

Frustrated, Angry, Stressed?

Not anymore.

Discover

Business Success

God's Way.

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Throughout this book I will keep referring to the Successful.

Please note:

By successful, I don't mean the corrupt, the thieves and all these other criminals who earn money or accumulate riches by violating the rights of others.

I mean the Wealthy. Those who chose to *pursue Purpose*. Becoming what they were created to become and doing what they were created to do. In the process, they became *wealthy*.

And, all the many others who accumulate *riches* by use of their talents be it in business, sports, arts, journalism etc.

Proverbs 3:5-6

"Trust in the LORD with all your heart and lean not on your own understanding; in all your ways submit to him, and he will make your paths straight."

You Have Tried ‘Everything’

“For as heavens are higher than the earth, so are my ways higher than your ways, and my thoughts than your thoughts” - Isaiah 55:9, Bible.

You are frustrated, you are confused, you don't understand. You work hard daily; you pray and work even harder. Why can't God just bless you regardless of how the economy is doing? Didn't He say that even in famine His people will have more than enough? Why can't He just expand your business? You do “everything” that's required of you. Faithfully go to church (your place of worship), attend prayer meetings, serve in the church, tithe, give offerings, sing in the choir, you fast, you praise and worship, speak in tongues. You go to preachers for prayers, you invite them to pray and bless your business where you still give them something, but, no ideas, little or very slow improvement. You get confused. You don't understand, why can't God just answer your prayers? The leaders maybe corrupt but you serve God and trust in Him, you've been faithful to Him, obeying Him, why can't He just do something, isn't He all powerful? You don't understand. You are confused, you are stressed, you are angry with your government and the corrupt public officials.

By now you feel, you have done everything and there is nothing else left to do except give in to circumstances and accept, that's just how life is. Struggling and straining and suffering. Many find themselves in this position where often times they end up seeking win-lose situations. They've been pushed to a point where they don't care about the customer anymore, they are just focused on what they can get from the customer. And they believe, since that's what ‘everybody’ is doing, then it must be right. They win, the customer loses, that's just how life is. They have bills to pay: feed, clothe and educate their children. Pay for licenses and every other expense. People have found themselves living a life of hypocrisy believing that's just how life is. Their affirmations and actions go in opposite directions. What they say and what they do are totally different. As a result, prayers became just a ritual, so is going to places of worship and everything else that has to do with God. People actually believe that they can lie, steal, engage in corruption or any other sin, then later perform the rituals, praying, fasting, tithing, giving offerings, praise and worship with lips not with heart (mind). It's no longer about God, but just a show for the people. They believe they will deal with God later when the time

comes. For now, they've got lives to live here on earth. *This people honor me with their lips: but their heart is far from me* – Mathew 15:8.

“Men occasionally stumble over the truth but most pick themselves up and hurry off as if nothing has happened” – Winston Churchill, British PM.

What preachers do not tell us is that prayers and serving in church will never solve your problems. We were taught that they can fix everything. We pray and everything turns out okay. After working hard, you want to go home and pray away every problem. Prayer is good but it's not everything. That's the truth. Because we do not know that there are laws, there is a way that God designed everything to function, we get confused, frustrated, angry, stressed, bitter. And most end up preying on others. Violating the rights of others to get what they want. Corruption, stealing, lying etc. And because this is how most leaders in every field live, including religious leaders, people conclude that God knows even believers have bills to pay.

In this vulnerable state, many preachers take advantage, they too want to take whatever they can from their followers. They give you attention depending on the size of your pocket, prayers for sale, gambling in churches, selling fake products e.g. anointing oils, etc. To them it's an opportunity to do business, take what they can from you. They take, take and take from their followers but give very little or nothing in return. Mathew 21:13. *“it is written”, he said to them, “my house will be called a house of prayer, but you've turned it into a den of robbers.”*

British PM Winston Churchill said, *“the truth is incontrovertible, malice may attack it, the ignorant may deride it. But in the end, there it is”*.

What did Jesus tell us? *“You shall know the truth, and the truth will set you free!”*

We need to seek the truth if we are going to be free in business, in relationships in everything. The Bible was originally written in Hebrew. The Hebrew word for *knowledge* is *light*. And the Hebrew word for *ignorance* is *darkness*. That's why during creation, the first thing God called for was light. He wasn't calling for the Sun, but for *knowledge*. Revelation for the whole creation. Every creation became **aware of its Purpose** and **moved to its right place**. He looked at everything and said, “this is good!”

Satan is the prince of darkness because He rules by ignorance. He's ignorant of his own Purpose /his reason for existence. Meaning he has no idea why God created him that's why he thought he could be God instead of being himself. And because Purpose is work and he has no idea what his work is, he's always busy doing the wrong thing and he wants you to be part of it just like the ones he managed to mislead, turn them into his followers and use their bodies to harass you in business, in relationships, in every aspect of your life. To date, he's still trying to be God. Through his followers, he's still trying to own everything that God owns and that includes *you*. Still trying to control everything that God controls and that includes *your life*.

Therefore, it is our lack of knowledge (ignorance) that allows him to be present in our lives. We do not seek to find out how God designed us human beings to function, how He designed life to be, we do not seek to really *understand God's plan*. We remain in darkness (ignorance), *planning by ourselves*. Look at our families, our countries, look at the world and see **the evidence of living in darkness. Leaders who are lost in darkness cannot lead you to light!** *A lost person cannot show you the way*. That's why today, they've led you to the middle of crisis: corruption, wars, violence, high fuel prices, inflation, wastage in government, unnecessary debts, harsh environment for doing business. A lost person can only get you more lost.

Satan thrives in darkness, in ignorance. That's why Paul in the Bible advises us, "*be not ignorant of Satan's devices*". Jesus said, "*I am sending you out like sheep among wolves, be wise as serpents and harmless as doves.*" God urges us to **seek knowledge**. For it is only knowledge of the truth that will set you free Jesus said. He didn't say it's I Jesus, Son of God that will set you free, or, its God the Father or the Holy Spirit that will set you free. He didn't say its prayers and prayer meetings and tithing and giving and offerings and singing in the choir and fasting that will set you free. Though these things are good and you should do them, they are not the solution to your freedom. It's only knowledge of THE TRUTH! The question therefore should be which is this truth?

"True mastery isn't about defending what you know, it's about being willing to dismantle it and build something better. The moment you think you have all the answers, is the moment you stop growing" – Bruce Lee, Philosopher and Martial Artist.

Why Your Faith Is Working Against You.

Be thankful that God's answers are wiser than your answers.

Faith is believing things that are not as if they are. Problem is those things could be positive or negative depending on the individual. How one was raised, the environment you grew up in. Whatever we plant in our minds will grow and bear fruits. Whether we feed the mind with positive or negative thoughts, the mind doesn't care, it will nurture them to fruition. Milton of Paradise lost said, "*the mind is its own place and in itself can make a heaven of hell or a hell of heaven.*".

Due to how we were raised, the traditional believes in our communities and religion, when we meet with failure, or, when we encounter problems along the way, we automatically fill our minds with negative thoughts. Sometimes these believes keep many from trying to do or start anything. These believes limit people meant for greatness and make them settle for an average life, for mediocrity. They believe they cannot succeed, that success is for others. They believe that success is dependent on one's family background, the level of education, and so because *they believe* they cannot succeed, they cannot raise beyond a certain point, they don't. They consciously or unconsciously keep sabotaging themselves. Few are driven by fear. They feel if they rise beyond a certain point, they'll have to take leadership positions and that's scary to them so they sabotage themselves. But majority are held back by these limiting believes.

