

Our Handbook for Business, the Bible

The changing seasons

I want you to invest some strategic time to think about your future.

The operation you run today is clearly different from the one you started...no doubt with a broader range of products or services to a wider customer base; and your changing role of leading people and managing resources.

Assume your journey to date has been a season; but there's a change afoot. Your role now is to create a new season, or business model, like others are having to; imagine...

...Being in the taxi industry when Uber turned up; or accommodation when Air BNB appeared

...3D printers are being used to print houses

...AI is a new tool that's saving \$ but costing jobs

...Lawyers are being challenged by online experts preparing Wills at a fraction of the cost

...Even cafes are under threat from coffee machine sales.

And be warned: the online search engines are gearing up to favour a few top-guns in each industry with everyone else fighting over the crumbs.

My counsel for business owners:

Don't rest on your laurels because the marketplace is changing; people's expectations are changing; their problems are being solved in new & unique ways.

These are not normal times; every market is under attack!

So, clinging onto "*that's how we've always done it*" is an old-season, status-quo attitude.

Understand these 3 key principles as you plan your new season...

1. The true purpose of a business
2. The difference between selling and marketing
3. The use of active, not passive, language in all messaging.

Implementing these principles will bond you with customers, minimising the risk of them being lured away by competitors.

The Bible, our Handbook counsel for today, Ecclesiastes 3:1 Contemporary English Version...

"Everything on earth has its own time and its own season"

...That includes your business and your future!

Other Scriptures (NKJV):

Ecclesiastes 3:1, "To everything there is a season, A time for every purpose under heaven"

Ecclesiastes 3:11, "He has made everything beautiful in its time..."

Ecclesiastes 3:17, "God shall judge...for there is a time there for every purpose and for every work"

Ecclesiastes 8:6, "Because for every matter there is a time and judgment..."

Psalms 145:15, "The eyes of all look expectantly to You, and You give them their food in due season"