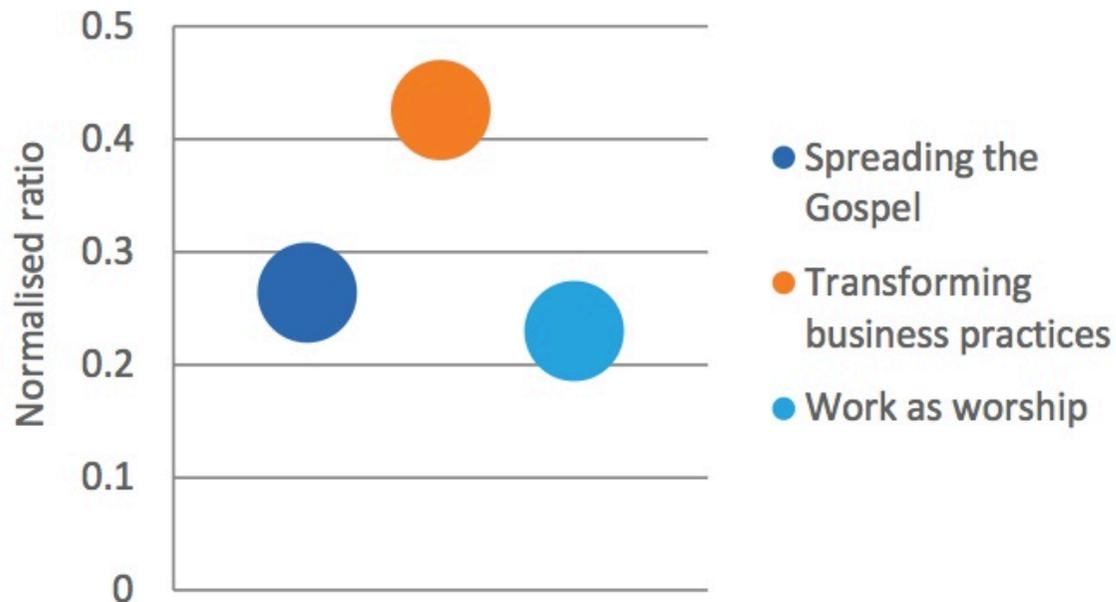
- From the graph it is clear that Christians mostly hear about their role in the workplace at Church and from friends, family or colleagues.
- This highlights the role of the church as a medium to affect people at work.

In general, church leaders are being equipped to serve the workplace



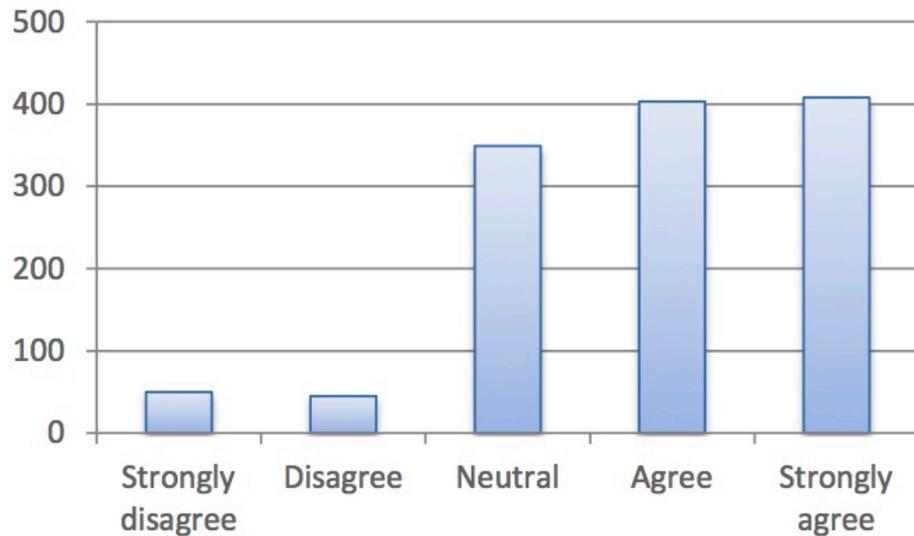
- Church leaders are being equipped for ministry in the workplace, but not to a great extent.
- Questions that may arise are: 1) Should church leaders be the mentors to equip Christians for the workplace? 2) What does future interaction between church organisations and work-oriented ministry look like?

In your opinion, what is God's plan for the work environment?



- The graph portrays the results of an open response question posed to church leaders. The responses were categorised as shown.
- It is important to note the three categories and their relative importance according to the number of responses. Find below an explanation of each category.
- **Spreading the Gospel:** This refers to Christians sharing the Gospel with colleagues through conversations; it also involves Christians donating money for Christian missions.
- **Transforming business practices:** This encompasses a transformation in the way business is executed, for example, following Biblical principles regarding the use of money and implementing an ethical and constructive work environment.
- **Work as worship:** This refers to a change in mindset – perceiving work as a form of worship unto God (doing everything in your work as if for God).

