

# Our Handbook for Business, the Bible

## Loving your neighbour

Stay with me on this because it's probably the greatest success secret ever!

One that, when missing, helps explain why so many people fail in life, relationships and business; yet, when present it transforms destinies!

I refer here to the command Jesus gave to love your neighbour:

Of course, He's referring to Agape love; that is, unconditional, selfless love, flowing from heaven through the cross into and out of the lives of His followers.

And because most people don't follow Him, they live at best with selfish or conditional love; at worst, with Misero love that actually hates & detests others.

And hear my heart, this doesn't mean staff aren't pleasant & helpful to customers or that businesses without Agape love will automatically fail.

### My counsel for business owners:

It's obvious the marketplace, like the world, has become cold & loveless, inhabited by too many thieves and charlatans that love money, position, and power over people!

Your opportunity is to ignore their business model and be the opposite!

Christians called into business, imbued with Handbook wisdom, led by the Holy Spirit, should be the most successful operators, the envy of their competitors!

The Master's sales plan is to love the person first, then pour value into the transaction. So, why is that first step omitted?

Potentially, the # 1 reason is captured in today's theme! Too many it seems, are running with conditional love.

That's not good enough and it's not what the Master requires of us!

**Imagine your business** displaying neighbourly love as a kind of refuge in an otherwise, loveless world...it would surely become a magnet for prospects and customers.

### The Bible, our Handbook counsel for today, Matthew 22:39, NKJV...

The 2nd greatest commandment of Jesus: "...*You shall love your neighbor as yourself*"

### Other Scriptures (NKJV):

**Matthew 22:38**, "...*You shall love the LORD your God with all your heart...soul...with all your mind*"

**Jeremiah 31:3**, "*The LORD has appeared...to me, saying...I have loved you with an everlasting love*"

**1 Thess 3:12**, "...*may the Lord make you increase and abound in love to one another and to all...*"

**2 Timothy 3:1-2**, "...*in the last days...men will be lovers of themselves, lovers of money...*"

**1 John 2:15**, "...*If anyone loves the world, the love of the Father is not in him*"

**Coloss 3:23**, "...*whatever you do, do it...as to the Lord and not to men...for you serve the Lord Christ*"