Simon Sinek, author and speaker observed, "*some people see the thing that they want. Others see the thing that is preventing them from getting the thing that they want*".

African traditions especially have weird ways of explaining what they do not understand, they call it witchcraft. People believe in these limiting traditions more than they believe in God. The way they fear them you'd think God does not exist. And because they believe in them, their faith goes to work and creates that reality in their lives. God is one, don't try to divide him. The God of Africans is the same God of Asians and the same God of Caucasians. It is our cultures and traditions that are different. Earthly believes! Buddha said, "*in the sky, there is no distinction of east and west, people create distinctions out of their own minds and then believe*

them to be true". Philosopher and Martial Artist Bruce Lee observed, "*the truth can withstand questioning, only falsehoods require the protection of traditions*".

Anytime something goes wrong, you are made to believe that you've been bewitched by those who envy you. So, you live your life focused on those who envy you, your 'enemies'. Sometimes, those you think are your enemies are not really the enemy. God says, "*my people perish for lack of knowledge*". Information exists for a reason. Psychologists, psychiatrists and philosophers have gifts and talents given by God for a reason. In most cases, what you believe is witchcraft and you've been spending money, time, energy, resources on, Doctors (Psychologists and Psychiatrists) call **them** Narcissists, Sadists and Sociopaths.

Satan, after being kicked out of heaven was told to find followers. And he managed to get some. Him being a spirit, he needs bodies to be able to operate in this physical world. So, he managed to trick some humans and made them his followers. These are the Narcissists, Sadists and Sociopaths. Who are these people? These are your family, your friends, neighbors, colleagues at work, leaders etc. Remember Paul's and Jesus's warning: "***be not ignorant of Satan's devices***". "***I am sending you out like sheep among wolves, be wise as serpents and harmless as doves.***" What this means is that you don't need to just seek knowledge on business alone, you also need to find out the characteristics of these people. Find out what Psychologists teach about these people. In other words, **study your enemy**. An ancient Chinese philosopher Lao Tzu observed, "*when people know a lot, it is difficult to manage them*".

Remember, due to lack of knowledge of his Purpose, Satan is still trying to be God, desperately trying to own what God owns and control what God controls. His favorite, *you and your life*. Therefore, seek knowledge of the truth.

Luke 18:24. *Jesus looked at him and said, "how hard it is for the rich to enter the kingdom of God! 25. Indeed, it is easier for a camel to go through the eye of a needle than for someone who is rich to enter the kingdom of God."* This is one verse that has been greatly misunderstood, and greatly misused. People use it to justify lack in their lives. They believe God loves poverty so they don't even try to better their lives. Others believe that money is evil, yet they wake up every day to work hard for it. They know the verse, but yearn for the good things that money provides. They end up living a life of hypocrisy. They imitate their religious leaders who teach it but live luxurious lives, surrounded by everything money can buy. Religion did not do a good job in interpreting the verse so, many are confused. They were made to believe accumulating

material wealth is evil. So, **they hate** those with material wealth regardless of how it was acquired, through honest or dishonest means. But hating successful people works against you because you can never become what you hate. It is this and other similar verses that are used by predators who pose as preachers and prey on their followers. If for instance your business is not doing well, they ‘pray’ for it in exchange for your money or something of value from you. They leave you worse off. Jeremiah 33:3. *Call to me and I will answer you and tell you great and unsearchable things you do not know.*

Lack of knowledge of the truth have led to these believes that are mere distractions.

Distracting your mind from focusing on what really matters. They make us forget that we should walk by faith not by sight.

Poet Ralph Waldo Emerson said, *“what lies before us and what lies behind us are small matters compared to what lies within us”*.

2 Timothy 1:7, *"for God has not given us a spirit of fear, but of power and of love and of a sound mind."*

Bhagavad Gita, *"He who is free from fear, anxiety, and agitation is dear to Me."*

Qur'an 3:173, *"those to whom people said, 'Indeed, the people have gathered against you, so fear them.' But it only increased them in faith, and they said, 'Sufficient for us is Allah, and He is the best Disposer of affairs.'"*

Remember Joshua and the walls of Jericho, Moses and the Pharaoh’s army, David and goliath, Gideon with only three hundred soldiers, Paul and Silas and the prison gates, et cetera?

“Reality is the final judge. Not tradition, not theory not what some ancient book says” – Bruce Lee, Philosopher and Martial Artist.

Mathew 16:19. *“I will give you the keys of the Kingdom of heaven; whatever you bind on earth will be bound in heaven, and whatever you loose on earth will be loose in heaven.”* That’s how powerful you are. You were given power/authority/dominion over the earth. You are just like your Father in heaven; you function *by faith*. Meaning whether witchcraft and all those other limiting believes work in your life or not is in your power. By *believing* in it, you give it *life*, *power* over your life through your thoughts, your words, your actions. But by believing in God, you render them powerless.

If you believe that others are planning evil against you, and these become the kind of thoughts that you allow to occupy your mind almost 24/7. What others are saying about you, what you

imagine they are thinking about you, what *you were told* they are saying or doing. Instead of your actions being geared towards working on your goals, they will be geared towards countering what you were told was said or done.

By doing this, you spend your time, your effort and your energy focused on the obstacle instead of the solution, on the difficulty instead of your goals. You waste time discussing it with family, friends, on social media. This is *giving life* to something that is nonexistence. This is how faith works.

Let your mind always be on the price, on your goals, your targets, your plans, on what you want to accomplish. Not on the hurdles along the way. Don't ever be bothered by what people think, say or do. We were instructed to emulate Jesus, calm, cool and collected, so you'll be able to think. Your Father in heaven calls you an eagle. Eagles fly alone at high altitudes; they are silent and focused. Former British PM Winston Churchill said, "*when eagles are silent, parrots begin to jabber.*" This is what separates successful people and the rest. They focus on their goals and believe they can achieve them no matter what. And their faith works. Their minds go to work to find solutions while the rest of the world is fixated on the obstacle, getting scared of the long shadows that the obstacle is casting along their path. Nelson Mandela said, "*water penetrates through rock, not by force but by persistence*". When you focus on your goals, you'll neither see the obstacle nor the shadows its casting. If Philosopher and Martial Artist Bruce Lee were here would tell you, "*be like water my friend. Water is the softest substance, but try to resist it. When heated, it transforms and becomes vapour, when frozen it adapts and becomes ice, when obstructed it flows over, under, sips through cracks.*" Henry Ford the found of Ford Motor Company said, "*obstacles are those frightful things that you start seeing when you move your focus from your goals.*"

Mathew 9:16-17. *No one sews a patch of unshrunk cloth on an old garment, for the patch will pull away from the garment, making the tear worse. Neither do people pour new wine into old wineskins. If they do, the skins will burst; the wine will run out and the wineskins will be ruined. No, they pour new wine into new wineskins, and both are preserved.*

Do you know why God says this? Because we resist change. The first South Africa's black president Nelson Mandela said, "*we live as if yesterday's wisdom is enough to guide us through today's storms*". We want to keep repeating the same 'solution' even if it did not work. Whenever we encounter problems, we pray, we go to men and women of God for prayer, we ask prayer group partners and friends to pray for us, we tithe, give offerings, we fast and pray

even more. We talk about it, we complain, our friends or family take us to seek more help, ‘better’ help from witchdoctors, ‘prayer people’ who take your money and any other thing of value they can take from you. And we keep doing it again and again *hoping* it will work. Hope is not a strategy. Elon Musk of Tesla and SpaceX said, “*don’t delude yourself into thinking something is working when it’s not, or you are going to get fixated on a bad solution*”. We keep trying to pour new wine into old wineskins. Nobel prize winning physicist Albert Einstein said, “*we cannot solve our problems with the same thinking we used when we created them*”. Be ye transformed by the renewing of your mind. To solve our problems we’ll have to think differently, do something different.

