

From the Handbook of Business, the Bible

37: Fix your gaze straight ahead

Possibly the greatest example in history of a person not fixing her gaze straight ahead was Eve!

You've gotta feel some sympathy for her; she gazed upon that fruit but only after her mind had been distracted & confused, by having to deal with too many issues at once; I see at least 5...

- * The sudden appearance of a serpent asking a question
- * Put on the spot, she needed to respond
- * That pressure led to her emotional but confused answer
- * The serpent then threw another statement into the mix, the one that trapped her
- * The thought then arose that she was missing out on something, namely wisdom.

I believe her brain simply could not process so many variables at once; instead of backing off, she chose to make a bad decision; Adam followed, and it led to a catastrophic outcome.

What Bible verse can we apply to her predicament?

Many, including **Proverbs 4:25** - "*Let your eyes look forward; fix your gaze straight ahead*" **CSB**

Eve was distracted as soon as she took her eyes off the vision to be Adam's helper in replenishing the earth and tending the garden. She could have waited for the Master, the LORD God and checked the truth with Him.

Presumably, the same thing happens to us in life and business:

Yes, I see it all the time! Business owners making bad decisions for the same reasons that Eve did:

...The pressure from too many issues on their plate at once
...And too many, what I call non-core, distractions taking their gaze away from the main game.

Research has shown that if you focus on ONE issue at a time it gets 100% of your attention; that's logical. But to focus on and switch between FIVE issues you will only be about 20% effective; WHY?

...We become less & less effective as our brains are forced to switch back & forth between issues.

I used to do it; when the TODO list was bulging, I'd shut my door & work on a set of financials or a tax return because it was easy and I was good at it; it meant I could avoid issues I was not good at.

If you're feeling a bit the same here are 3 suggestions to help fix your gaze:

First, what is ONE thing you could do to improve your business, marketplace or industry today?

- * Maybe a better offer? Guarantee? Re-focus on your niche? Staff training? Get help?

Second, instead of continually adding issues to your TODO list, create a DON'T DO list...

- * Identify what you're not good at; treat them as distractions and delegate or outsource them

Third, take WEDNESDAY off, stay home, consult the Handbook for business; think, plan...

- * The idea is to reduce the stress and overwhelm for one day; if it works, repeat!

Counsel: Learn to gaze straight ahead, to stay focused...or you will spend much of your life running round in circles, making bad decisions, just like Eve did!