

# From the Handbook for Business, the Bible

## # 15: You're going to wear yourself out

The Israelites had left Egypt and were wandering in the wilderness. And Moses had a problem ...or rather the 1m+ adults did - they needed a judge to sort out their many disputes.

Moses assumed he was to be the judge to solve all their problems! But it meant he had to sit in judgement all day, every day to get the job done. Clearly, it was an inefficient solution.

A better solution was suggested by Jethro, his father-in-law, who had seen the real problem namely, too much work for one man and told him so...

*"You're going to wear yourself out; and if you do, what will happen to the people? Moses, this job is too heavy a burden for you to try to handle all by yourself"* Exodus 18:18

### And what was the outcome for Moses and his people?

To his credit, Moses implemented Jethro's plan, spreading the workload among other capable, honest & Godly men for faster outcomes; then, only major disputes came before Moses.

The principle here could be seen as, you need to identify, then solve the right problem; indeed, a problem correctly defined is already half solved!

### Here's another (worldly) example:

*...I helped a tradie fix a problem that was wearing him out, just like Moses - subcontractors leaving jobs about 98% completed; this meant he had to take care of any subsequent customer problems, costing a lot of time & goodwill; he figured it was just how the reno game works.*

*Wrong! The real problem was the subby's 'get-in-get-out-quick' attitude. So, we created a Job Completion Checklist they now tick off & sign before leaving a job, making them fully responsible for their work...a solution that identified & fixed the real problem.*

### What about other business problems that may be wearing owners out?

Just about every problem could fall into this category whereby the real problem isn't seen, with energy & resources invested in the wrong solution.

### Here are 3 common business problems and possible solutions:

**Observed problem:** You have constant cash problems

**Real problem** may be: Poor sales mix - too many low GP sales, not enough premium GP sales

**Solution:** Drill down with an 80-20 analysis of sales, customers, products & services sold

**Observed problem:** The website isn't generating much traffic and sales

**Real problem** may be: Wrong message - overly focused on seller, instead of buyer's pain & need

**Solution:** Change your website header to align with the word's prospects search for in Google

**Observed problem:** Staff lose time trying to sell to prospects that don't buy

**Real problem** may be: Too slow discerning if prospects are tyre-kickers or serious buyers

**Solution:** List 3QQ's to ask prospects to gauge if their problem is what you can & want to solve

### These & so many other problems have been addressed in our Handbook sessions:

They certainly have. And summaries can be found at *The Marketing Spirit, Life FM* tab.

***Look at every problem like Jethro did - what is the real issue here? Do I need another set of eyes looking in? If you don't follow this pattern, you're at risk of wearing yourself out!***