What Does God and Business Got To Do With Each Other?

“Everything you see that you call life was created by people who were no smarter than you” – Steve Jobs, Founder, Apple.

What is innovation? It’s the ability to come up with improved, better ways of doing things. To keep building on the already existing solutions to make them better so as to solve old and new problems. In this changing world, the only constant in life is change. Therefore, yesterday’s solution cannot solve today’s problem you have to keep improving the solution making it better to solve old and new problems. It is also anticipating problems and innovating solutions even before the problem arises. It is said Steve Jobs founder of Apple would predict what the market will need and build that product even before the market knows that they need it. The iPod, iPhone, iPad, Mac Computer, were not new ideas but predicting the market and improving on the already existing ideas.

What is invention? It is coming up with new ideas, something that the world has never seen, you are building it for the first time but this is rare. Breakthrough inventions are rare. Most people are innovators. We build on the ideas of others be it technology, arts, business etc. It is the capacity to create new approaches to deal with old and new challenges. It is the creation the development and the application of untested ways to solve old and new problems. We cannot remain the same in a changing world. You have to keep evolving, finding better ways to solve problems.

Innovation and invention are the capacity to think beyond the norm, beyond the known, defy the norm, and to believe in your ability to solve problems whether the problems are old or new. You’ll be surprised to know that even animals and plants do this instinctively. They are not rigid like humans. They keep adapting and evolving. Only humans resist change.

Why should we constantly keep looking for new, improved, better ways to deal with problems?

1. To keep improving our lives and that of other creation making them better and easier. God left the control of the earth in our hands. He rules heaven, we, His children, rule the earth.

2. Because innovation and invention are the nature of God.

Deuteronomy 32:7 talks about God's spirit of innovation. "*Is He not your father, your creator, who made you and formed you*"? The first description of God in the Bible is **creator**! In the beginning, God created. Whether its innovation or invention, they both begin with the spirit of creation.

God is the first inventor and innovator. *Colossians 3:10* "*Put on the new self which is being renewed in the knowledge of the image of its creator.*" You show that you are a kingdom citizen and a child of God by your creativity. If you are not creative you are not putting on the image of God. If you do not constantly find new, improved, better ways to solve problems, then you are not thinking like God.

When you think of God, think of the power of an inventive and innovative Spirit. That's why He is the most successful business enterprise in all of known existence.

1. He created everything different.

There are no two things on this earth alike. No one has the same fingerprint. No leaf on the same tree is the same as the other. No one's eyes are the same. Your right eye is not the same as your left eye. God hates sameness. He's always producing difference because He loves invention.

2. God never repeated anything in creation.

Everything He does, He creates it as an original. People come together man and woman, but the baby is not like them, the fingerprint is different. Every creature in nature is different. Every flower on the same tree is different. God never repeated anything, He's innovative.

3. He never did the same miracles twice.

God is so innovative He has never repeated a miracle. It's amazing, when Moses came to a body of water, God said, let's use a piece of wood. We know to cross water, you either swim or use a boat. But He decided to use something Moses would never have thought about. Take a piece of wood, stretch it across the water and tell the water to open. Moses has never seen water open like that before. God was solving an old problem with a new idea. That is invention. A method that had never been heard of or used before.

When Joshua came to a body of water, same God, same problem. But He refused to solve the problem the same way. He told Joshua, pick up the ark of the covenant, put the singers in front and they will walk into the water and the water will recede. Same problem different solutions.

God never healed people the same way. To some He touched, to others He spoke healing.

4. God never believes anything is impossible.

Genesis 11:5 – *“if as one people speaking the same language, they have began to do this, then nothing they plan shall be impossible to them.”* God saw when people agree to do something, nothing is impossible.

Mathew 17:20 – *“and Jesus replied, because you have so little faith, I tell you the truth, if your faith is as small as a mustard seed, you can say to this mountain, be thy removed and it will obey you. nothing shall be impossible to you.”*

Mathew 19:26 – *and Jesus looked them and said, with man this is impossible, but with God all things are possible.”*

Mark 10:27 – *“with man, this is impossible but with God all things are possible.”*

When God repeats something, it is very important.

Inventors and innovative thinkers, never believe anything is impossible.

Thomas Edison failed 10,000 times before he succeeded in making the light bulb.

Elon Musk, just like other successful people never believes anything is impossible. You’ve heard about the kind of targets/goals he sets for himself. He said, the first thing is to establish that something is possible, then possibility will occur. We are going to make it happen. As God is my witness, am hell bent on making it work.”

Henry Ford, despite those other motor vehicle builders who told him that mass production was impossible, he proved them wrong. He said, *“I will belt the earth with each one of these”*. And he did.

Same with *Bill Gates*. Despite those who told him that creating computers that everyone can use was impossible. He too proved them wrong. He resigned from IBM, started Microsoft and designed software that enabled everyone to use a computer not just those with coding skills

like it was then. Again, mass production. He said, *“Microsoft was founded with a vision of a computer on every desk and in every home, we’ve never wavered from that vision.”*

Robert Kiyosaki, Author, rich dad poor dad said, *“the fear of being different prevents most people from seeking new ways to solve their problems”*.

Napoleon Hill, author think and grow rich wrote, *“a winner never quits and a quitter never wins!”* It is through learning that you turn your impossibilities into possibilities. With time, solutions to problems begin to surprise even you.

5. God never dealt with man according to the norm.

Everything that God did was so creative. When an axe fell into the river, the only way we know how to get it is to dive in. God told Elijah, break the branch of a tree prophet, put it in the water and the axe will swim. When there was a famine for three and a half years, Elijah never slept hungry. God used birds to feed him. God is always creative, and remember you are made of His image and likeness. Meaning you should function just like Him. Those genes are in you from your daddy.

Business begins when you break tradition. Business is born when you violate the norm to solve a problem. *Isaiah 43:18 – “forget the former things, do not dwell on them. See I am doing a new thing. Now it springs up, do you not perceive it? I am making a way in the desert, and streams in the wasteland.”* Not only does God solve problems, but He creates new ones for us to solve. He will tell you to build your business and don’t build it in the city. And your first reaction is, there will be no customers. And God is saying, you are thinking too small. When people want a product, they’ll come and find it.

Joshua 4:10 – “now the priests who carried the ark remained in the middle of the Jordan till everything the Lord had commanded Joshua was done by the people just as Moses had directed Joshua.”

Joshua 36:2 – “then the Lord said to Joshua, see, I have delivered Jericho into your hands along with its king and its fighting men. March around the city once and with all the armed men and do this for six days and on the seventh day, make a shout and the wall will come down. Joshua thought the only way to win a battle was to fight with an army. God says no, be innovative, let’s sing, let’s march around the city.

