

Strategy Overview

2020-2023

We are an independent Christian charity providing a neutral and safe space for you to explore issues of life and work whatever your beliefs or background.



OUR PURPOSE

is to **support & inspire** the Birmingham business community to **live life to the full**.

OUR VALUES



The business community in Birmingham matters.



The intellectual, emotional, and spiritual wellbeing of all people matters.



Caring for the welfare of people in the business community enhances the welfare of Birmingham.



OUR STRATEGIC OBJECTIVES

CITY WELLBEING INITIATIVE

To offer the business community thought leadership & practical support in the area of employee wellbeing.

Offering a Wellbeing Listening service at a work & personal level

Partnering with businesses for employee wellbeing

Providing advisory support & increasing strategic influence



CHRISTIAN BUSINESS NETWORK

To maintain and grow the supportive network of Christians in the business community.

Providing a prayerful, one-to-one pastoral support service

Combating workplace isolation by creating community

Equipping Christians to be confident about their faith in the workplace

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