

# From the Handbook for Business, the Bible

## # 4: Beware, you may be at risk of perishing

We have been sharing about what business startups need to embrace to ensure success. Today, let's talk about one principle, ignored by too many startups and so many existing business owners.

I refer to **vision**, the pursuit of which should be a person's primary reason for starting a business.

And again, let's take counsel from the Handbook for business, God's Word - **Proverbs 29:18**...

*KJV - "Where there is no vision, the people perish..." Other versions describe visionless people as...  
...Running wild, dwelling aimlessly, casting off restraint, stumbling, out of control!*

If you feel this way as a business owner, lack of vision is a major reason why! And the truth is, you will likely go through your whole business life in this visionless state with a huge risk of perishing!

Note for startups: there's time, so, clarify your vision to avoid the cost & embarrassment of failure.

### If it's not a vision that drives people to start a business, what is it?

**From my observation, they have a dream, which is wonderful...but a dream is not a vision:**

\* E.g., they dreamed of being in business; of making money; of being their own boss; of financial independence and building an asset.

**All good, but none qualify as a legitimate business vision, especially for Christians because:**

...A **dream** is about ME & my future, whereas a **vision** is about OTHERS & their future

...A vision is God's revelation or confirmation of our contribution to or position in, the marketplace

### What are some characteristics of a Godly business vision?

There are many but for today, let's focus on THREE:

1. A picture of a better future, with lives enhanced in your marketplace, industry, the world...
  - \* It gives your team purpose, clarity & motivation, that is, a cause to be part of...
  - \* Without these traits, people just turn up to work...and mediocrity reigns
  - \* Eventually, owners can get to a point of being trapped seemingly with no way out
  - \* And there is an ever-present risk of perishing exactly as the Proverb states
2. Without doubt, the most common vision among business owners is to make money...
  - \* Capitalism declares this to be the # 1 purpose of a business
  - \* But it should not be the main purpose of a Christian business; rather, that is to serve
  - \* The \$\$ follows, how much, depends on God's blessing & how well you serve
3. In your heart, you must 'see' a problem people have and 'see' a way you can solve it...
  - \* Or you will end up swimming with sharks, perishing as the problem is already solved
  - \* E.g., Fred Smith's FedEx vision: *Absolutely, positively overnight* (normally 2 days)
  - \* Uber vision: *'Transportation as reliable as running water, everywhere for everyone'*
  - \* My vision: *"I see a marketplace where no business owner ever needs to fail"*

**If you're struggling or sense there's a risk of perishing, download & review today's session notes plus my additional vision training notes at [www.themarketingspirit.com.au](http://www.themarketingspirit.com.au)**