

Our Handbook for Business, the Bible

The voice of wisdom

It's common to see a problem arise that causes a great deal of pain for the owner and then after many attempts to fix, little seems to change.

The question then is WHY? It's because owners focus on the symptoms rather than searching for and dealing with the true cause.

Meanwhile the problem persists, impacting performance and profitability. So owners default to what they've learned over the years, namely to run with the status quo; to work harder; or just ignore the problem hoping it gets resolved.

Professionals may be engaged, the assumption being they know what to do. But often they don't have an answer either; or their advice doesn't solve the problem...because they too are looking in the wrong place.

My counsel for you, as a business owner:

When you're facing a difficult problem consider the wisdom of the **Drop Zone-Trigger Point principle** that allows you see beyond the obvious!

The DROP ZONE is where a problem shows up...

- * A classic example is the stressful & so often embarrassing cashflow problem...the Drop Zone is seen in the bank balance or the inability to pay bills on time.

The TRIGGER POINT is the real, often hidden, problem...

- * So, not being obvious, it's missed; and if it's not identified, it can't be fixed.

For example, if a constant cash problem is the Drop Zone typical solutions could be to bill faster, discount prices, run special sales, drag out creditor payments, increase the overdraft, etc.

But a deep dive with help from a voice of wisdom could uncover the Trigger Point as not communicating love to prospects or customers...

OR...pursuing the wrong customers

OR...selling too many low-value products or services

OR...poorly worded communications that confuse and turn away buyers

OR...too much friction in your customer's buying journey

OR...no point-of-difference to attract premium customers

OR...a website that can attract prospects but can't convert them into buyers.

Note: these Trigger Points won't show up in the accounting reports or in a business plan!

The Bible, our Handbook counsel, Proverbs 8:1,17 - The Living Bible...

"Can't you hear the voice of wisdom? ...those who search for me shall surely find me"

Other Scriptures (NKJV):

Proverbs 4:7, "Wisdom is the principal thing; therefore get wisdom. And...get understanding"

Proverbs 12:15, "The way of a fool is right in his own eyes, but he who heeds counsel is wise"

Proverbs, 18:13, "He who answers a matter before he hears it, it is folly and shame to him"

Proverbs 19:20, "Listen to counsel and receive instruction, that you may be wise in your latter days"