

PRIORITIES ARE ESSENTIAL FOR SUCCESSFUL CHRISTIAN BUSINESSES

As a young Christian businessman, it wasn't long before I determined that God requires right motives and priorities. While praying, the Lord specifically told me that priorities are the foundation of quality businesses as well as their longevity. Therefore, the following is set forth:

The longevity of a relationship determines its priorities.

- 1. YOUR RELATIONSHIP WITH GOD IS ETERNAL AND MUST BE FIRST**
- 2. YOUR SPOUSE TILL DEATH DO YOU PART IS THEREFORE SECOND**
- 3. YOUR CHILDREN ARE YOUR HERITAGE AND MUST BE THIRD**
- 4. YOUR RELATIONSHIP WITH THE BODY OF CHRIST MUST BE FOURTH THEN**
- 5. YOUR OCCUPATION IS READY TO BE FULFILLED AND SUCCEED**

The book of Proverbs sets forth many requirements of wisdom in business and both Jesus and the Apostle Paul state numerous times that God looks at the motives of the heart. Actually, a person reveals the motives of their heart by their speech which Proverbs 23:7 states: "As a man thinketh in his heart, so is he". Also, Proverbs 18:21: "Death and life are in the power of the tongue". The motives of your heart determines your speech and your success or failure.

THINK RIGHT- TALK RIGHT- LIVE RIGHT - RECEIVE GOD'S BLESSINGS

Quite often we desire and even pray for God's blessings on our businesses and products while the motivation of the heart is selfish or self seeking. When we pray with a pure heart and our motives are right, God's blessings flow freely. In fact, when the heart is right, (your motive) it is almost impossible to stop God from blessing and giving favor. Proverbs 3:4 has been a key verse for all the success that I have enjoyed in business. When I have favor with God and my standing with Him is pure, then I have favor with my clients and the desire they have for my product or services continues to increase. In fact, the entire book of Genesis, which means **THE GOD OF INCREASE**, wants His sons and daughters to increase and be fruitful. This was definitely stated in Genesis 1:27-28.

The three requirements **that** a client or customer desires are: **HONESTY, QUALITY AND INTEGRITY**. In short, your words must be your bond, as a man speaketh, so is he. This applies not only to the individual but also the advertisement and statements of your products. The second is a fulfillment of your promise with quality products and services. The third but not least, is your standing behind the services rendered or the products sold which is sometimes referred to as a guarantee of its efficiency.

When any of these three is missing or misrepresented, your product or services may succeed for a short time but in the longevity you and your company will be

destroyed. Remember, it takes years to build a good reputation and only a few fraudulent decisions and/or actions can destroy this reputation almost over night. The question that mistakes will be made, but stand behind your promises, with integrity, make amends when required and never forget to apologize for your mistakes. It is also a good policy when an error or mistake is made to apologize to your client or customer and take responsibility for the error. It is surprising, a bad error is quite often erased from the mind of your client by an apology and asking for forgiveness or your mistake. This applies to not only your services but also the products you represent.

As stated before, no one is perfect and all make mistakes, but accept the responsibility of your actions or lack of actions and generally people will still respect you and your company.

One of the first sins after Adam and Eve's fall was accusing someone else for their own problem. God makes no mistakes, so needs no apology. We make many mistakes and as said, be honest enough to stand up and admit your error. Personally, in our business, since I was owner, I was responsible for any mistakes made, not only my own but those of my employees. It is surprising when you stand as being responsible for your employees mistakes, it creates a loyalty and dedication which money can not buy.

IN SHORT, REPUTATION OF QUALITY MAY TAKE YEARS TO ESTABLISH BUT CAN BE DESTROYED IN A VERY SHORT TIME IF THE ABOVE PRINCIPLES OF PRIORITIES OR RESPONSIBILITIES ARE NOT APPLIED.

GOD WANTS TO BLESS YOU IF YOU WELL LET HIM.