

From the Handbook for Business, the Bible

25: Love your neighbour as yourself

Put your seatbelts on because today & next week, we're going to talk about love! This message can transform your life, business & destiny...no matter where you're at right now.

Indeed, you could call this, the greatest life & business success secret ever! Its absence explains why businesses & relationships fail; nations are at war; tyrant's rule & the world is in such a mess.

And while this principle is relatively easy to understand, for most people it's virtually impossible to implement because in its purest form, is only available to the followers of Christ.

While this sounds amazing, there is the cause of this unfolding situation:

It's the simple choice everyone must make to either 'love your neighbour as yourself' - or not to!

Matthew 22:39 - This is a command of Jesus, not an idea or a suggestion

You've probably heard it preached before, so it's easy to brush over; but stay with me, the backstory is an eye-opener. **Here's how God's love is meant to operate...**

- * God is love - unconditional, covenant, one-way (agape) love - **1 John 4:8**
- * He created humans as an expression of that love
- * His desire was for us to receive His love and pass it on, flowing like a river
- * Adam's sin interrupted the flow, although God's one-way love, never stopped
- * That sin introduced selfish, self-centered love into the world, and all are born with it
- * Jesus coming as our ransom is a further expression of the Father's unconditional love.

If one rejects the Father's love, they have none to give others and they stand alone! This is the fundamental reason for the deteriorating human condition; the rapid descent into chaos & lawlessness due to personal, institutional & government failure with evil & distress everywhere!

What's the role of the god of this world (2 Corinthians 4:4) in all this?

The master deceiver started with Eve then Adam! His arsenal is huge and he is so, so clever:

...He convinces people that God's love is actually conditional

...He deceives many into loving money because when they do, they can't love God or people

...He promotes feel-good, selfish love, even tough-love, the opposites of God's selfless love

...Of course, his mission is to rob, kill and destroy God's creation, especially mankind - **John 10:10**

There is a clear link between this loveless phenomenon and business:

Most businesses are performing below full potential! The main cause is a lack of unconditional love flowing through the operation. Of course, other forms of love do operate but these are conditional - love of friends, country, brethren, mankind, nation, etc.

...And hear my heart, this doesn't mean staff aren't pleasant & helpful to customers; most are.

Truth: Selfish, self-centered, conditional love emanates from all non-Christian (and too many Christian) business owners towards their neighbours - staff, customers & marketplace.

In other words, they reflect the 'normal' worldly form of love...**but it's not the form of love God requires Christians in business to receive and to give.** Sadly, they are operating in the only form of love they know, that is, selfish love.

Counsel: That's the backstory; next week I'll share more on how this love applies in business.