If you'll become **successful in business**, you'll have to **think innovatively**. Instead of talking about problems, try think of solutions. *Now unto him who is able to do exceeding, abundantly, above, far beyond all that you can ever ask or think according to the power that worketh within you, to Him be glory.* God doesn't want to do what you are thinking, He wants to go beyond that. God doesn't just want to do what you are dreaming, He wants to defy your dreams and do what you didn't expect. Be creative, be innovative, be an imaginative business entrepreneur. The key to good business is the power of innovation. The greatest discovery ever made was that if you are going to be in business, you must be innovative. You must defy the norm. Business is the capacity to see where other men just look.

Why Is Your Success God's Number One Priority?

Your success is in God's best interest. God built success into creation because the success of everything He created affects His reputation.

Every product that a manufacturer makes puts his name on it. Your shoe, dress, pulse, car, phone etc. That's their image. The last thing a manufacturer puts on a product is their image, their name. You only put the image on, when it is finished. No product leaves a manufacturing plant until it has been tested. No creator allows any product to leave the plant unless it was already finished. They are so sure it can work that they put on top of the product, a book, a manual. And in the manual, they promise you what the product will do. E.g. a phone: it will make phone calls, connect to the internet, send text messages, collect voicemails and keep them for you, the battery can last for eight hours. How did they know all that? They've already tested it. So, when they put their image on it, that's a sign that it's not beginning, it is finished. At the back of the book (manual), they always put two pages. A warranty and a guarantee.

Warranty means we put our entire company behind this product if anything goes wrong if any defects exists, if it doesn't work, we have a warranty that if you ship it back to us, we will pay for the shipment, we will repair it at our expense, we will put the new parts from our manufacturer and ship it back to you at our expense. Or, we will replace it brand new at our expense, we will pay to get it back to you. Remember, these people don't even know you. So why would they spend all of that money? *Because none of that is about you.* They do all of that for themselves. They do it for their name's sake. They are protecting their reputation. So, when a manufacturer replaces a part, and ships it back to you, it's not because of you. You've heard cases where they recall their products and repair them at their expense. Vehicles, aircrafts, etc. It will cost us all these millions of dollars but *there's nothing more expensive than our name.* The success of their product, protects their reputation because they put their name on it.

When God decided to create a product called man, and God tested you before He put His image on you. Remember the last thing He said during creation was, "let us make man, we will put on him our image". So, when you were born, you were not beginning, you were a finished product. Before He sent you to this world, He had already tested you to make sure you are fit for the assignment. This is what He told Jeremiah, "*before you were formed in your mother's*

womb, I already knew you". So, when I say you are a prophet, Jeremiah, stop doubting, you are a Prophet!

This was God's way of saying I already tested you before I sent you to earth. No teacher, no professor, no exam, nobody and nothing can measure the potential that exists in you. **A product cannot measure another product.** Forget what your teachers, parents or others told you about what you can or cannot do. stop listening and wasting your time and money with witchdoctors, 'prayer people'. They lie to you and get you more lost in darkness (ignorance). It is only the manufacturer who knows the potential in the product. If you had failed the test, He would not have sent you to this world. You would not have been born. That's why He begins every life with a race. Millions of your siblings died the day you were conceived. Your existence is enough evidence that you are a successful person. Your work, my work is now to make that success a reality in this physical world, that's why you are here on earth. Stop doubting your ability and start learning to unlock the potential in you. Don't believe anyone or anything. Only the manufacturer knows the product, not other products. Everything you see or you hear about was either created by God, or man. That includes Satan, witchcraft, and every other thing that you fear in this world.

The problem is, we do not read to fully understand our manufacturer's manual on our lives. Everything in a Phone comes with the Phone. You don't buy it, then start looking for stuff to put it in it. When God sent you to this world, you came with everything that you need to succeed in life. But instead of seeking to understand the truth by ourselves, we were taught to rely on others, we believe what we are told. As a result, we do not function as instructed on that manual (Bible), our lives keep malfunctioning. Look at our families, nations and the world. If only human beings would believe in God the way they believe in other things, the world would be a better place. **Knowing something, talking about it and doing it, practicing it are two totally different things.** Moving your mind from these limiting believes to thinking right is not something that will happen in a day or automatically. This is because we've held these believes to be true all our lives. It's not easy but it's a habit you have to cultivate and practice daily. How do you eat an elephant? One bite at a time. How do you have faith in God? Practice daily.

How Does God Want You To Succeed in Business?

We've been to school, all the learning, the exams, boring subjects, sometimes boring teachers and everything else we patiently endured in school. Now that we are done with school, we don't want anything to do with learning anymore. Learning is for the children, we are parents, our work is to provide schools fees and buy books for our children. Adults do not read books, they read newspapers, listen to radios shows, watch tv, scroll their phones, chat with friends and family, feel stressed, angry, discuss politics, that's how adults should spend their free time.

Leaving school felt like deliverance, freedom from books. You've heard the Gen Zs, they've got the papers, they want jobs. Don't you dare tell them about learning. They are done with learning they have the certificates. What they need now is not learning but jobs.

"My people perish for lack of knowledge. And because you have rejected knowledge, I must also reject you. You will not be my priests (representatives). And I must also reject your children!" – Hosea 4:6, Bible.

School equipped us with knowledge, our places of worship feed us spiritually, our problem now is in business, money not in books or learning.

Now, read the following quotes and see what they all have in common. Some from the Bible, others from the highly successful in our societies. And please remember by success I mean wealth and *honest* riches, not the thieves, the corrupt, and every other person seeking shortcuts violating the rights of others to get what they want.

"Wisdom is the principle thing. Therefore, get wisdom and in all your getting, get understanding" – King Solomon of Israel, the Bible.

"Of all frictional resistances, the one that most retards human movement is ignorance, what Buddha called the greatest evil in the world" – Nikola Tesla, Inventor.

"The single most powerful asset we all have is our mind. If it is trained well, it can create enormous wealth in what seems to be an instant" – Robert Kiyosaki, Author, Rich Dad, Poor Dad.

“If an axe is dull and its edge unsharpened, more strength is needed, but skill will bring success” – Eccles 10:10, Bible.

“Formal Education will make you a living, self-education will make you a fortune – Jim Rohn, Speaker, Author.

“I don’t want people in China to have deep pockets and shallow minds” – Jack Ma, Alibaba.

“The way of success is the way of continuous pursuit of knowledge” – Napoleon Hill, Author, Think and Grow Rich.

“If you want to hide something from an African, hide it in a book” – Colonialists who colonized Africa.

“As a general rule, the most successful man in life is the man who has the best information” – Benjamin Disraeli, British PM.

Learning is not a period of life. It’s a way of life” – Joel Osteen, Lakewood church.

“The best investment you can ever make in life is investing in yourself” – Warren Buffet, Berkshire Hathaway.

“Live as if you were to die tomorrow, learn as if you were to live forever” – Mahatma Gandhi, Indian statesman.

And am sure you know more successful people like these and more verses in the Bible talking of learning as the secret ingredient to success. These people either knowingly or unknowingly obey their creator. And in turn He blesses them. Meaning, they do not live their lives confused, frustrated, angry, stressed and bitter like the rest of us. They do not rely on what they learnt in school. Some of the highly successful people in every society are school dropouts. But because they chose to learn continuously, they do not *perish like the rest of us for lack of knowledge*. They do not have to violate the rights of others for them to get what they want.

