

## Two Objectives

- ★ Update on RBI

- ★ What we are doing

- ★ What we have planned

- ★ How can RBI best serve you

- ★ Diversity

- ★ Transcendence

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### Thought Leadership Conference



### *My Journey*

# My Story

- \* Born in 1942 and have lived through the
- \* Greatest economic growth the world has ever seen
- \* Have experienced tremendous swings in markets
- \* Lived through much economic fear
- \* Lived with clients making financial decisions, good and bad for over 45 years
- \* 50 years in financial services world
- \* 40 years in ministry world

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# Three Phases

- \* God's Preparation
  - \* Wall street
  - \* Main street
  - \* Third world
  - \* Decision making
- \* Proof of concept
  - \* Ronald Blue & Co
- \* Replication
  - \* Kingdom Advisors
  - \* RBI

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# Almost 50 Years of professional experience

There is a conceptual model professionally proven built on biblical wisdom and principles that works for all financial planning and decision making at all times for all people under all financial and economic circumstances.

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*When Joshua had grown old, the Lord said to him, “You are now very old, **and there are still very large areas of land to be taken over.**” Joshua 13:1*

## Ron Blue Institute for financial Planning

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### Financial Planning

The allocation of limited  
financial resources to  
unlimited alternatives

# Decision Making

Those who manage their financial life according to Biblical wisdom and principles will experience **contentment** under all economic conditions, **confidence** in their financial decisions, and excellent **communication** at all levels resulting in maximized **generosity** of time, talents, and treasure.

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## Thought Leadership

- ★ Research
- ★ Curriculum
- ★ Publishing
- ★ Events
- ★ Collaboration
- ★ ETC

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## Confusion

- Barna-Only 5% of evangelicals have a Biblical Worldview
- Church Language
  - Stewardship
  - Generosity
  - Tithing
  - Etc.
- Teaching/Training
  - Financial Literacy
  - Biblical Literacy
  - Theology
  - Prescriptive Teaching
- Multiple Ministries, Services, Products
  - Q-How are you different from

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## Confusion-Financial Services World

- 300+ Designations
  - Financial planning
  - Retirement planning
  - Investment Planning
  - Insurance Planning
  - ETC.
- Advertising

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## Overview

- ★ Having been giving specific Biblical professional financial advice for over 35 years, I know without a doubt that we(the church) can become the real and perceived repository of Biblical wisdom re. financial issues that is **comprehensive, holistic, professional, and applicable to everyone.**
- ★ From the non believer to the most mature believer.
- ★ From the debt burdened young family to the mega wealthy.
- ★ From the young to the elderly.
- ★ From the married to the single and widowed.
- ★ From the junior high student to the retired.
- ★ **This is not a content issue but a creative curriculum and distribution issue.**

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## Big Idea/Conviction Tom Mullins

- The local church should be seen as the source of all financial wisdom at all times for all people in every financial circumstance.
- The local church should be able to get people to right resource for all financial help.
- We are not proving the reality, we are revealing it.

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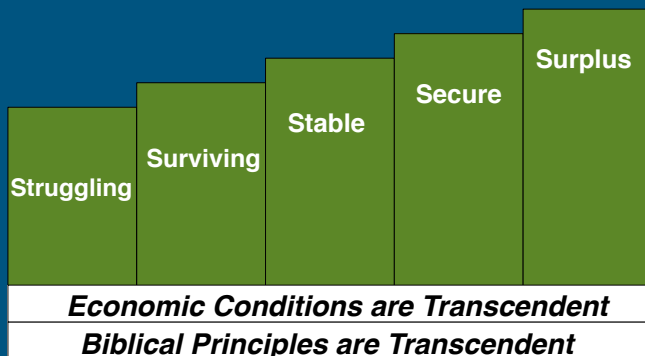
## Vision

The “Church” perceived as the source of ALL financial wisdom at all times under every circumstance

Think Christian Counseling

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## Typical Levels of Financial Conditions



## Simplifying the Message

- ★ Biblically Based
- ★ Holistic
- ★ Professionally Proven
- ★ Highly Replicable

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God's Word Applied to Personal Financial Decisions



Professional Credibility

Theological Credibility

Academic Credibility

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**Core Message**

**Decisions determine destiny**

- ★ God owns it all.
  - ★ **Everything** starts here
- ★ There are **five** fundamental money management principles.
  - ★ They are all Biblical and **will never change**
- ★ There are **only five** uses of money
  - ★ God's word speaks to each
- ★ There is an **easily understood** conceptual framework for money management
  - ★ Simplifies communication and decision making

