

# Our Handbook for Business, the Bible

## Doing the right work

In the end, business success is a numbers game.

Anecdotal evidence suggests only 4% achieve great success; 16%, good success; 30% plod along in survival mode; and 50% fail.

In four decades of studying, observing & advising business owners, I've uncovered several reasons for these appalling statistics, including...

- 1: The owner's startup research & assumptions were wrong, yet they still went ahead
- 2: They lacked a clear vision to lead them and their team to a better future
- 3: Their marketing messages lacked one crucial element, that is to communicate love.

And for Christian owners, for some reason there is a reluctance to learn and apply Biblical principles to their operation and decision-making.

### My counsel for business owners:

It's natural to dream of great success; few achieve it because in the main they're doing the wrong work which leads them to build the wrong model, one overly-dependent on themselves.

Put in Titanic terms...these owners are trapped in the bow of the ship shoveling coal, instead of being up in the birds-nest watching for icebergs!

So, wherever you are in terms of those success-fail stats, it's not too late to move up a notch or two; but it requires repentance, that is a change of mindset & direction.

### As leader, you need to do the right work, including...

- 1: Articulate, write and share your God-ordained vision for the business
- 2: Treat the business as your product while the team treats what you sell as their product
- 3: Invest 70+% of your time on strategy, identifying **opportunities** for improvement and **threats** to the business future...and there's plenty of them emerging almost daily!

### The Bible, our Handbook counsel for today, Proverbs 21:25, NIRV...

*"Some people will die while they are still hungry. That's because their hands refuse to work"*

Consider this verse in the natural, that is in relation to business ownership:

...To DIE means business failure

...To be HUNGRY means poor profitability

...To REFUSE TO WORK not only means doing the wrong work but working for the wrong person, that is yourself, instead of Jesus the rightful owner!

### Other Scriptures (NKJV):

**Proverbs 13:4**, *"The soul of a lazy man desires, and has nothing...of the diligent shall be made rich"*

**Proverbs 10:4**, *"He who has a slack hand becomes poor, but the hand of the diligent makes rich"*

**2 Thess 3:10**, *"...we commanded you this: If anyone will not work, neither shall he eat"*

**Psalms 128:2**, *"When you eat the labour of your hands, you shall be happy, and...be well with you"*