What does God and successful people know about **continual learning** that the rest of us don’t? It **changes your thinking**. Changed thinking can do many things for you, generate revenue, solve problems, create opportunities. It has taken many to a whole new level, personally and professionally. Meaning the only way to change your life is to change your thinking. And because a change in thinking doesn’t happen automatically /on its own, you really have to work at it. To find good ideas you must search for them. You must become a better thinker. It’s not easy but you’ll have to make it a habit if you are going to be successful in this noisy world.

Henry Ford, founder of the Ford Motor company said, *“thinking is the hardest work there is, that’s why so few engage in it”*.

Romans 12:2. *Do not conform to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God’s will is – his good, pleasing and perfect will.*

Author Napoleon Hill observed, *“more gold has been mined from the thoughts of men, than has ever been taken from the earth.*

What God and successful people know is that changed thinking is the best investment you can make. Why? Gold mines tap out, stock markets crash, real estate investments can go sour, but a human mind with the ability to think well is like a diamond mine that never runs out. Its priceless! See, you and I were born in this world fully equipped with everything that we need to succeed within us. It’s just that we didn’t know that.

What that means is, you’ve been waiting for God to do something; God is waiting for you to do the right thing. It is only by tapping into this priceless diamond mine within you, that God will use you to dominate the earth in that area of business. You don’t have to be a Warren Buffet, a Jeff Bezos, a Mark Zuckerberg, etc. You don’t have to join the lost who seek shortcuts and end up violating the rights of others through corruption, stealing, lying to customers, seeking win-lose situations while selling to customers, selling fake products, substandard goods and services etc. You just have to be you. Learning to become the best version of you. That’s all God wants from you.

Author and Speaker Tony Robbins said, *“the people who fail in life are those who are not taught the right skills.”* If school did not teach us the right skills or, if the skills we learnt can’t get us opportunities in the marketplace, does that mean we are doomed for failure, that there is no hope for us now? Absolutely not. George Bernard Shaw observed, *“the people who get on in life are the people who go out and find the circumstances that they want and if they can’t find them, make them”*. We have to learn new skills that the marketplace needs. Because like Chinese Billionaire Jack Ma said, *“the marketplace doesn’t care what you studied if you cannot solve a real problem”*.

Forget what you studied if it’s not getting you what you want. Acquire the skills that will help you solve problems and move forward in your business. Acquiring skills is learning, that’s what

the Bible advises. Keep seeking knowledge. Why? **God cannot use you** to design the kind of world that He dreamt about, if you are ignorant. Meaning, the less you know the less successful you'll become in business for instance. Shortcuts: corruption, stealing, et cetera, are evidence of ignorance. The less they know, the less God uses them, the more unsuccessful they become so they steal from others. The more knowledgeable /skillful you become, the more God uses you, the more successful you'll become. You have to master your craft. And mastering your craft will not happen in a day or a year. That's why Pastor Joel Osteen of Lakewood church said, *learning is not a period of time. It's a way of life*. Learning open up your world to ideas, options, possibilities and opportunities. Just what you want for your business.

Ever wondered why God used Paul more than Peter? Peter was ordained by Jesus spent all his time with Jesus. But when God wanted to reveal the depths of the secrets of His kingdom, He couldn't use Peter because Peter only knew about fishing. He chose a knowledgeable man called Paul formerly Saul. Same with Moses someone who knew all the sciences of Egypt, knew how to deal with Pharoah. Same with Joseph, he was trained by his father. Among all the brothers it's him that God chose to send to Egypt. That knowledge made him the Prime minister of Egypt, second in command to the most powerful king of that time.

Joseph was a creative thinker, had been taught leadership and financial skills by his father. David was a highly skilled marksman. He practiced daily in the fields where he herded his father's sheep. Even after he was anointed king, he didn't immediately become the king or go to live with King Saul. He went back to the fields to herd the sheep. He would come back home and tell the parents how he killed lions and bears and the parents thought he was just making up stories just to get attention. His parents didn't believe in him even after witnessing Samuel the prophet anoint him to become the next King of Israel. His own brothers did not believe in him. King Saul and the entire Israeli Army did not believe in him. But he believed in himself and in God. And that's all he needed to kill Goliath. It's only a **highly skilled marksman** who could nail a moving target while he himself was moving. While King Saul and the entire Israeli army were thinking, "**he's too big to defeat**", David was thinking, "**he's too big to miss**". This is the thinking that separates successful people from the rest. We see the problem they see an opportunity.

"If you do not design your own life's plan, chances are you'll fall into someone else plan. And guess what they have planned for you? Not much!" – Jim Rohn.

By seeking knowledge and opening up your world to ideas, possibilities and opportunities, God wants you to realize that your life is solely dependent on Him. It is dependent on you obeying his laws. If he tells you to seek knowledge it is because He knows:

1. Knowledge is the truth that will set you free.
2. Knowledge is the light that you need to get yourself out of darkness of ignorance where Satan dwells.
3. Worrying about the economy, the government, the leaders et cetera will only ruin your health. These are things that are beyond your control. You cannot control the government, the economy or the leaders. Focusing on these things will only give you anger, frustration, fear, anxiety, addictions, hopelessness, helplessness and depression.

We believe it's the responsibility of those in positions of leadership to solve problems, to fix the country. Unfortunately, most of them all they have is formal education. That's why they lack creativity, innovative ideas to move us forward. They are still selling propaganda because they are scared of the truth. They are still blaming others instead of taking responsibility. They lack vision to guide them. Only visionary leaders, creative innovative minds solve problems and create an enabling environment for their people to thrive.

A good objective of leadership is to help those who are doing poorly to do well and to help those who are doing well to do even better. But unfortunately, in most countries especially here in Africa, that's not the case with many of those in public offices. Most of them have a consumer mentality which result to increased imports and decrease in exports. They export raw materials and import finished products. That's why you and I cannot rely on them to change anything. If we want our lives to change, we must change something that we do *every day*, not something we do after every *five years* or whatever the *equivalent of one term* is in your country. You are the only one who can fix your own life. Not the leaders you vote to office or the government, you!

"Wisdom is not knowing all the answers but in seeking them relentlessly" – Seneca.

What needs to change daily? Invest your time NOT scrolling endlessly on your phone, listening to music hours on end, watching tv, chatting with friends /family discussing things that add no value to your life or just sitting idle, worrying about and afraid of what is going on. This is no

way to spend your free time; this is a recipe for depression. Just like a tree, your business needs seeds in order to grow. Business seeds are called ideas. *“Great oaks grow from small acorns”* – an English proverb.

Most people are resistant to change. They desire improvement but they resist changing their everyday routine. *“We cannot become what we need to be by remaining who we are”* – Max Depree. After school you have to keep up the flow of ideas that can help to refine your business, decisions, come to better conclusions. Keep up the learning curve after school to make sure you are not making errors in judgement. Spectacular achievement is always preceded by unspectacular preparation. Henry Ford said, *“chop your wood and it will warm you twice.”* It will warm your mind and your pocket. The Bible says, *“I will help you, if you attempt to live my laws”*.

Psalms 32:8. *I will instruct you and teach you in the way you should go; I will counsel you with my loving eye on you.*

Quran, [Surah Ghafir, 40: 60], *“call upon Me; I will respond to you.”*

Successful People read daily. Mark Cuban reads 3 hours a day. Bill Gates reads at least one hour a day. Warren buffet reads 5 hours a day.

