

The Handbook for Business, the Bible

2: Write the vision and make it plain

The failure rate in the SME sector is way too high; the Handbook provides a number of reasons for this phenomenon; but one stands out - vision, or lack thereof. Here's the deal...

As the business owner, by default, you're the leader: of self, staff, customers & your future.

A clear, legitimate vision is a leader's # 1-character trait - especially for Christian leaders.

Put bluntly: Without a vision you're not a true leader and you will always struggle in business.

Having asked many business owners about their vision most responses are along lines of: "to make money" or "I have not thought about it" - I have two concerns here...

(a) Why are they in business? (b) What are their followers following?

Is it any wonder studies show 2/3rds of workers are disengaged from, even hate, their jobs?

In effect, they turn up because they need the money; OR until they can find a better job; OR till they retire; OR waiting for their Tattsлото numbers to come up.

Imagine the cost and disruption to business of a constant stream of such staff issues!

As always, the counsel for this situation is in the Handbook:

Proverbs 29:18 clarifies the problem - "Without a vision (Godly revelation) the people perish" (i.e. run round in circles, dwell aimlessly, cast off restraint, fade away - the plight of so many SME's.

It follows, the solution is, do the opposite - With a vision people & organisations prosper because: ...They have purpose & motivation to create value for others and make the world a better place

NB: Making \$\$ (for the owner) does not it pass the Handbook vision test.

Another Biblical principle is also part of the solution - in today's verse: **Habakkuk 2:2...**

"Write the vision and make it plain...that he may run that readeth it"

Having articulated & written your vision, you must live it, breathe it, embrace it and share it.

Your followers will then be inspired to 'run with it' [or leave, not wanting any part of it, that's ok]

If you're struggling, go back to WHY you started in business OR consider a 'generic' vision:

"To bring a spirit of excellence to the marketplace" OR "To honour God in all we do" OR "To do work we can all be proud of"

It may be challenging if you've been in business a long time without a vision!

If so, imagine being in a Board meeting with Jesus; he's the Chairman you're the CEO:

...The Chair asks YOU where His business will be in 10 years - what might you say?

...What will you WRITE in plain, easy-to-understand, words that your followers can run with?

For what it's worth, my vision to make the world a better place: *"No business ever needs to fail"*