

From the Handbook of Business, the Bible

16: He walked along beside him

Remember, the parable of the good Samaritan? It can be aligned to our businesses & marketplace:

...Imagine - the traveler left for dead represents your customers

...The priest and Levite are your competitors

...The good Samaritan is YOU, a Christian business owner and servant of Jesus.

"...the Samaritan soothed his wounds and bandaged them...put the man on his donkey and walked along beside him till they came to an inn, where he nursed him through the night..." Luke 10:34 TLB

We see here a heart of love, compassion & giving. Not so in today's marketplace with too many reports of unethical practices by the big end of town - banks, telcos, builders and so on. And...

...we've all had loveless experiences with small businesses (e.g., my recent ordeal with the lawyer).

Of course, all this is based on the love of money & its corollary, the anti-love or hate of people.

This phenomenon seems to be getting worse!

It is, for many reasons; but the two main ones involve people & money (who would have guessed):

1. Business is first about people: Owners/managers/staff/customers - lives get busy and complicated; everyone gets stressed and when we do, we tend to focus immediately on self...

* To reduce fear & enable us to survive our croc brains creates a default position -

...And that's what turns up in the first 7 seconds of every human interaction

* This position is automatic and excludes love of others due to our sin nature plus 3 key factors...

...**Structural conditioning** by parents & others in childhood (e.g., *mind-your-own-business*)

...The **New Age** humanist movement declares that '*I am a god, don't mess with me*'

...**Evolution** has taught people that life is a constant battle and *only the fittest survive*

2. The love of money: Jesus warned that we either love God or we love money! As unfair as that sounds, it's the truth; from my observation of big & small business, love of \$\$ is out of control...

* People aren't walking along beside their customers enough...they just want the sale + \$\$

* My new business proverb: *Love people & the money will come; love money & the people will go!*

Presumably, many in business don't even recognise this phenomenon:

Yes! Literally in those first few seconds when humans interact, that automatic default position kicks in, like it did when the priest & Levite decided there was nothing in the transaction for them.

My counsel: Understand this truth...then get your focus right; don't be like the priest and Levite.

Again, that first **7 seconds done right, will change your world...**

...It always leads to an either/or outcome - you will either be a priest/Levite or good Samaritan

...In business as in life, success comes when we walk alongside others...putting their needs first

...By understanding this principle, we Christians will be the good Samaritans in the marketplace!

Next week: Some tactics to help you 'love-your-customer' once you're through those **7 seconds!**