

10: Don't copy the behaviour of this world

Here we go again with an incident, a Bible verse, a principle and an opportunity!

Part (a) of **Romans 12:2** commands, "*don't copy the behaviour and customs of this world...*" TLB

...Of course, Paul was referring to spiritual issues but the principle can also be applied in life and for us, in business - we choose to do business the world's way or God's way.

We've shared many examples of worldly behaviour that cause businesses to operate below their full potential. Here's one I experienced just last week...

I went into a hardware store to buy three catalogue items; a staff member showed me one, and advised '*the other two didn't come in this week's shipment; hopefully they will be in next week.*'

What worldly behaviour was copied here?

The usual, *we don't have what you want, see ya later!* In a competitive market, not good enough...

- * A business focused on serving & caring for customers would do much better than this; the obvious thing, get my number and offer to ring as soon as the items come in (thus creating a 'connection' between us, as I wait for his call) ...or show me similar items in stock
- * And why let a customer walk out to potentially head to the opposition? What behaviour has the owner of this business ingrained into this (rather disinterested) staff member?

...Clearly, there is a leadership & culture deficiency

...I see this behaviour as an early warning sign of a business in trouble.

I sense this attitude is widespread in the marketplace:

Too right it is. So many business owners & staff just don't get it; they seem to operate with a kind of entitlement mentality...maybe after too many good years!

We talk about **communicating love** as the greatest marketing strategy; yet, it is lacking in most businesses! Indeed, love of people is absent because in this world, it's all about the love of money. And Jesus did warn, we either love God (and people), or we love money! It's a binary position.

Of course, for Christians in business, we should already be living by this love principle, not copying the world; meaning today's case study applies to our opposition, not to us.

What's the lesson for Christian business owners?

There's no doubt the world's behaviour & customs are leading a lot of business owners into survival mode, disconnected from customers, disillusioned and for many, failure.

The second part of Romans 12:2 states: "...don't copy the behaviour and customs of this world **but be a new and different person with a fresh newness in all you do and think...**"

We often share that Christians should be the kings in business simply by following the Handbook; but too many aren't because they willingly copy the behaviour and customs of this world!

My counsel: ASSUME each customer seeking your help is JESUS - what will you do different?

In other words, don't copy the world's behaviour or you too could end up in mediocrity & failure.