

Our Handbook for Business, the Bible

New ideas

That is, big ideas, creative ideas, revolutionary ideas...and how these can dramatically improve a business, even if it's already performing well.

Physicist, Albert Einstein defined 'insanity' as rejecting new ideas by continually *"doing the same thing over and over again, expecting a different result"*

After 40+ years in this game I've seen it all; a few very smart business owners; lots of average ones, some make money, others barely breakeven; too many fail it seems, for lack of ideas.

The Bible has numerous stories of people implementing new ideas with amazing results:

- *Young David's father asked him to take food to his brothers on the battleground; then he saw Goliath and immediately got a brilliant idea, implemented it...and stepped into history!*

My counsel for business owners:

Don't be average! Successful owners don't wait round for things to improve; or just copy what their opposition are doing. They're constantly looking for ideas to boost sales & profits, especially any that improve a customer's buying experience.

Sometimes their ideas fail; but they sure don't keep doing the same thing expecting a different result!

Contrast them with the 90+% of journeymen that (anecdotal evidence that suggests) don't find the business success they crave because...

1. They focus on problems, not opportunities; and miss out when the latter comes 'knocking'
2. They're not natural problem solvers and won't seek the help that could change everything
3. They're fixated with status quo because they fear, even dread, change

Which group would you be in - the 90% or the 10%?

Here's a new idea to try:

Take a day off, stay home; put your strategic hat on; look at your business model and consider:

1. Would you like to be a customer of your business?
2. What could you do to revolutionize your industry?
3. What do you hate about your industry that needs fixing?
4. If Jesus walked in as a potential customer, what might you do different?

Then next week do the same again!

The Bible, our Handbook counsel, Proverbs 18:15, The Living Bible...

"Intelligent people are always open to new ideas; in fact, they look for them"

Other Scriptures (NKJV):

Proverbs 4:26, *"Ponder the path of your feet, and let all your ways be established"*

Proverbs 16:3, *"Commit your works to the LORD, and your thoughts will be established"*

Proverbs 14:12, *"There is a way that seems right to a man, but its end is the way of death"*

James 1:8, *"He is a double-minded man, unstable in all his ways"*

Joshua 1:9, *"...do not be afraid...for the LORD your God is with you wherever you go"*