

The Handbook for Business, the Bible

#36: History repeats itself

King Solomon exhorts us to learn the lessons from history...

"What is happening now has happened before, and what will happen in the future has happened before, because God makes the same things happen over and over again. That which is now already has been, and that which is to be already has been...history repeats itself (Eccles 3:15 - Amplified)

These repeating cycles apply to an individual's life, to nations, to businesses, to economies, to markets even to local churches - all come & go, rise & fall, boom & bust.

It's interesting, today's verse is in the "to everything there is a season" chapter of Ecclesiastes!

Churchill also recognised this phenomenon - "Those who forget history are bound to repeat it"

As did author, **Arnold Glasow**, "The future is the past returning through another gate" - He also opined: "Nothing lasts forever, not even your troubles"

I read into Solomon's wisdom, not to get too settled in the old way of doing things/business because change is inevitable - e.g., look at the fallout in the taxi industry after Uber turned up.

...Look how many once-prosperous businesses have gone under just in the last 6 months

...Look at what Covid has done to the way people work, meet and buy things!

And once the free \$\$ stops, parts of the economy will likely resemble a train-wreck:

- * Don't believe the government spin, they are clueless re marketplaces & business
- * Capitalism demands a price - there are always winners (few) & losers (many)
- * Tens of thousands of SME's will be caught in the bust-cycle & not survive
- * A massive asset seizure is coming as hordes of borrower's default on bank loans
- * Most people, (i.e., your customers) are poorer already and will be more so in future.

Think of it like this: history repeating is like a test we must pass to secure a better future:

As a business owner, the question to answer is, will you pass the test?

Are you prepared...or just waiting around to see what happens or for the good times to return?

What's happening in your industry? Marketplace? Customer-base? What are you doing different? Have you reviewed your target customers? Your products/services? Done any 80/20 analysis? Are you in default on your bank loans...because if you are, you're in trouble?

Over the past 36 weeks we have shared from the Handbook, numerous principles, strategies & tactics to help you prepare for and prosper in the tough times ahead

History repeats because the Handbook declares it: expect it; plan for it; don't be caught out.