

From the Handbook for Business, the Bible

16: Be open to new ideas

Let's talk about IDEAS - big ideas, new ideas and how these can dramatically improve a business, even if things are going well; or help turn things around if things aren't going so well.

When it comes to new ideas, let's compare what these two Jewish gentlemen declared:

1. Einstein defined insanity as basically rejecting new ideas by continually *"doing the same thing over and over again, expecting a different result"*
2. Solomon's advice was the opposite: *"Intelligent people are always open to new ideas; in fact, they look for them"* Proverbs 18:15 TLB

What is the link between what these two geniuses had to say and the Handbook?

After 40+ years in this game I've seen it all; a few very profitable businesses; a lot of very average ones, some making money, others barely breaking even; and too many failures.

- * There's no doubt, the best business owners are open to new ideas and taking action
- * The journeymen tend to stick with the status quo as they seem to fear change

And in a kingdom sense, look at the people who were open to new ideas, maybe going as missionaries into foreign lands or to help the less fortunate; Mother Teresa comes to mind.

The Bible has numerous stories of people implementing new ideas with amazing results:

- * Young **David** was asked by his father to take food to his brothers on the battleground; when he saw Goliath, he got one new idea and stepped into history - 1 Sam 17:26
- * **Zacchaeus**, a rich man, after an encounter with Jesus, was open to a new idea that radically changed his business model to benefit customers and the poor - Luke 19:8

What about the 2nd part of Solomon's Proverb: intelligent people look for ideas?

That's right, they don't wait round hoping things improve; they look for ideas to make it happen (occasionally they fail); contrast with the majority of people that anecdotal evidence suggests...

...80+% have been conditioned to see & focus on problems, not opportunities

...Those 80% aren't natural problem solvers; nor are they good at getting the help they need

...Thus, through fear & structural conditioning, don't find the success they crave in business

...For them a new idea, especially strategic or long-term means change, the last thing they want.

The logical question to ask yourself is: Which group am I in - the 80% or the 20%?

One new idea I want to share with business owners:

I have a radical idea that should resonate with you, as it did for David & Zacchaeus! Take a day off, stay home; put your strategic hat on; look at the future through these Q's to start with:

...WHAT is your life mission that, if left undone, would cause untold regret on your deathbed?

...WHY are you in this business other than to make money?

...WHERE could your business be in 3-5 years if there was nothing stopping you?

...Assume a perfect market, WHO is your ideal customer & exactly WHAT problem do you solve?

If this were to be your first new ideas day, I hope you make it a monthly or even weekly ritual. And note: IF you can't take this ONE day off, then you don't have a business, you have a job!