

From the Handbook for Business, the Bible

5: How to stop your plans going awry

Let's talk about a key ingredient of success for startups and business owners - the need to get help in areas where you're weak...because none of us can have all the right answers all the time!

King Solomon was the wisest man that ever lived; the Bible contains 560 of his 3,000 Proverbs – that is, instructions for success in life & business; the one we focus on today is **Proverbs 15:22**...

"Without counsel, plans go awry, but in the multitude of counselors they are established" NKJV

For 'awry' other versions say: come to nought; fail, end in disappointment; frustrated
'**Multitude**' means several, not just working with a friend/relative, but wise & experienced experts

* This isn't a suggestion, but a warning of what happens when we try to go it alone!

I've seen too many business owners, for whatever reason, not seek the counsel they needed and it cost them bigtime! In other words, they had a **need** but not a **want** for counsel.

What about some examples:

From my time as an accountant & business consultant

- * Too many startups assumed their technical ability & personality would be a winning formula in business; I suspect wise counsel was not sought because they didn't want to hear any negatives (i.e., 60+ % chance of failure) or a tight budget meant they didn't want to pay
- * A Christian business owner sought advice on a strategy he devised & was committed to...
...He didn't like what we told him, refusing to accept it...& sacked us as his accountants
...He ended up in court on this very issue & went broke in the process, losing everything
- * Contrast a young Christian who sought advice about selling computer software systems...
...I told him to offer a premium service, guarantee install times, train staff, follow up
...And to charge a premium fee - whatever he thought to charge, double it due to the value
...Today he owns a very successful technology-based business and is changing the world.

Why are people seemingly reluctant to engage with wise counselors?

There are many reasons but from what I've seen the 3 main ones are...

1. **Pride**: I.e., 'as owner, I should be able to fix this' or 'seeking help is a sign of weakness'
2. **Fear**: Of what may be uncovered or the changes required; so, easier to do nothing
3. **Status quo**: They're in survival mode - no desire or time for more work, change or improvement

Solomon warned that without counsel, plans will go awry! You've heard of **ROI**: Return on Investment; but also consider **COI**: Cost of Inaction - there is always a cost of not acting, of going alone...and in business that cost can be devastating financially and emotionally.

We must be wise as to where to seek counsel, in order that our plans don't go awry:

- * Begin in the Bible where there is a plan to overcome every issue of life & business
- * Then seek Christian counselors with the wisdom & understanding in the areas you lack
- * Keep learning, investing time & \$\$ to improve YOU, so YOU can make better decisions.