

From the Handbook for Business, the Bible

34: You need a guide & good advice

Last week we spoke about the risk business owners face chasing fantasies in an attempt to avoid the daily grind, instead of finding and dealing with the root cause of their pain.

Let's talk about another risk business owners face, namely a mediocre attitude within the team towards each other & customers and together with complacency are the enemies of success!

I can understand this happening in big companies that exist primarily to enrich shareholders & executives, with staff & customers a means to that end. But there's a similar trend emerging in the SME sector, where people are doing the bare minimum, no more! Other symptoms include:

- * Broken promises
- * Boredom at POS
- * Web contact ignored
- * No after sales follow-up
- * Phone calls not returned
- * Staff fear making decisions

Can we link this phenomenon to the Handbook?

There are many verses, such as: Psalms 119:105, 127:1; Prov 16:9, 24:27; Heb 3:4; James 4:15

But **Psalm 32:8** nails it for today: This is Yahweh speaking, *'I will guide you and teach you the way you should go. I will give you good advice and watch over you with love'* NIRV

...This is a promise from God - seek me and **'I will'** [He does not say, 'I may' or 'I will consider it']

...What better way to develop a plan to overcome mediocrity in your business than to tap into these four promises from the most-High, to guide you, teach you, advise you & watch over you.

What steps can business owners take to turn a mediocre situation around?

In addition to meditating on those specific verses, here's a 4-step plan...

First, understand that, if mediocrity is causing poor performance, it's not the employee's fault but yours. Accountability starts at the top because, as we know, *'a fish rots from the head down'*

Second, you need to consult more with the rightful owner (Jesus) and His operations manual, the Bible, because everything you need to know to build a great business & future is covered

Third, get external help (e.g., a coach) to pinpoint the STRATEGIC reasons this is happening...

- * You must be lacking a vision for a better future with no clear core values to stand on; or if you don't want to be there or feel your time is up, develop an exit plan

Fourth, get help from your team to work on improving the TACTICAL reasons...

- * They will know what's going on & how to fix things, given the opportunity
 - ...One thing not to rely on is business-as-usual because that is what caused the problem
 - ...In launching the improvement process, you may need to eat some humble pie
- * They could help ID: the ideal customer; point-of-difference; how to improve messaging into the marketplace; document systems & procedures to ensure consistency; fix the troubled HR function (hiring staff, JD's, training & communication with the team), etc
 - ...Our Handbook session notes cover a myriad of tactics; these will be useful also.

Counsel: *This tome won't apply to all business owners but those it impacts will know! If you are disengaged & distracted your staff will be also; mediocrity will surely follow and that will cost you bigtime. The solution must begin in the spiritual; I encourage you to review the verses listed here because you need help from The Guide...then listen to His good advice.*