

Our Handbook for Business, the Bible

Growth

From the day a business opens, it just wants to grow...and the owner must decide by which of the three options...

Option 1: Growth by addition whereby the number of transactions completed slowly increases as determined by the owner's vision & resources

Option 2: Growth by multiplication is the ability to complete a much larger number of transactions, perhaps through multiple outlets

Option 3: Exponential growth is the ability to complete an unlimited & increasing number of transactions without any system failures

Examples: **Addition** ($1+1+1=3$); **Multiplication** (3×3 is actually $3+3+3=9$); **Exponential** (3 to the power of $3 = 3 \times 3 \times 3 = 27$).

- Note the increasing growth in number...from 3 to 9, to 27.

Biblically...

1. Growth by **addition** can be seen as the Israelites conquered 33 cities, one-by-one to take the promised land
2. Growth by **multiplication** is one of the principles God used in creation. The first command was to "*be fruitful and multiply*" was given to the animals, then to man in Genesis chapter
3. **Exponential** growth helps explain how the infinite universe came to be.

My counsel for business owners:

Seek God's will as you look for different ways to grow beyond the usual, addition model. Be strategic, give it your best shot!

Consider a typical restaurant owner operating one outlet; some may add a second. Since opening McDonalds in 1955, Ray Kroc grew to 43k outlets with a great vision and incredible systems; what began as growth by multiplication soon became exponential.

Why not get the team together and brainstorm how to 10x your current sales with a multiplication model; or 1,000x with an exponential model.

- It may begin buying out or merging with a competitor; expanding to another geographical area; or into a new industry; franchising; or building an online operation.

Biblically, multiplication requires death before new life emerges; for the Israelites, their old life as slaves had to die; for farmers it's the planted seed that dies to produce new growth; to you, it's likely your outdated business model needs to die so you can grow!

If you may only get to say, 2x, it would still be a great achievement compared with status quo!

The Bible, our Handbook counsel for today, Mark 4:8, Christian Standard Bible...

"Still other seed fell on good ground, and it grew up, producing fruit that increased thirty, sixty, and a hundred times"