

The Handbook for Business, the Bible

15: Beware of Chasing Fantasies

This is a timely warning from the wise King Solomon - **Proverbs 28:19**

WHY? Because, "...a person who chases fantasies ends up in poverty" **New Living**

"...he that follows after vain [empty] persons shall have poverty..." **King James**

Story: Years ago, I met a building industry manufacturer whose business was in big trouble:

Upon investigation it turned out the owner was stressed & had lost interest in his business:

- * Frustrated at all the problems he couldn't solve, he created a distraction
- * He invented an amazing, but non-related, product for the leisure industry
- * And his key employee preferred working on the invention than their core products

Consequently, time, money & his focus were being diverted into what had become a fantasy:

1. His invention had little hope of commercial success; they sort of knew but hoped for best
2. Their fantasy provided some relief from the perceived drudgery of day-to-day business

Once he realised what was going on, to his credit, he shelved the invention; his key guy left:

- * A CEO was hired to get the business back on track; today they are very successful.

YES, business can be tough...& lonely - owners can feel trapped in work & constant problems

They can be enticed into what seems an exciting new project - maybe an invention; a joint venture or another business, property development or derivatives trading

- * BUT how quickly it becomes a fantasy...and as the Proverb warns, "it ends in poverty"
- * It can turn sour due to the time, energy & \$\$ wasted + getting involved with "vain persons"

I know because it's happened to me, twice!

And there's another risk - chasing fantasies means the original business problem you're running away from won't be fixed because it's not even being addressed.

Counsel: The Handbook encourages us to get help and get our thinking right:

"...in the multitude of counsellors plans are established" **Proverbs 15:22**

"Commit your works unto the LORD, and thy thoughts shall be established...." **Prov 16:3**

Instead of chasing fantasies stand up and face the critical issue AND your options to deal with it

- * If the horse is dead, dismount AND - learn - move on - try again - be grateful - be excited

There you go 105.1 listeners; you have the inside running:

- * Tap into the Handbook for business & plan for a new & better future