



CITYLIFE
BUSINESS
breakfast
DOING BUSINESS
GOD'S WAY



Why do Christians Fail in Business?

1. Bias or prejudice toward dealing with church people
2. “I don’t know, God told me so” syndrome
3. A lack of conviction about the legitimacy of the calling
4. For the same reasons non-Christians fail!
5. We don’t understand God’s Way of doing business.



- Economic failure
- Legal failure
- Discontinuance
- Failure to ‘Make a go of it’

What is FAILURE?





What is SUCCESS?

- Personal fulfillment
- Financial security
- Freedom of time
- Healthy self
- Healthy relationships
- Social good
- Spiritual wholeness

***Fulfilling what you
were CALLED to do***



Why be in business for yourself?

- Blend career opportunities
- Recognition
- Freedom of Choice
- Lifestyle Opportunity
- Higher earnings
- Build future asset
- Autonomy
- To be generous & give

OBEDIENCE



Doing
Business
God's
Way

Earthly
OBEEDIENCE
Process

Kingdom
ANNOINTING
Partnership

Eternal
TRUE SUCCESS
Purpose



Some Lessons in Small Business

Information

Knowledge

Wisdom



Small Business Failure Rates

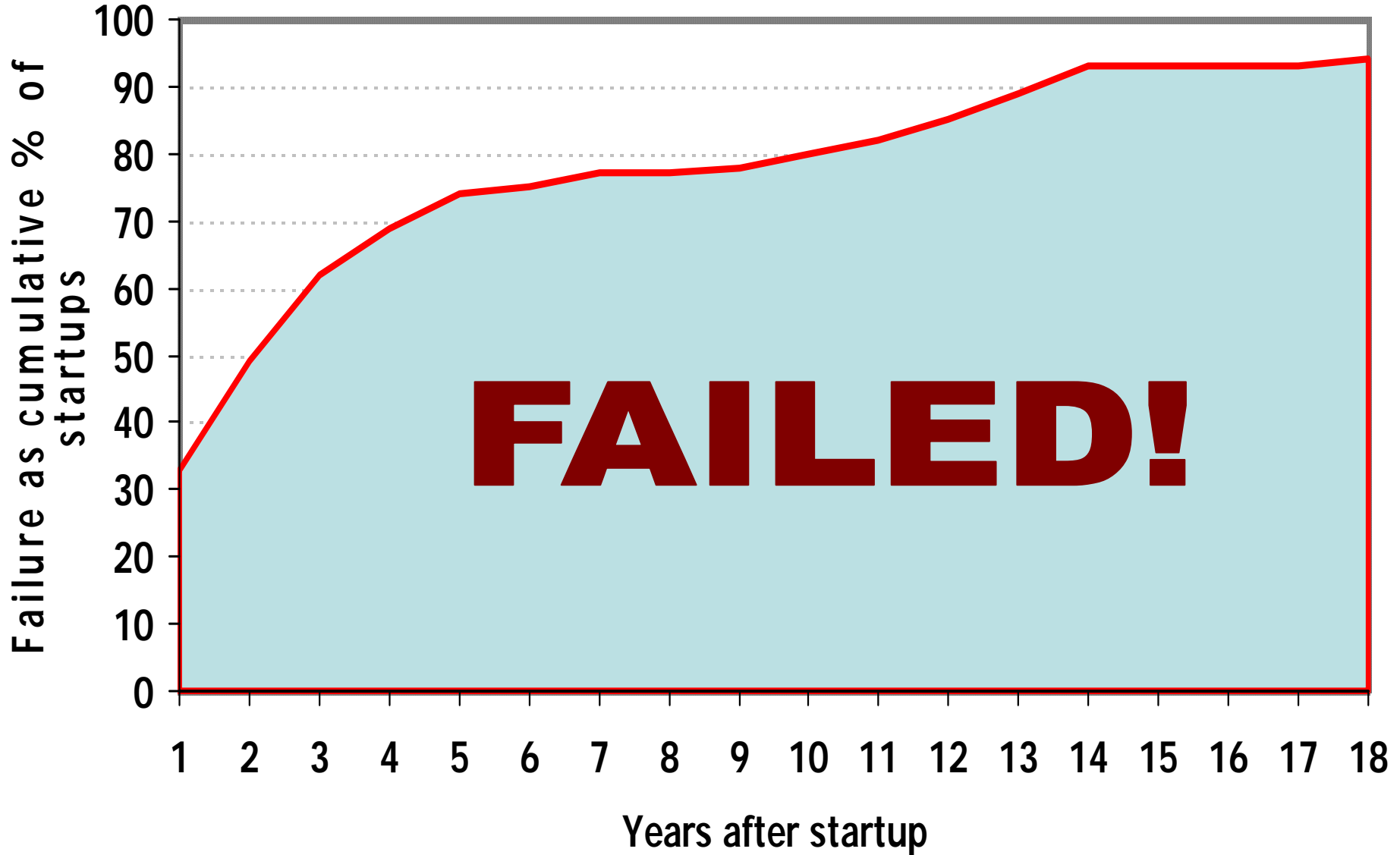
1st Year – 32% fail
In 3 years – 62% fail
In 5 years – 74% fail

>10 years – 4-12%
survive

National longitudinal study: 1973-present (Williams et al)



Small Business Failure Rates





Why is it difficult to succeed?

- Poor client acquisition
- Low client retention
- Staff attrition
- High Staff Wages
- High competition
- Low fee for service
- High administrative costs
- Increasing customer expectations



Practical causes of business failure

- The owner is the business (Peacock 1990)
- Lack of Finance (Peacock 1990)
- Poor Management (Peacock 1990)
- Isolation (Wilshire Inquiry 1974)
- Lack of Education (Friedlander & Pickle 1968)
- Lack of Time (YP Australia small business index 1993)
- Pressure (Maguire & Kench 1974)
- Service-Dedication (Cohn & Lindberg 1974)



You will NOT be judged
on what you do, but on
what you were
CALLED to do!

The Challenge

Let's NOT
FAIL our
CALLING



Do business God's Way...

Hear
CLEARLY

Obey
BOLDLY

The
Challenge

Deut 28:1-14