Joshua 1:8. *Keep this book of law always on your lips; meditate on it day and night, so that you may be careful to do everything written in it. Then you will be prosperous and successful.*

Daily learning doesn't guarantee a smooth life free of difficulties. But it transforms you by changing your thinking. Instead of seeing problems, obstacles and difficulties, you see opportunities, possibilities, your stepping stones to greatness.

What kind of knowledge is required?

“An investment in knowledge pays the best interest” – Benjamin Franklin, US President.

What kind of knowledge, general knowledge, specialized knowledge?

“It’s not enough to be busy. If you are busy planning, busy reading books, and busy going to conferences, but they aren’t targeted on the areas essential to your success, you’re not helping yourself” – John Maxwell, author, leadership expert.

Money follows skills. The marketplace does not care how many years you spent in a classroom if you cannot solve a real problem. In the coming years many highly qualified people, will feel confused while many self-taught individuals will move ahead quickly not because they are lucky but because they invested in skills that give value. Many people spend years collecting degrees but avoid developing real ability and then they blame the system when opportunities do not appear. But the truth is harsh and simple. The market rewards what it needs not what you studied. Skills turn ideas into income, dreams into projects and effort into measurable results. What kind of skills do you need in order to succeed in business?

- Financial Literacy.

Financial literacy in business is the ability to understand, manage, and use financial information to make sound business decisions.

A financially literate business owner understands how money flows into and out of the business and can use financial information to improve profitability, growth, and sustainability.

Key aspects of financial literacy in business include:

1. **Budgeting**
 - Planning how money will be earned and spent.
 - Controlling costs and avoiding unnecessary expenses.
2. **Cash Flow Management**
 - Tracking money coming in and going out.
 - Ensuring there is enough cash to pay suppliers, employees, and other obligations.
3. **Understanding Financial Statements**
 - **Income Statement (Profit & Loss):** Shows revenue, expenses, and profit.
 - **Balance Sheet:** Shows assets, liabilities, and owner's equity.
 - **Cash Flow Statement:** Shows how cash moves through the business.
4. **Profitability Analysis**
 - Knowing which products, services, or activities generate the most profit.

- Measuring profit margins and return on investment.

5. **Debt Management**

- Understanding loans, interest rates, and repayment obligations.
- Using debt wisely without creating excessive financial risk.

6. **Investment Decisions**

- Evaluating opportunities to expand the business.
- Determining whether investments are likely to generate adequate returns.

7. **Financial Planning**

- Setting short-term and long-term financial goals.
- Preparing for emergencies, growth opportunities, and economic downturns.

Why Financial Literacy Matters

A financially literate business owner can:

- Make better decisions.
- Increase profits.
- Reduce waste and losses.
- Avoid unnecessary debt.
- Improve business growth.
- Build long-term wealth.

A financially literate owner does not focus only on sales. They ask:

- How much profit am I making?
- Which expenses can be reduced?
- Do I have enough cash to restock?
- Should I save, invest, or expand?

Financial literacy helps answer these questions and enables the business to survive and grow over time. Understanding money, not just making sales, is essential for business success.

- Communication.

This is the process of sharing information, ideas, instructions, and feedback between people inside and outside an organization to achieve business goals.

In simple terms:

Communication is how a business ensures that the right people receive the right information at the right time and understand it correctly.

Why Communication Matters

Without effective communication:

- Employees may not know what to do.
- Customers may misunderstand products or services.
- Mistakes and conflicts can increase.
- Projects can be delayed.
- Opportunities can be missed.

With effective communication:

- Teams work together more efficiently.
- Customers are better served.
- Decisions are made faster.
- Trust and cooperation increase.

Types of Business Communication

1. Internal Communication

Communication within the organization.

Examples:

- Managers giving instructions to employees.
- Team meetings.
- Company emails.
- Progress reports.

2. External Communication

Communication with people outside the organization.

Examples:

- Marketing and advertising.
- Customer service.
- Supplier negotiations.
- Investor presentations.

Forms of Communication

Verbal Communication

Spoken communication.

Examples:

- Meetings
- Phone calls
- Presentations

Written Communication

Communication through text.

Examples:

- Emails
- Reports
- Contracts
- Business proposals

Non-Verbal Communication

Communication without words.

Examples:

- Facial expressions
- Body language
- Tone of voice

Visual Communication

Communication through images and graphics.

Examples:

- Charts
- Infographics
- Product demonstrations

Characteristics of Good Business Communication

Good communication should be:

- **Clear** – easy to understand.
- **Accurate** – factually correct.
- **Concise** – not unnecessarily long.
- **Timely** – delivered when needed.
- **Relevant** – focused on the purpose.
- **Two-way** – allows questions and feedback.

Example

Imagine a manager wants a project completed by Friday.

Poor communication:

"Finish this soon."

Good communication:

"Please complete the sales report and submit it by Friday at 3:00 PM. Let me know by Wednesday if you need additional data."

The second message is clearer and more likely to produce the desired result.

Communication and Leadership

Many business experts say that communication is one of the most important leadership skills because leaders spend much of their time:

- Explaining vision and goals.
- Giving direction.
- Motivating people.
- Solving problems.
- Building relationships.

Communication in business is the effective exchange of information and understanding that enables people and organizations to work together and achieve their objectives.

- Customer care.

"The ongoing relationship with a customer is more important than the sale of an individual product" – Jack Welch to General Electric employees.

Your most unhappy customers are your greatest source of learning – Bill Gates.

Customer care in business is the process of building and maintaining positive relationships with customers by understanding their needs, helping them solve problems, and ensuring they have a satisfactory experience before, during, and after a purchase.

Customer care goes beyond simply selling a product or service. It focuses on making customers feel valued, respected, and supported.

Key Elements of Customer Care

1. Listening to Customers

- Understanding their needs, concerns, and feedback.
- Paying attention to complaints and suggestions.

2. Effective Communication

- Being clear, polite, and professional.
- Responding promptly to inquiries and concerns.

3. Problem Solving

- Resolving customer complaints quickly and fairly.
- Taking responsibility when mistakes occur.

4. Reliability

- Delivering products and services as promised.
- Maintaining consistency in quality and service.

5. Follow-Up

- Checking whether customers are satisfied after a purchase.
- Offering continued support when needed.

Why Customer Care Matters

Good customer care helps a business:

- Retain existing customers.
- Build customer loyalty.
- Generate positive word-of-mouth referrals.
- Improve its reputation.
- Increase sales and profitability.

Poor customer care can lead to:

- Customer dissatisfaction.
- Negative reviews.
- Loss of customers.
- Damage to the business's reputation.

Customer care is the art of creating value for customers through excellent service, respect, responsiveness, and support.

In business, customers may forget what you sold them, but they often remember how you treated them.

- Innovation.

“Do not conform to the pattern of this world, but be transformed by the renewing of your mind”

– Romans 12:2, Bible.

Creativity and innovation in business are closely related concepts that help businesses grow, solve problems, and remain competitive.

- **Creativity** is the ability to generate new and useful ideas.
- **Innovation** is the process of turning those ideas into products, services, processes, or business models that create value.

Creativity in business involves:

- Finding new ways to solve problems.
- Developing unique products or services.
- Discovering better methods of working.
- Thinking differently from competitors.

Example:

A restaurant owner comes up with the idea of offering customers a customized meal plan based on their health goals. The idea itself is creativity.

