

Our Handbook for Business, the Bible

Wisdom and understanding

It's been a mystery to me for decades as to why so many businesses are under-performing, often failing a few short years after starting.

Even with all the expert advice available, the statistics don't seem to be improving.

These owners didn't lack passion; they had good intentions; brought in a measure of wisdom; but they still fail...again, my question is, WHY?

Today that mystery is a step closer to being resolved.

Knowledge and wisdom are needed for success in business but there's a greater element that's missing - God's understanding.

Without understanding business owners operate in a kind of fog...

- ...Too often solving the wrong problem, focusing on symptoms rather than causes
- ...They lack revelation of the true purpose of a business and their God-ordained role
- ...In marketing, they send the wrong messages
- ...In management, they rely on the wrong numbers.

And note - knowledge and wisdom are based in the head; understanding in the heart.

Christians called into business, imbued with wisdom and God's understanding, should be the kings of the marketplace; thus, failure is not an option.

My counsel for business owners:

Without understanding you cannot reach your full potential in life or business! It comes when YOU...

1. **Study** the scriptures with the Spirit's leading
2. **Ask** God for revelation...listening intently to His answers
3. **Invite** Jesus into your operation rather than leaving Him on the outside
4. **Seek** scripture-based counsel from a learned elder, teacher or mentor.

THE BIBLE, our HANDBOOK, counsel for today: Proverbs 4:7 (NKJV) ...

"Wisdom is the principal thing; therefore, get wisdom. And in all your getting, get understanding"

Note, this command from the wise King Solomon, encourages us to go beyond wisdom to get understanding.

Other Scriptures (NKJV):

Psalms 49:3, *"My mouth shall speak wisdom, and...my heart shall give understanding"*

Psalms 119:130, *"The entrance of Your words gives light; it gives understanding to the simple"*

Proverbs 16:22, *"Understanding is a wellspring of life to him who has it..."*

Matthew 13:13, *"I speak...in parables, because...they do not...understand"*

Mark 7:14, *"...When He had called the multitude...He said, Hear Me, and understand"*

Luke 24:45, *"...He opened their understanding, that they might comprehend the Scriptures"*