



**RECONCILING**  
A WOUNDED PLANET†

# How do planning, business and finance help implement stories of hope?

*Jerry Marshall*





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# Germinate *enterprise*



[www.germinate.net/go/enterprise](http://www.germinate.net/go/enterprise)

*Fast paced, funny*

Lord Freud

*Witty and candid*

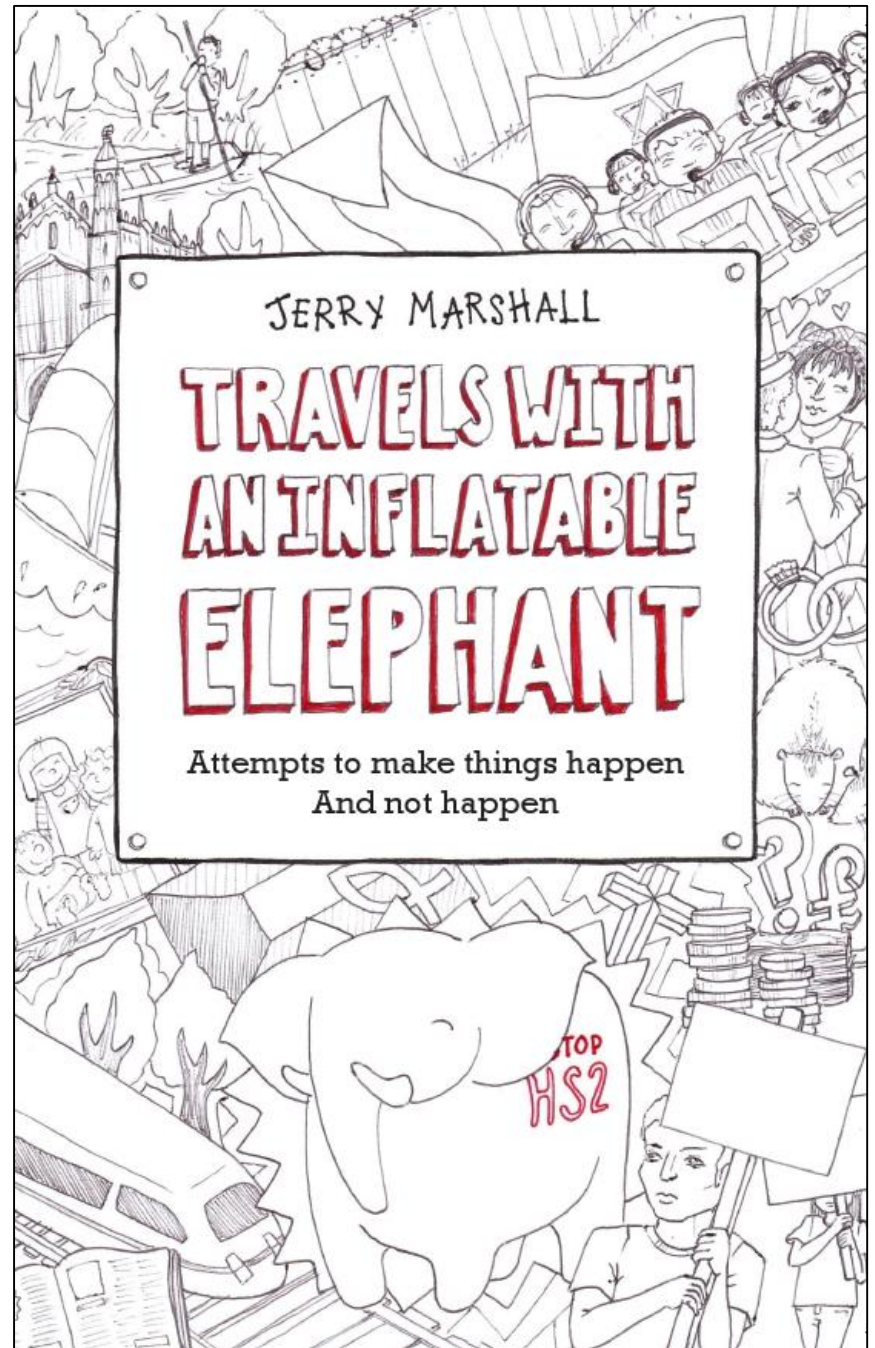
Marijke Hoek

*Inspirational*

Rachel Gardner

*Riveting... risk,  
adventure, challenge  
and big hairy  
audacious goals*

Simon Guillebaud





# How do planning, business and finance help implement stories of hope?

*Jerry Marshall*

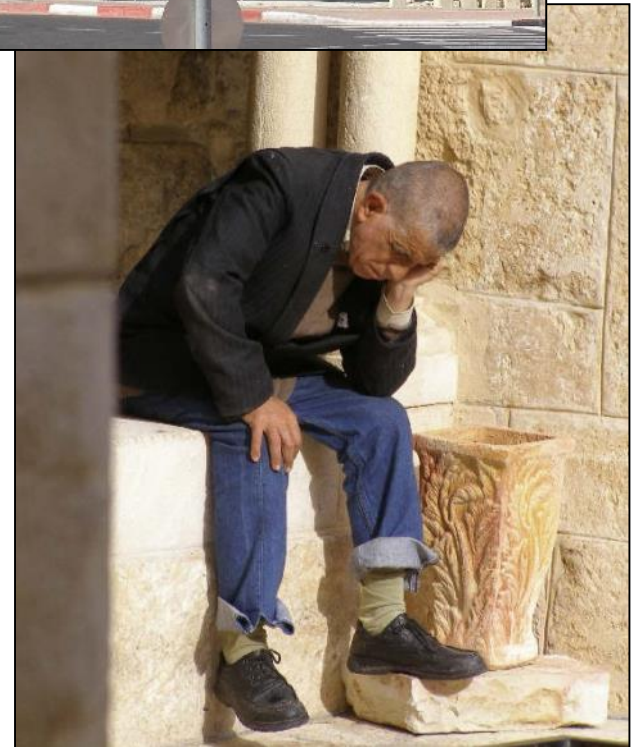


# Transcending the Wall

*A story of hope*

The Palestinian economy suffers from the protracted political situation, which in turn damages the prospects for peace.

Main issues are movement restrictions, high transport costs and sporadic border closure.





Exploratory visit  
with no agenda,  
Nov 2004

Workshop Feb 2005,  
seeking to “create  
robust jobs”



Another tough business meeting... Palestinians and potential Israeli partners, Tel Aviv July 2006



# First recruits, April 2012



*This transcends political barriers and limitations. I really love that. I am the eldest daughter in the family and I am my family's hope... I love it because it makes me feel renewed every day because I learn about other cultures and it helps my English come to life."*

