From the Handbook of Business, the Bible

19: Those who trust in their own insight

Let's talk about how you can make better decisions.

In my 40+ years as a business adviser, I found that many owners struggle when it comes to making the big decisions; sometimes, I just shake my head at what they decide to do and why!

Solomon's wisdom declares, *"Those who trust their own insight are foolish, but anyone who walks in wisdom is safe"* **Prov 28:26 NLT**

Here's an example of a poor decision made by a cash-strapped business owner I knew:

Years ago, when rooftop solar was becoming popular, the cold calls started coming out of Melbourne into the regions. A bloke I was working with at the time got just such a call…

* The caller seemed to promise the earth in his sales pitch
* The solar system would eliminate all power bills; easy to install and finance was available.

Trusting in his own insight, he accepted the $30k solar deal and their over-priced, 5-year loan.

* He never assessed the risk of being in a rented shed with only 2 years left on the lease
* He did not get a quote from any local solar supplier
* He never sought advice from his accountant due to the perceived cost
* He didn't get advice or a finance quote from his bank.

How did it turn out for him?

Not good, he only figured out it was a **foolish decision** after signing up! It was due to…

…The actual installation took way longer than they said, disrupting his business no end
…The monthly repayment was a big drain on an already tight cashflow
…And worst of all, the power bills were not eliminated, not even close.

What's the real issue here?

There is a sense that once you're a business owner all decisions rest primarily on your shoulders!

But this is not so. The truth is, no one can be an expert in all facets of managing and growing a successful business. You've got to, in effect, humble yourself and walk in wisdom! For example…

…If you're a 2 at admin and 8 at sales, wisdom suggests handball the admin & focus on sales.

How can Christian business owners walk in wisdom and be safe?

This is what you should do…

First, make a choice - stop trusting in your own insights on every issue that comes up

Second, seek Biblical wisdom - start in Proverbs, the Book of Wisdom

Third, do as Jesus instructs - ask and He declares, you shall receive (that is, answers)

Finally, get help - it's not a sign of weakness to ask a wise person to help you make a decision.

If you will humble yourself and follow these simple steps you won't have to trust in your own insights but instead, you will grow in wisdom and not put your business future at risk like the solar guy did.