

#1: The Man Who Sought to See the King

Remember the story of Zacchaeus in **Luke 19:1-10**? He was the influential Jewish businessman who became wealthy running a Roman tax collection franchise.

I get a sense that, despite making a fortune, his life was empty...maybe due to his line of work or because his customers hated him. No doubt he was searching for something.

One day, he heard a bloke named Jesus was in town; the taxman wanted to see him in person but was too short and the crowd too tall. So, he ran ahead and climbed up a tree to get a better view.

And lo and behold, as Jesus walked past, He spoke to Zacchaeus, "*come down, I'm going to stay at your joint.*"

Imagine that! An unbeliever, a money-lover, a people-hater...and the king of kings literally turns up on the doorstep of his life. Of course, this encounter didn't just change his eternity, but also...

...His business model and customer relations strategy

...His pricing structure, especially the refund policy (Luke 19:8-9)

This 'Zacchaeus principle' can be adopted by business owners:

- * There are many like him in the marketplace - ripping customers off; lovers of \$\$, not people
- * Some are Christians and run their businesses by the worlds' rules because '*everyone does it*'
- * When Zacchaeus's Plan A to see Jesus failed, he didn't give up - he had a Plan B
- * So, if your business isn't firing, don't stand around -climb the proverbial tree to seek the truth.

Imagine if Jesus turned up in Bendigo today, what would you do? Go to see Him? Look for a tree? Get your questions ready? Ignore it? What if He chose your business to visit??

While He's not here physically, He is in Spirit and in His Word, the Handbook; go there first for every issue, problem or decision...His wisdom, counsel & authority cover every situation. Remember...

...We grow in life & business in proportion to the time invested in His Word, studying & obeying.

What principles will we be sharing from the Handbook this year?

As many as we can, including foundational principles such as...

- * Our primary purpose in business is not to make money but to serve
- * We must always know the state of our flocks by managing diligently
- * Communicating love in all our marketing
- * Profit must be shared with a portion given & sown into the kingdom
- * The crucial role of vision & values in leadership
- * The importance of seeking counsel from wise mentors.

My counsel: if you want business success, there's no need to climb a tree; it's all in the Handbook!

At the end of the day, the followers of Christ should be the kings in business, the most successful; the most profitable and most potential because we have access to the greatest coach and manual.

But after decades of observation, I can say it's not happening to the level it should. It seems we Christians are often reluctant to be like Zacchaeus, the man who sought to see the King.