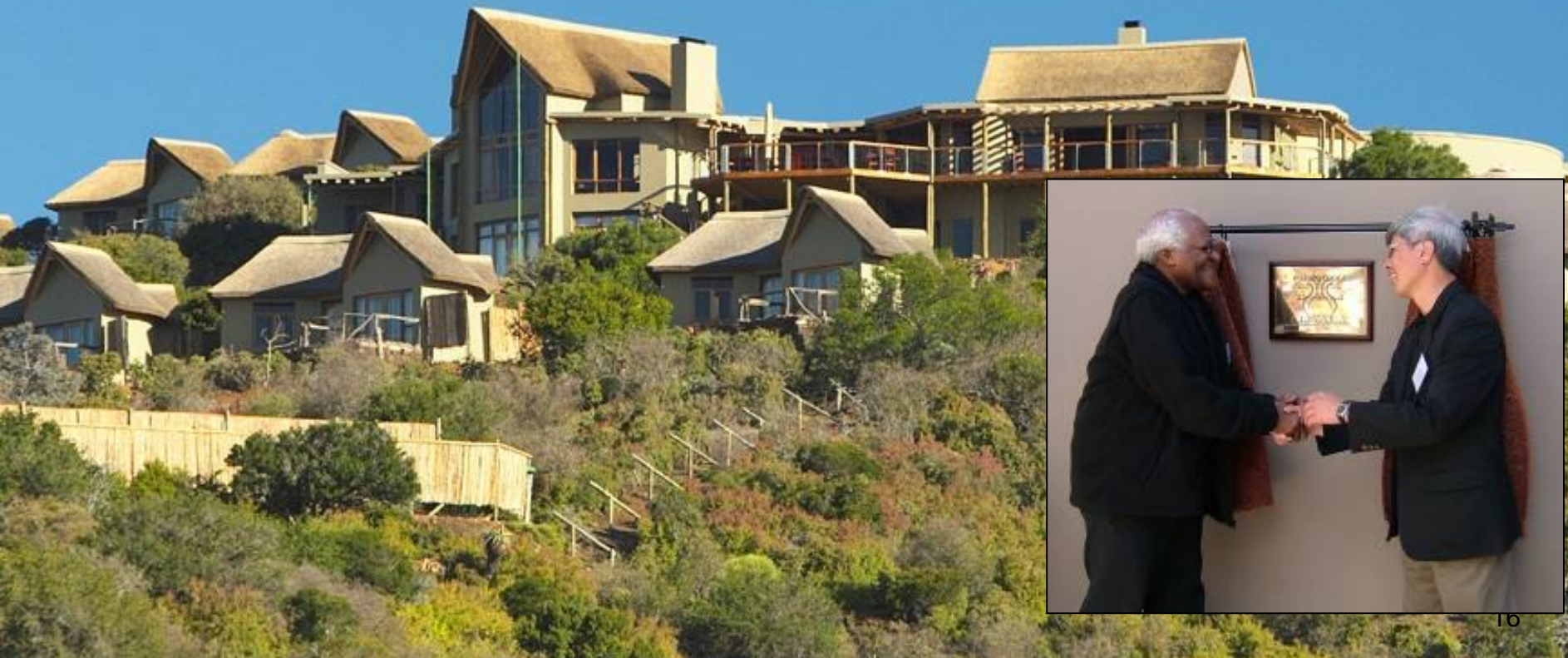
Yaman Qaraqe





# Kuzuko Game Reserve

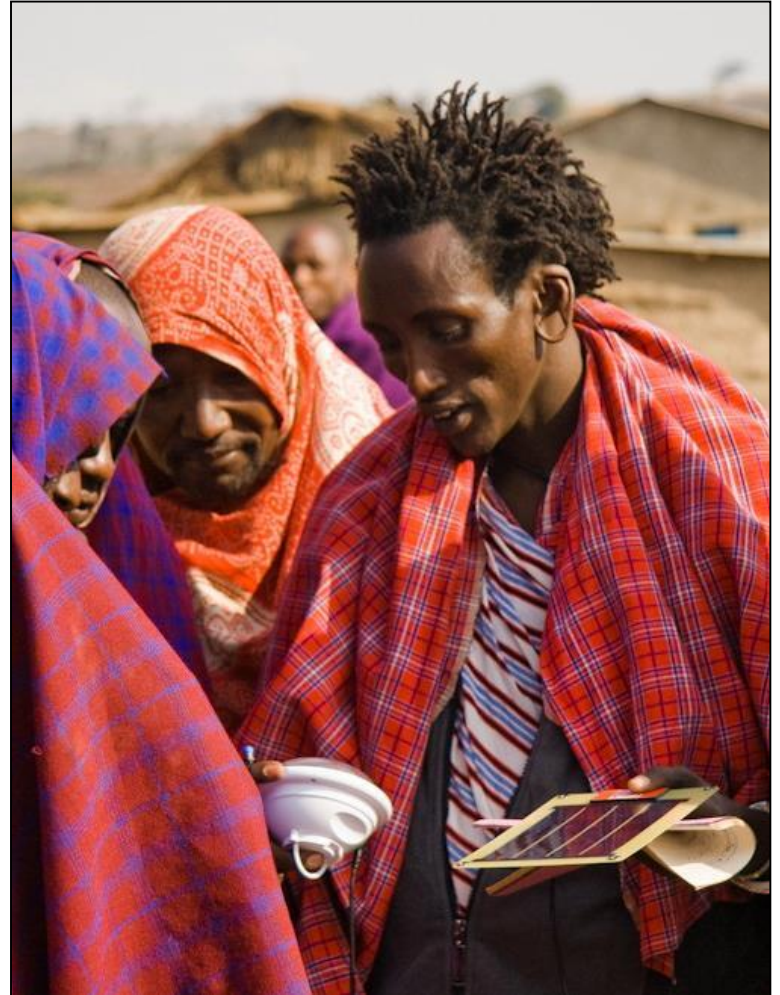
- Located Eastern Cape in Malaria-free zone
- 39,000 acres purchased, fenced and rehabilitated
- 5-star safari lodge managed by Legacy Hotels
- 420 jobs created in eco-tourism
- 75 endangered species released





