

# Our Handbook for Business, the Bible

## Integrity and trust

The Edelman Trust Barometer is an annual global survey that measures trust in business.

Amazingly, the 2025 survey found peoples' distrust of business rose significantly from 56% to 68% in one year!

Clearly, big business is losing the plot as evidenced by all the examples of questionable and illegal behaviour seen constantly in the media.

This phenomenon is being driven by shareholders whose only goal is to make money. Customers are therefore just a means to that end. And the rapid uptake of AI is going to make this situation a whole lot worse.

It's obvious customers are losing trust in the big end of town; and no wonder with integrity seemingly gone out the window.

### My counsel for you, as a business owner:

Simple! Don't be like these charlatans; don't copy their Godless, money-grubbing business model in any way shape or form.

This is your opportunity to be different; to build a team that can be trusted; that puts the needs of others first; that communicates the Father's love in every human interaction.

Note: you can't fake trust or integrity; these are heart-based traits reflecting who you are in Christ and your desire to serve Him in the marketplace. Therefore, plan to become the 'category king.'

### With that in mind these simple trust building tactics can be adopted today, at no cost:

1. Make & keep a **promise** at each stage of your customer's buying journey
2. Include in your offer a powerful, risk-reversing **guarantee** - i.e., you take the risk
3. **Follow-up** post sale those customers whose purchases generate the best GP
4. Do something over-and-above what you were paid for; that is, a **WOW** factor
5. If something does go wrong in a transaction **fix it fast**, no matter the cost, proving you have integrity AND can be trusted...which is exactly what prospects & customers want!

Finally, remember this axiom: "*Trust arrives on a **turtle** but leaves on a **race-horse***" - and it could be said that your integrity is one of the key character traits that trust is built on.

### The Bible, our Handbook counsel, Proverbs 10:9, Christian Standard Bible...

*"The one who lives with integrity lives securely, but whoever perverts his ways will be found out"*

### Other Scriptures (NKJV):

**Philippians 2:3**, "...in lowliness of mind let each esteem others better than himself"

**Philippians 2:4**, "Let each of you look out...for the interests of others"

**Ecclesiastes 3:1,7**, "To everything there is a season...a time to keep silence, and a time to speak"

**Romans 12:10**, "Be kindly affectionate to one another with brotherly love..."

**Matthew 5:37**, "...let your 'Yes' be 'Yes,' and your 'No,' 'No.' For whatever is more than these is from the evil one"