

The Handbook for Business, the Bible

45 Session 1: Key Business Principles shared in 2023

After 4 decades in the game of business, I conclude that most SME owners never reach their full potential. And too many end-up owning a job rather than a valuable business asset.

The main reason is because Handbook business principles are largely unknown or ignored:

...The Bible is the most valuable coaching guide available, full of business wisdom & commands

...Life & business success is directly proportional to the time we invest in His Word

...**Proverbs 16:3** commands us to commit our works to the LORD, so we get our thinking right

...**Proverbs 24:27** commands us to prepare and get things right before building! This includes...

For example, your business belongs to Jesus, you are His CEO [2023 Session #29, 31]:

- * You have been called to the marketplace to build & manage the business on His behalf
- * Operate as if buying FROM Jesus & selling TO Jesus - He being both our supplier & customer
- * Being CEO is hard, often lonely & stressful; so, seek wise counsel in times of need [5,34]

Every great business journey starts with a (God-given) vision for a better future [4]:

- * Begin with the end in mind (WHERE); then reverse engineer it with a business plan (HOW)
- * Without a clear, written vision you & the team will run in circles, working without a cause
- * Making \$\$ (for you) isn't a legitimate vision because it centres on self, not others

Communicating love is the greatest life, business & marketing secret ever [25, 26]:

- * That is, we receive the Father's unconditional, selfless love and pass it on to others
- * We acknowledge their need is above ours so we go the extra mile, add value, care, serve
- * Communicating this form of love is guaranteed to transform your life, business & destiny

To manage effectively you must know your critical numbers [3]:

- * Your No. 1 target is not sales, but Gross Profit - daily, weekly or monthly
- * Then manage variances from this one-figure target - it gets you focused & motivated
- * Jesus commands, '*count the cost*' - do you know the cost to open the doors every day? [28]

Your business is a wealth asset, riches is not – understand the difference [10]:

- * Wealth is tangible, controlled, debt-free, created when God's soil + human toil merge
- * Riches are intangible; you have no control; it's just pieces of paper or computer code
- * Jesus warned, riches are deceitful - so, if you haven't been deceived yet, you will be

Other principles we shared this year:

Eccles. 5:9 - As your business profits grow, they must be shared, especially with the team [41]

Eccles 3:2 - Your need to start preparing your business for sale from the day it opens [14]

Rev 18:4 - The marketplace operates like a den of thieves; Jesus said "*come out of there*" [7]

Exodus 18:18 - Every problem has symptoms and an underlying cause; look for the latter [15]

Proverbs 18:15 - Be open to change and new ideas [16]

Proverbs 4:7 - We need to constantly be seeking God's wisdom and understanding [8, 9]

Counsel: Christian business owners should be the 'kings' in the marketplace, that is number 1 for the simple reason we have an advantage that others don't - God's Handbook or coaching manual for building a great business!