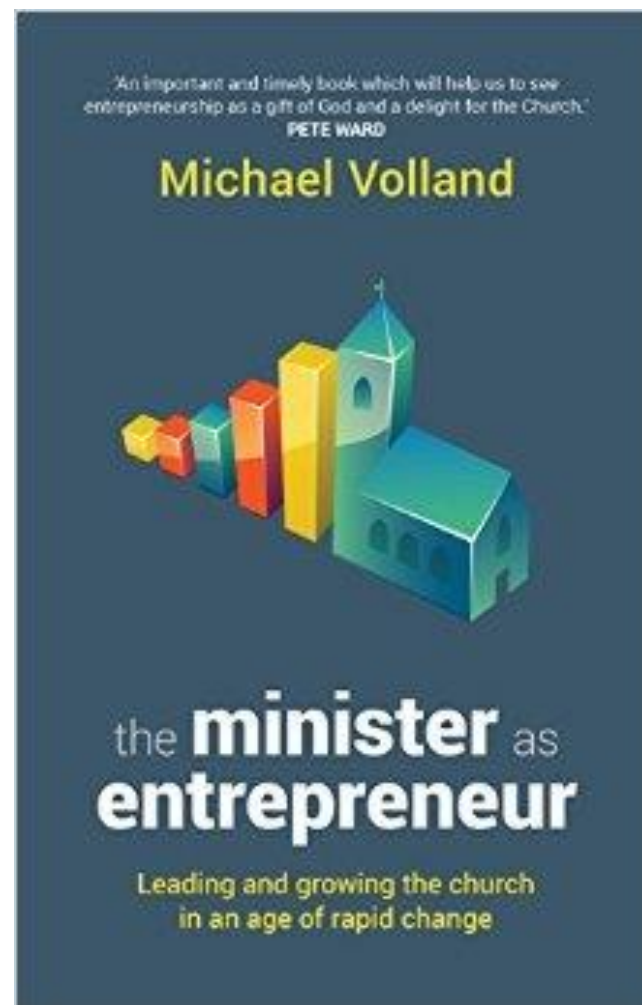
## A new approach:

- “Impact investment”
- “Impact sourcing”
- “Triple bottom line”



