

From the Handbook for Business, the Bible

44: Write your vision and make it plain

We spoke last week about the way some large company leaders have handled breakdowns in their operating systems, especially relating to cyber security and the impact on customers.

That is our segue for today: the need for leaders to articulate and pursue a clear & legitimate vision for a better future. 2024 is near - a good time to reflect on the past and to look ahead.

I contend that a business owner's vision will be based on either...

1. Making money and a better life for **self** (i.e., owners)
2. Serving & making life better for **others** (i.e., customers, staff, stakeholders, community)

Note: *If an owner has no vision or has not thought about it, then (1) is their vision by default.*

What Bible principle can we apply to the need for a clear vision?

The prophet Habakkuk provides a vital key that is lacking in a marketplace where so many owners and leaders have lost their way...

Habakkuk 2:2-3, "...the LORD...said: "Write the vision and make it plain on tablets, that he may run who reads it" NKJV "For the vision is meant for its appointed time; it speaks of the end, and it does not lie. It may take a while, but wait for it, it will surely come..." CJB

How can business owners apply Habakkuk's words to their life & business?

I encourage you to meditate on these verses to grasp the lessons God is teaching us...

- 1: If you have nothing to write for others to read & follow, the business is destined to go round in circles and there will be no appointed time because people aren't pursuing anything but work
- 2: I say 'legitimate' because at the core of God's marketplace is serving others, not self; thus, a goal to make money is not legitimate although it can result from pursuing a Godly vision
- 3: The words, "*wait for it, it will surely come*" suggest something amazing will happen for those prepared to articulate their vision...and wait, because it will come

Many great businesses have been built by the followers of an owner/leader with a simple, but effective vision (or cause); imagine being on the team of any of these businesses...

...A retail nursery: "*We grow the **best roses** we can; roses we can be proud of*"

...A cleaning company: "*Honouring God in **all** we do*"

...A smallgoods manufacturer: "*Committed to making the **best sausage** in the world*"

What are some characteristics of a great vision?

1. Those examples suggest 2nd best would never be acceptable in anything they do
2. Vision comes from and touches the heart - it becomes a cause that people join
3. Vision inspires & motivates followers towards a greater goal, not just turn up to work
4. Vision leads leaders and makes them think strategically with a long-term focus
5. Vision lets people see what the business can be, not just what it is today
6. Vision is the leader saying, "*this is where we're going, let's pursue it together*"
7. Vision acts as a filter for all decisions & actions, as your business grows & prospers.

Counsel: *You need to articulate, then write the vision for your business future as it impacts the lives of others; otherwise, you won't become the leader God assigned you to be; you and the team will be stuck, working in the present, drifting into a murky, visionless future!*