

# The Handbook for Business, the Bible

## The Principle of Multiplication

Multiplication is one of the foundation principles God applied to His creation. The first command to "be fruitful and multiply" was given to the animals, then to man in **Genesis 1:22; 1:28**.

The principle appears numerous times in the Bible - the loaves & fishes; the 'teach teachers' verse in **2 Timothy 2:2** allowing for the truth to spread faster; and the Parable of the Sower confirms one seed produces many grains.

### From the day your business opened it just wanted to grow:

- \* Growth by **multiplication** is the ability to complete an unlimited number of transactions without any system failures
- \* Growth by **addition** is slow and limited, mainly by resources.

Look at it this way: growth by **addition** = 1,2,3,4,5... whereas by **multiplication** = 1,2,4,8,16...

For example: Most restaurant owners have one, maybe two outlets. Since opening his first in 1955, Ray Croc multiplied to more than 40k with great systems, training and franchising.

### Now, consider 3 barriers that will hinder your ability to multiply:

1. You have no vision or desire to multiply, preferring to grow by addition
2. The systems & procedures developed over time won't support multiplied growth
3. You've learnt to be a boss, but not a leader.

### My counsel for business owners:

Multiplication is one of our God's amazing growth principles, at least investigate it as a strategic exercise...

- \* You are guaranteed to unearth many opportunities to improve your business, your profitability and your destiny.

### HANDBOOK COUNSEL for today: Mark 4:8 - Parable of the Sower:

*"Still other seed fell on good ground and it grew up, producing fruit that increased thirty, sixty, and a hundred times" CSB*

### Other Scriptures:

**Mark 4:20**, *"And those like seed sown on good ground hear the word, welcome it, and produce fruit thirty, sixty, and a hundred times what was sown"*

**Psalms 92:12**, *"The righteous shall flourish like the palm trees; they shall be multiplied like the cedars of Lebanon" WYC*

**Psalms 144:13**, *"May our barns be filled with crops of every kind. May the flocks in our fields multiply by the thousands, even tens of thousands" NLT*

**Isaiah 54:2**, *"Enlarge the place of your tent, stretch your tent curtains wide, do not hold back; lengthen your cords, strengthen your stakes" NIV*