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April 1st, 2015

# The Global Marketplace

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## Recommended Citation

Pollard, C. William, "The Global Marketplace" (2015). *C. William Pollard Papers*. 148.  
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De Pree Leadership Center  
Fuller Theological Seminary  
April 10-11, 2015

THE GLOBAL MARKETPLACE

The Globalization of Market Forces

1. The growing economic interdependence among nation states, e.g. U.S./China
2. The growing use of market forces for political persuasion of nation states, e.g. Russia and Ukraine -- Iran
3. The growing opportunities in a global marketplace for "business" to be a "channel of distribution" for living and sharing our faith (Drucker's observation about my upcoming talk in "The Great Hall of the People") – There is a common language of performance in the market that crosses secular, cultural and religious barriers. When there is performance, people listen and, yes, as some people listen and seek to understand what motivates people to perform they become open to ask: who are we?, where did we come from? And where are we going? Is there a source of life common to all – i.e. A God and who created us and loves us. During my time as CEO this channel grew to involve over 200,000 people working in the U.S. and 45 foreign countries.

BUSINESS AS A CALLING – A FULL TIME CHRISTIAN MINISTRY

1. Examples of Herman Miller and ServiceMaster  
H/M: D. J. De Pree – focus on development of the whole person in work environment and the importance of design in function and appearance in the furniture that was produced.  
  
SVM: Similar – every person was created in image and likeness of God with their

own fingerprint of potential – [Four Objectives:] Before those objectives were developed our founder Marion Wade used to put it “I can’t leave God in pew.”

## 2. Faith and work “movement” in the U.S.

- 1,000 para church organizations

- Kern Foundation

- Recent survey

Where is the church on this issue? Barna survey – 86% of Pastor’s say that within last year they have preached on how one’s faith should impact one’s work, yet 78% of church-goers feel their work is not of the same value as a Pastor or missionary or worker in a “Christian” not for profit organization. As one pastor put it, this result is not so much the lack of preaching on the subject, it’s the lack of seeing one’s work in the marketplace being celebrated in church.

- Hobby Lobby case and “we don’t do God here”

## LEADERSHIP – AN AWESOME RESPONSIBILITY

### 1. Drucker’s definition of leadership

- a means not an end

### 2. Max De Pree’s book *Leadership Is An Art*

- a posture of indebtedness

- SVM story

### 3. Servant leadership

- the Jesus example

(We Serve day and open office)

4. The gap between the haves and have nots

Forces of divergence that results in growth and accumulation of wealth by a few. Accumulated private capital in past 30 years growing faster than wages from output and the wealthy's share of total income much higher.

– Thomas Piketty (tax on capital)

-- Recent U.S. study

In the U.S. from 2001-2007, top 10% got 98% growth in income, from 09 to 12 they got 116%.

-- Macro solutions (my testimony before the House Ways and Means Committee)

-- Who is the owner of what we have? A personal stewardship responsibility Psalm 24-Parable of the Talents – JOSHUA -- AVODAH

– The responsibility to invest and earn a return in the lives of people (example of D.J. De Pree and Marion Wade)

-- D.J., H/M will be a good neighbor by being a good steward of the environment