

Our Handbook for Business, the Bible

Esteeming others

You don't need Solomon's wisdom to realise that people are under a lot of pressure these days. Indeed, that outwardly calm person you're speaking with may be experiencing inner turmoil.

Henry David Thoreau concluded, 'the mass of men lead lives of quiet desperation'

There are many issues that may be impacting our customers' lives:

- * 40% work as casuals, part timers or on short-term contracts
- * 60% of employees hate their job
- * There's a growing fear of job loss due to AI
- * 4m have mental health issues
- * 15% rely on anti-depressant medication
- * 44% lack literacy skills needed for everyday life
- * There's an epidemic of relationship breakdowns
- * 25% of people are lonely
- * Not to mention, the rent crisis, interest rates and cost-of-living.

So, what happens when any of these people interact with your business?

While it's not our role to solve personal issues, we can make their world better by giving them the best solution to the problem that attracted them to us; we can be a friend who cares; we can communicate love and recognition.

Will that be their experience? Or will they find more of the same? That is, being taken for granted; staff that don't seem to care; poor-quality products; broken promises; fine print or misleading ads?

My counsel for business owners:

People are not commodities to be taken advantage of; they matter to God and must also to us. In the prospect-to-customer sales process, elevate them to the position of master... and you as their servant, representing Jesus, the servant of all.

Studies show 2/3rds of customers that leave, do so because of indifference and a lack of care! How easy it should be not to fall into this trap.

...That is, owners & staff with the wrong attitude and focus - on themselves when it should be on prospects & customers, leading to the wrong messages being communicated!

The Bible, our Handbook counsel for today, Philippians 2:3, Jubilee Bible...

"Let nothing be done through strife or vainglory, but in humility let each esteem others better than themselves"

...*Strife or vainglory* means to be self-centered, the very opposite of humility that esteems others!

Other Scriptures (NKJV):

Proverbs 11:2, "When pride comes, then comes shame; but with the humble is wisdom"

Luke 14:11, "Whoever exalts himself will be humbled, and he who humbles himself will be exalted"

Mark 10:44, "And whoever of you desires to be first shall be slave of all"

Colossians 3:12, "...as the elect of God...put on tender mercies, kindness, humility, meekness..."