Innovation in Business involves,

- Implementing creative ideas.
- Improving products and services.
- Creating new business opportunities.
- Increasing efficiency and profitability.

Example:

The restaurant owner launches the customized meal-plan service, trains staff, and markets it to customers. Turning the idea into reality is innovation.

Types of Innovation

1. **Product Innovation**
 - Creating new products or improving existing ones.
2. **Service Innovation**
 - Offering customers new or better services.
3. **Process Innovation**
 - Improving how work is done to save time or money.
4. **Business Model Innovation**
 - Changing how a business creates and delivers value.

Why Creativity and Innovation Matter

They help businesses:

- Stay ahead of competitors.
- Adapt to changing customer needs.
- Increase profits.
- Improve efficiency.
- Discover new markets.
- Solve challenges more effectively.

Examples of Business Innovation

Apple Inc. transformed the mobile phone industry with the iPhone.

Netflix changed how people consume movies and television by moving from DVD rentals to streaming.

Amazon innovated in online shopping, logistics, and cloud computing.

Characteristics of Creative and Innovative Businesses

- Open to new ideas
- Willing to experiment
- Focused on customer needs
- Adaptable to change
- Encouraging collaboration and learning
- Comfortable with calculated risks

Creativity is the ability to generate valuable new ideas, while innovation is the ability to transform those ideas into practical solutions that create value for customers and the business. Many successful businesses are built not because they have more resources than others, but because they consistently find better ways to solve problems and serve customers.

- *Strategy.*

In business, **strategy** is a long-term plan for how a company will achieve its goals and gain an advantage over competitors.

It answers questions like:

- What markets should we compete in?
- Who are our customers?
- What makes us different?
- How will we win and grow profitably?

A good strategy helps a business focus its resources, make decisions, and respond to competition.

Business strategy is a plan to achieve competitive success.

Key Elements of Business Strategy

1. Vision and Goals

What the company wants to achieve in the future.

Example:

- Become the market leader
- Increase profits
- Expand globally

2. Competitive Advantage

What makes the company better or different.

Examples:

- Lower prices

- Better quality
- Faster service
- Strong brand
- Innovation

3. Target Market

The specific customers the company wants to serve.

Example:

- Luxury buyers
- Students
- Small businesses
- Health-conscious consumers

4. Resource Allocation

How the business uses money, people, and time to support priorities.

5. Action Plan

The major decisions and activities needed to achieve goals.

Types of Business Strategies

Cost Leadership

Competing by offering lower prices.

Example:

- Walmart

Differentiation Strategy

Offering unique products or services.

Example:

- Apple

Focus Strategy

Serving a narrow market segment very well.

Example:

- Luxury or niche brands

Growth Strategy

Expanding into new markets, products, or locations.

Real-World Example

A coffee shop's strategy might be:

- Target young professionals
- Offer premium organic coffee
- Create a relaxing workspace atmosphere
- Use social media marketing

- Open stores near offices and universities

This strategy helps the business stand out from competitors.

Why Strategy Matters

Without strategy:

- Businesses waste resources
- Teams lose direction
- Decisions become inconsistent
- Competitors gain advantage

With a clear strategy:

- Everyone works toward common goals
- The business can grow more effectively
- Risks and opportunities are easier to manage

A business strategy is the overall plan a company uses to achieve success and outperform competitors over time.

- *Marketing.*

This is the process of identifying customer needs, creating products or services that satisfy those needs, and promoting them to customers in order to generate sales and build relationships.

In simple terms, marketing is about **getting the right product to the right customer at the right time and price.**

Key Functions of Marketing

1. **Market Research** – Understanding customer needs, preferences, and competitors.
2. **Product Development** – Designing products or services that meet customer demands.
3. **Pricing** – Setting a price that attracts customers while earning profit.
4. **Promotion** – Advertising, social media, public relations, and sales promotions.
5. **Distribution (Place)** – Making products available where customers can buy them.

These are often called the **4 Ps of Marketing**:

- **Product**
- **Price**
- **Place**
- **Promotion**

Example

Suppose a company sells sports shoes:

- It researches what customers want (comfort, style, durability).
- It designs shoes with those features.
- It sets a competitive price.
- It advertises on social media and through influencers.
- It sells the shoes online and in stores.

All these activities together are marketing.

Importance of Marketing

- Increases sales and revenue.
- Builds brand awareness and reputation.
- Helps businesses understand customers.
- Creates customer loyalty.
- Gives a competitive advantage.

Definition: Marketing can be defined as *the process of creating, communicating, delivering, and exchanging offerings that have value for customers and society.*

- **Sales.**

“Selling is the art of planting in the mind of another a motive which will induce favorable action” - Napoleon Hill.

Marketing gets attention but to turn the attention into money you need sales. Sales is the process of helping customers purchase products or services, generating revenue that keeps a business operating and growing. In simple terms, it is turning interested people into paying customers. Without sales, a business can have a great product, excellent employees, and a strong strategy, but it will struggle to generate revenue.

Why Sales Matter

Sales provide the income that allows a business to:

- Pay employees
- Buy materials and equipment
- Invest in growth
- Make profits
- Serve more customers

A business survives and grows when it consistently makes sales.

The Sales Process

A typical sales process includes:

1. Finding Potential Customers

Identifying people or organizations that may need the product or service.

2. Understanding Their Needs

Learning about the customer's problems, goals, and preferences.

3. Presenting a Solution

Explaining how the product or service can help.

4. Handling Questions and Concerns

Addressing objections such as price, quality, or timing.

5. Closing the Sale

Reaching an agreement and completing the purchase.

6. Following Up

Supporting the customer after the sale to build long-term relationships.

Types of Sales

Retail Sales

Selling directly to consumers.

Example:

- A clothing store selling a shirt.

Business-to-Business (B2B) Sales

One business selling to another business.

Example:

- A software company selling accounting software to a manufacturer.

Online Sales

Selling through websites, mobile apps, or online marketplaces.

Service Sales

Selling expertise or services rather than physical products.

Examples:

- Consulting
- Legal services
- Training
- Repairs

Sales vs. Marketing

People often confuse these terms.

Marketing

Creates awareness and interest.

Example:

- Advertising a new product.

Sales

Converts interest into a purchase.

Example:

- Speaking with a customer and completing the transaction.

A simple way to think about it:

Marketing attracts customers; sales turn them into buyers.

What Makes a Good Salesperson?

A good salesperson:

- Listens carefully
- Understands customer needs
- Communicates clearly
- Builds trust
- Solves problems
- Follows up consistently

The best salespeople focus on helping customers make good decisions, not just on making a quick sale.

Example

Imagine you own a bakery.

- Marketing might involve posting photos of cakes on social media.
- Sales happens when a customer visits, asks questions, chooses a cake, and pays for it.

Sales is not scamming but helping other people make the right decision. It is the bridge between creating value and capturing it. Your product /service should solve the customer's problem. You are in the business of selling results.

How do you know you are a good sales closer? When the client says *thank you. Thank you for helping me make this decision or thank you for helping me solve this problem.* How do you achieve that? By adding value in advance. You need to find ways you can always add value in advance to your customers.

- **Negotiation.**

This is the process of two or more parties discussing and reaching an agreement that meets their interests and objectives.

Negotiation is used whenever people or organizations need to agree on terms involving price, contracts, partnerships, salaries, deadlines, resources, or other business matters.

