

Our Handbook for Business, the Bible

Three ways to grow

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

Option 1: Growth by addition whereby the number of transactions completed slowly increases as determined by the owner's vision & resources [from my experience, this is how most grow]

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 [think of it as multiplication on steroids].

Examples: Addition ($1+1+1=3$); Multiplication (3×3 is actually $3+3+3=9$); Exponential (3 to the power of $3 = 3 \times 3 \times 3 = 27$)...and see the increasing growth in numbers - 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 after creation; His 1st command "*be fruitful and multiply*" was given to the animals, then to man in Genesis
3. **Exponential** growth helps explain how the infinite universe came to be...and how three couples grew to 8.5 billion in about 4,300 years since Noah's flood.

My counsel for you as a business owner:

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.

Challenge: Get your 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; licensing your systems and IP; or building an online operation.

Biblically, multiplication requires death of a "seed" in order for new life to emerge; for the Israelites, their life as slaves was the seed; for farmers it's the planted seed that dies to produce a new harvest; to you, it's likely your outdated business model needs to die so a new one can grow!

...If you only get to say 2x instead of 10x, it would still be a great outcome compared with status quo.

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

"...seed fell on good ground...grew up, producing fruit that increased thirty, sixty, a hundred times"

Other Scriptures (NKJV):

Job 8:7, "*Though your beginning was small, yet your latter end would increase abundantly*"

1 Corin. 10:31, "*...whether you eat or drink, or whatever you do, do all to the glory of God*"