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## Said another way

### ★ Your Perspective

- ★ Leads to **Contentment**

### ★ Principles never change

- ★ Leads to **Confidence**

### ★ Priorities are driven by your personal convictions and are applied uniquely to everyone

- ★ Leads to **Commitment**

### ★ Easily understood Processes

- ★ Leads to effective **Communication** and Decision Making

### ★ Planning is constant, unique and a form of decision making

- ★ Leads to **Consistent Behavior**

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## Strategy

Financial Contentment

Common Language And Processes

Distribution Channels

Church  
Local  
Universal

Volunteers  
Teaching  
Referral System  
Etc.

Financial  
Professionals

Interns  
Staff  
Adjuncts  
Certification  
Degrees

Academia  
Christian Colleges  
Seminaries  
K-12

Changing the way Christians Think, Act and Communicate About  
Financial Stewardship

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## Opportunity

### A consistent message across multiple Channels

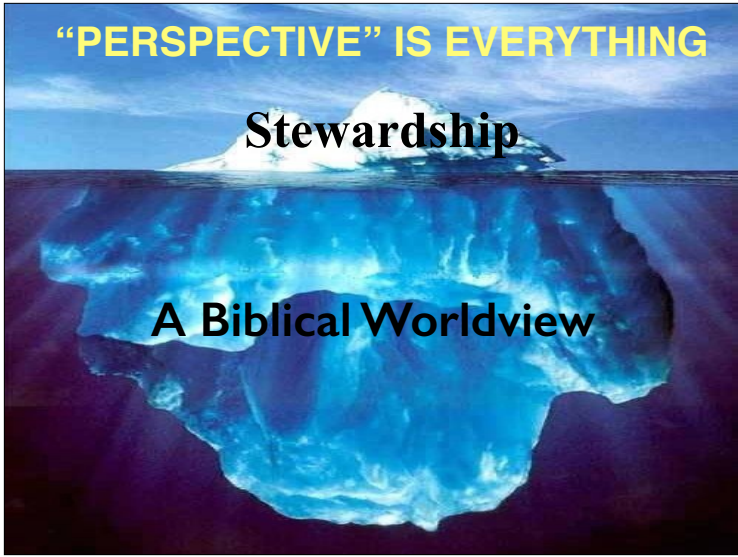
- 10,000,000 Faith based households
- 50,000 Ramsey churches
- 120 CCCU universities
  - 450,000 Students
  - 100,000 graduates per year
- Liberty University- 115,000 students
- 2,500+ Private Christian High Schools
- ???? Financial professionals who are believers
- ???? Christian Employers



## Consistency of Message

- God owns it all
- 5% understand the implications of this
- God's word speaks authoritatively to all financial decisions
- Not understood or believed





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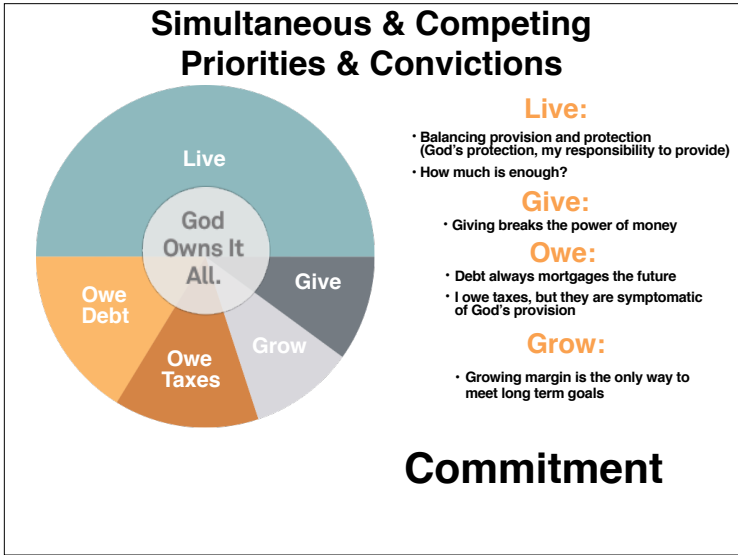
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# I Believe

- ★ The gospel of Jesus Christ is one of hope and encouragement and should be the promise of the church to all who have financial questions and fears
- ★ That ultimately everything about money is everything about discipleship
- ★ God's word is not difficult or confusing in any area of life
- ★ All money decisions and behavior is a function of spiritual belief, growth, and commitment.

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