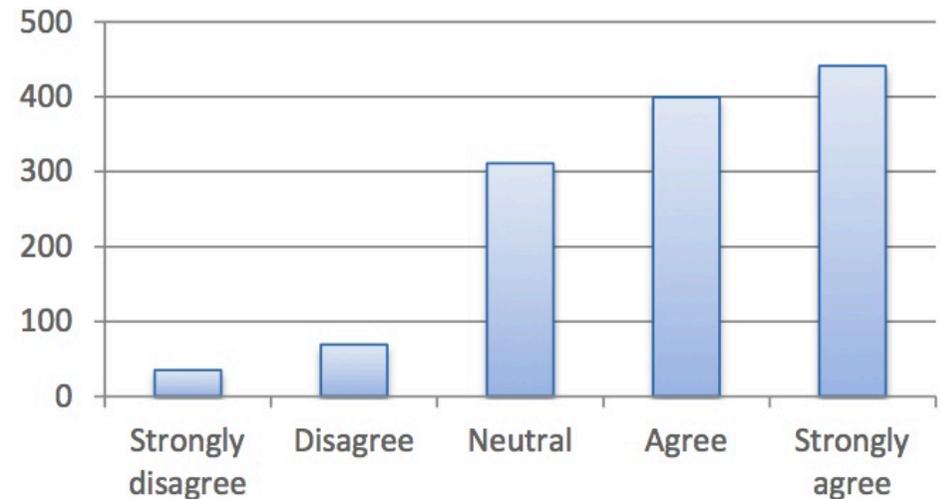
God is focusing on the workplace more than before



- From the graph it becomes clear that Christians believe God is focussing on the workplace more than before.

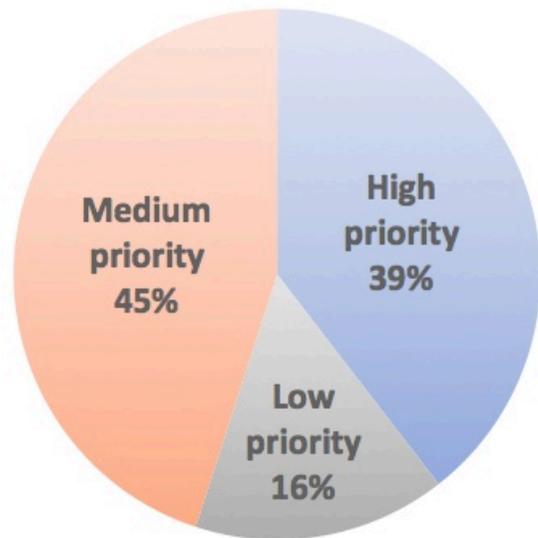
- The graph could also imply, however, that believers have experienced a mind shift, realising there is more to the 8-5 work window.

God is focusing on the workplace more than before - I feel called to become involved



- This graph links with the previous one. It aims to unveil personal involvement with God's activity in the workplace.
- There is a clear trend that Christians recognise, on a personal level, that they feel called to become involved in workplace ministry.
- Again, this could raise the question: Is there an understanding of what personal involvement entails in this aspect of life?

For the next two years, workplace-orientated ministry takes significant priority in our church



- The majority of church leaders indicated that workplace-orientated ministry would take either high or medium priority in the next two years.
- Can one imply that church leaders recognise a need to equip members for the workplace?
- Do church leaders have the relevant understanding and exposure to implement this priority? Are they aware of resources to assist them?

Name a reason why Christians are not purposefully living a calling in their career or work?



- The graph portrays the results of an open response question posed to Christians working in secular organisations or companies.
- Again, note the different categories and their relative importance according to the number of responses. Find below an explanation of each category.

- **Misunderstanding calling:** This entails the concept of 'calling': understanding of the concept, as well as an understanding of how to practically live a calling (including receiving support and teaching regarding the concept).
- **Fear:** This covers three different situations that Christians fear they will experience when they are open about their faith: fear of being rejected by other people, fear of losing their job security and fear of not being successful in living their calling.
- **Worldly distractions and desires:** This involves two aspects of the work environment: constantly being busy and the excessive pursuit of worldly desires.
- **Nature of relationship with God:** This refers to the nature of people's relationship with God and the influence this has on their understanding and living of their calling.

Next Steps: Call42 wishes to release additional reports that will unveil the detailed findings of the survey to all interested parties. Published findings are open for public use and available on Call42's website, where one can subscribe to receive future report notifications – www.call42.co.za.



This report was researched, compiled and originally published by **Call42**. It is brought to you in its current format by **ekerk**. Here's some more info about both.



Call42 is a national South African market place initiative. It was launched in 2011 by a group of professionals under the guidance of an independent consulting company. The Call42 survey is designed to identify the obstacles that Christians are facing in terms of living out God's calling at work.

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Ekerk Navorsing wil leiers en organisasies help om versigtig te luister, vinnig te leer en voluit te leef. Deel van hierdie inisiatief is om elke maand 'n nuwe tendens te publiseer - iets wat die wêreld aan die gons het, en wat ons kan help om 'n groter impak op die koninkryk van God te kan maak. Jy kan hierdie verslae gratis aflaai, en dit gebruik net waar en hoe jy wil.

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