

The Handbook for Business, the Bible

7: It all starts with your vision

I used to work a lot with business startups; discussions started with their vision - in the form of a question: WHY do you want to go into business?

- * Few ever said it was "to serve others, or make the world a better place" etc.
- * 99% along lines of - always wanted to; to make \$\$; freedom - all fine & normal
- * Therefore, the venture was ALL about THEM, their future + making \$\$

It's interesting then to consider failure rate among SME's - up to 80% within 5 years

- * Worst form of failure: a business enslaves the owner, pays little, but remains open
- Truth: There's a big disconnect b/n VISION & building a great, valuable business asset

My Q: What causes this disconnection ...and so much lack of success?

One key reason: **Proverbs 29:18** - "Where there is NO VISION, the people perish..."

- * VISION here means Godly revelation - it's HIS vision or yours confirmed

To PERISH = run wild, dwell aimlessly, go round in circles, fade away

- * Clearly that's been happening in so many businesses for decades

Here is some counsel as you go about rebuilding your post-virus business model:

1. There a difference between a dream & a vision...
 - * A dream is personal to YOU; a vision is SHARED & leads others to a better future
 - * You don't build a great business around your dream but around your vision
 - * If you dream of being rich, fine; but if it's also your business vision you're in trouble
2. God unlikely to honour your passion to be rich because it's your plan, NOT His
 - * Our role is to be part of Jesus vision to "GO into the world and be My witnesses"
3. Vision - # 1-character trait of a leader = no vision, no leader, no inspiration
 - * An inspiring vision creates value for OTHERS
 - * An inspiring vision motivates people as they pursue a cause
 - * Making \$\$ for you meets neither test - NOR does it pass the Handbook test
4. As you reconsider/remodel your post-virus business, start with your vision...
 - * How will your business make the world a better place + run it by the Master
 - * Stephen Covey, 7 Habits - "Begin with the end in mind" [then work backwards]

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

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