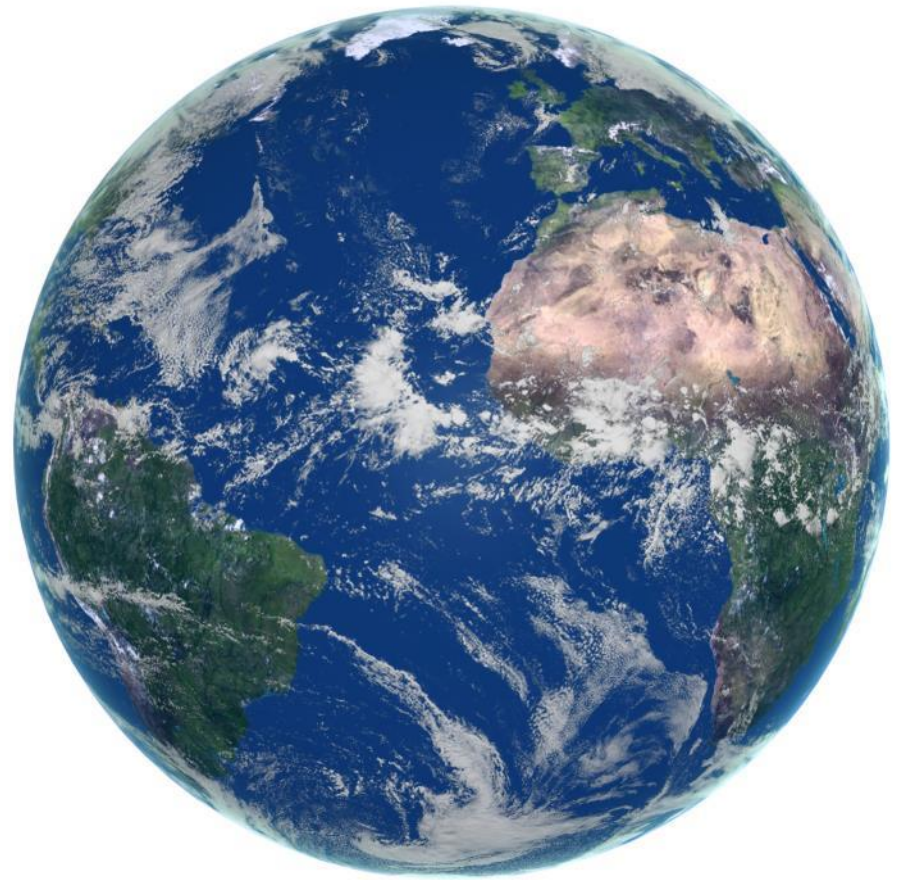
**An entrepreneur is...**

***“A visionary who, in partnership with God and others, challenges the status quo by energetically creating and innovating to shape something of Kingdom value”***



**Closing thoughts:**

***How to change the  
world in seven easy  
steps...***



# Spot the need or opportunity

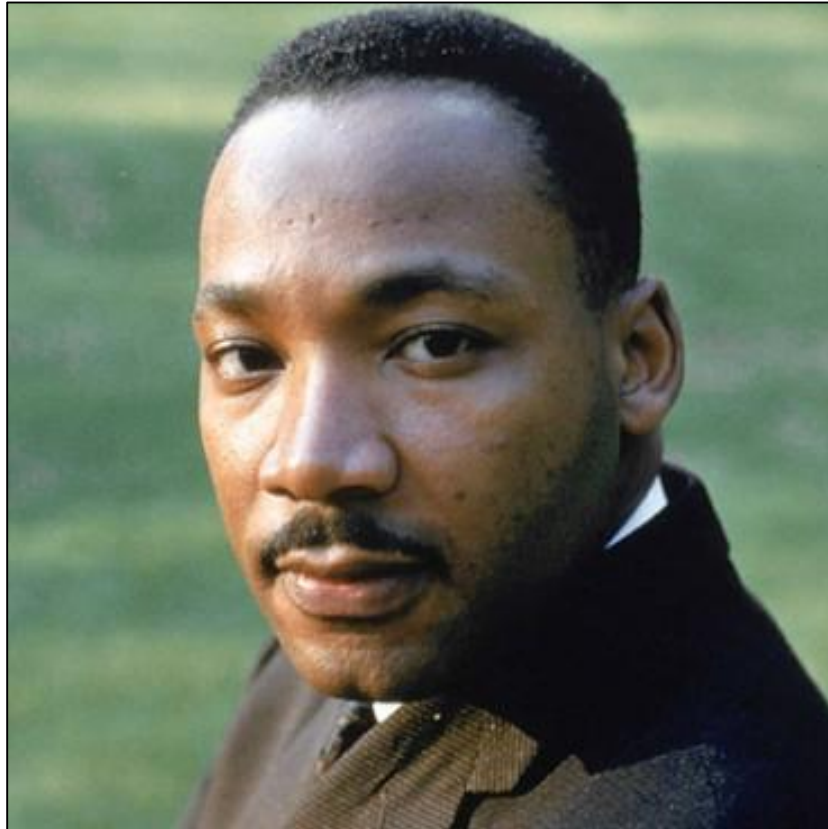




**Set goals**  
(and agreed to  
pay the cost in  
advance)

**Passion changes the world**

But expect opposition



# Work with others

- Work in partnership?
- Be a catalyst?



**Try one audacious new thing each year!**





# Get under way!



You Can Do It!

