

# Our Handbook for Business, the Bible

## The Word of God

A recent study [by McGrath Nicol, *Herald Sun*, 8 Jan 2025, page 20] found some 26,000 companies have failed since June 2022, that's about 900 per month!

Clearly, no one sets out to fail in business. Yet so many do, even Christians; the question is, WHY?

It's because they run their businesses devoid of key success principles outlined in the Word of God, our Handbook for business.

Remember Zaccheus [Luke 19:1-10] a charlatan who owned a profitable tax collection business. Then he met Jesus, the living Word and was so impacted he immediately changed his business model from taking to giving, benefitting customers and his own destiny.

**Great businesses are built on strong foundations, including these 4 Biblical principles:**

- 1: The pursuit of a legitimate VISION, *not just to make money*
- 2: MARKETING based on "*loving others as oneself*"
- 3: MANAGEMENT based on "*understanding their most critical numbers*"
- 4: Seeking wise COUNSEL because *no one can have all the answers.*

Too many owners ignore the Handbook as they pursue the wrong vision; send the wrong message to customers; manage with the wrong numbers and through pride, don't seek counsel.

### **My counsel for business owners:**

Success in life and business is directly proportional to the time invested in the Word of God.

If business success eludes you, go back to the Handbook and draw on God's principles.

If you continue to rely on your own or the world's wisdom, failure is a real possibility in this rapidly changing economy & marketplace.

Over the years, I've helped many struggling business owners turn their situation around with outstanding results, once Biblical principles were adopted.

- **This is YOUR opportunity to create something great, for His glory and your destiny!**

### **The Bible, our Handbook counsel for today, Matthew 4:4, NKJV...**

*Jesus said, "...It is written, man shall not live by bread alone, but by every word that proceeds from the mouth of God"*

### **Other Scriptures (NKJV):**

**Psalm 119:130**, "*The entrance of Your words gives light...gives understanding to the simple*"

**Proverbs 29:18**, "*Where there is no revelation [prophetic vision] the people cast off restraint...*"

**Matthew 22:39**, "*...You shall love your neighbor as yourself*"

**Proverbs 27:23**, "*Be diligent to know the state of your flocks [key operating numbers]...*"

**Proverbs 24:27**, "*Prepare...make it fit...in the field; and afterward build your house [business]*"

**Proverbs 15:22**, "*Without counsel plans go awry...in the multitude of counselors...are established*"