

From the Handbook for Business, the Bible

20: Don't be satisfied with things as they are

Sharing Dave's story last week got me thinking! Remember, he was a landscaper, excellent in his field, with 20+ years in business, 4 staff, going ok...yet there were signs of trouble brewing.

But for him, tough times were just part of the game! It meant, doing what most do - push on regardless, work harder, nose to the grindstone; i.e., business-as-usual hoping things work out.

It took an outsider looking in to see what Dave could not see. But once it was explained and understood, everything changed; he was no longer satisfied with the way things were!

So, what have I been thinking?

I've been thinking: In Australia, **becoming** a business owner is relatively easy & ooo's take the plunge every year; but **being** a business owner is a really hard...and ooo's fail every year!

Further, people go into business with virtually no training on how to control & grow a business.

...They may hold a qualification or be experienced in their field; with a dream & lots of passion; encouraged by friends & family. However, none of this guarantee's survival or success!

The truth is, new owners quickly learn what they don't know, forcing them to make choices:

...To push on, learning in the role - some learn fast (entrepreneurs), others learn slow (plodders)

...If they have street smarts, they see what needs to be done and can get it done

...Some hire advisers/guides early, some when it's too late; some never do, trusting themselves

And too often I see the same outcome with Christian business owners, who should be kings in business; after all, we can choose to access the greatest coach & coaching manual available.

What does the Handbook say about this phenomenon?

In fact, it's a warning: **Proverbs 1:32** - "*The wrong path that childish people take will kill them. Foolish people will be destroyed by being satisfied with the way they live*" **NIRV**

...**Wrong path** - accepting a 'second-best' business model without seeking the very best

...**Childish people** - business owners, unsure what they are doing or what to do next

...**Being satisfied** is business-as-usual, no need for changes to the business mode; all's good

Based on this scripture, what can business owners do to stay alive?

1. **Beware** the danger in being satisfied with the way things are, it could kill your business:

...For a start, the economy is tanking following 12 rate rises in 13 months with more to come

...And don't expect governments to fix the economy or the marketplace because they can't

...A credit crunch will cause banks to call-in defaulting loans; if you're in default, action needed

...As customer spending habits change, what can you do to counter this (see Session 18 notes)

2. **Assume** you're on the wrong path & need to create more value for prospects/customers

3. Maybe, like Dave, you need **an outsider** looking in to see your real situation and advise.

Finally, tap into our Handbook for Business sessions for strategies/tactics you can implement immediately - the Podcasts are on the 105.1 website; or the notes on TMS, below.