Common Areas of Business Negotiation

- Selling products or services
- Purchasing goods from suppliers
- Employee salaries and benefits
- Business partnerships
- Contracts and agreements
- Investments and financing
- Mergers and acquisitions

Key Steps in Negotiation

1. Preparation

- Understand your goals and priorities.

- Gather relevant information.
- Know your alternatives if no agreement is reached.
- 2. **Discussion**
 - Each party explains its needs and expectations.
 - Questions are asked and information is exchanged.
- 3. **Bargaining**
 - Parties make offers and counteroffers.
 - Compromises may be made to move toward agreement.
- 4. **Agreement**
 - Both sides accept the final terms.
 - The agreement may be written in a contract.
- 5. **Implementation**
 - The parties carry out what was agreed upon.

Skills Needed for Successful Negotiation

- Communication
- Listening
- Problem-solving
- Patience
- Emotional control
- Persuasion
- Critical thinking
- Relationship building

Why Negotiation Matters

Good negotiation helps a business:

- Increase profits.
- Reduce costs.
- Build stronger relationships.
- Resolve conflicts.
- Secure better contracts.
- Create mutually beneficial outcomes.

Types of Negotiation

Win-Win Negotiation

- Both sides benefit.
- Focuses on long-term relationships and mutual value.

Win-Lose Negotiation

- One side gains more at the expense of the other.
- Often focuses on short-term outcomes.

Most successful businesses aim for win-win negotiations because they help build trust and encourage future cooperation.

Negotiation is the process of reaching an agreement through discussion, compromise, and mutual understanding.

In business, strong negotiation skills can improve profitability, strengthen partnerships, and create opportunities that benefit all parties involved.

- Leadership.

Focus on your customers and lead your people as though their lives depend on your success. For a successful business you need to focus on: good leadership, great quality product, customer happiness. – Warren Buffet.

Leadership in business is the ability to influence, guide, and inspire people to work together toward achieving the goals and vision of a business.

A business leader does more than manage tasks. They provide direction, make decisions, motivate people, solve problems, and help the organization grow.

Key Functions of Leadership in Business

1. Creating a Vision

- Defining where the business is going.
- Giving employees a clear sense of purpose and direction.

2. Making Decisions

- Choosing the best course of action for the business.
- Taking responsibility for outcomes.

3. Motivating People

- Encouraging employees to perform at their best.
- Building confidence, commitment, and teamwork.

4. Building Relationships

- Developing trust with employees, customers, suppliers, and partners.
- Creating a positive work environment.

5. Solving Problems

- Addressing challenges and obstacles.
- Finding opportunities even during difficult times.

6. Developing Others

- Coaching and mentoring employees.
- Helping people grow their skills and potential.

Qualities of Effective Business Leaders

- Integrity and honesty
- Vision and foresight
- Confidence
- Good communication skills
- Accountability
- Emotional intelligence
- Adaptability

- Courage to make difficult decisions

Why Leadership Matters

Good leadership helps a business:

- Achieve its goals.
- Increase productivity.
- Build strong teams.
- Navigate change and uncertainty.
- Create a positive culture.
- Improve long-term success.

Without effective leadership, even a business with good products, money, and employees may struggle because people lack direction and coordination.

Simple Example

Imagine a company facing declining sales.

A manager might focus on tracking daily sales numbers.

A leader will:

- Analyze the situation.
- Communicate a clear plan.
- Motivate the team.
- Introduce improvements.
- Guide everyone toward recovery and growth.

Leadership is the ability to inspire and guide people to willingly work toward a shared vision and achieve meaningful results.

As management expert Peter Drucker famously observed:

"Management is doing things right; leadership is doing the right things."

In business, leadership provides the direction that helps people and resources move toward a common goal.

- *System design.*

This is the process of creating the structures, processes, people, technologies, and rules that enable a business to consistently achieve its goals.

A business system is a set of interconnected parts working together to produce a desired result. System design focuses on how those parts are organized and how they interact.

Simple Example

A restaurant is not successful merely because it serves good food. It requires a system for:

- Purchasing ingredients
- Preparing meals
- Serving customers
- Collecting payments
- Managing staff

- Tracking inventory

The design of these systems determines whether the restaurant operates efficiently and profitably.

Key Areas of Business System Design

1. Process Design

- How work is performed.
- Example: The steps from receiving an order to delivering a product.

2. Organizational Design

- Roles, responsibilities, and reporting structures.
- Who does what and who makes decisions.

3. Information Design

- How information is collected, stored, and shared.
- Reports, databases, and communication systems.

4. Technology Design

- Software, equipment, and tools that support operations.
- CRM systems, accounting software, automation tools.

5. Control Design

- Systems for monitoring performance and ensuring quality.
- Budgets, audits, performance metrics, and standards.

Why System Design Matters

Good system design:

- Improves efficiency
- Reduces errors
- Increases productivity
- Makes growth easier
- Creates consistency
- Reduces dependence on individual employees

Poor system design often leads to:

- Confusion
- Delays
- Waste
- Higher costs
- Poor customer experiences

Business Perspective

Many successful businesses are built on strong systems rather than extraordinary individual effort. As management expert Michael Gerber argued, businesses grow when owners build systems that can repeatedly deliver results, rather than relying solely on their personal skills.

In essence, system design is the blueprint that determines how a business operates, scales, and consistently creates value for customers.

- *Resource Allocation.*

This is the process of assigning a company's limited resources to the activities, projects, and departments that will best help it achieve its objectives.

Resources are always limited, so business leaders must decide where to invest time, money, people, equipment, and attention.

Types of Resources

- **Financial resources** – Money and capital.
- **Human resources** – Employees, skills, and expertise.
- **Physical resources** – Buildings, machinery, vehicles, and equipment.
- **Time** – The hours available to complete work.
- **Technology** – Software, systems, and data.
- **Materials** – Raw materials and inventory.

These decisions determine how effectively the company pursues its goals.

Why Resource Allocation Matters

Good resource allocation:

- Maximizes returns on investment.
- Improves productivity.
- Supports strategic goals.
- Reduces waste.
- Helps businesses grow efficiently.

Poor resource allocation can lead to:

- Overspending.
- Missed opportunities.
- Employee burnout.
- Delayed projects.
- Lower profits.

Factors Considered

Businesses typically allocate resources based on:

1. Strategic priorities.
2. Expected return on investment.
3. Customer needs.
4. Market opportunities.
5. Risks and constraints.
6. Available budget and workforce.

Simple Formula

A practical way to think about resource allocation is:

Business Goals → Priorities → Resource Allocation → Results

If resources are allocated to the right priorities, the business is more likely to achieve its objectives.

Relationship to Strategy

Strategy determines **what** a business wants to achieve. Resource allocation determines **where the business puts its resources** to make that strategy happen.

A business may have an excellent strategy, but if it allocates its money, people, and time poorly, the strategy is unlikely to succeed.

In essence, resource allocation is the art and science of deciding how to use limited resources to create the greatest possible value for the business.

- **Timing.**

This is the ability to do the right thing at the right time.

A great idea, product, investment, or decision can succeed or fail depending on **when** it is implemented.

Why Timing Matters

Many business decisions depend not only on *what* you do, but also *when* you do it.

Examples:

- Launching a product when customers are ready to buy it.
- Expanding a business when demand is growing.
- Investing when an opportunity is undervalued.
- Hiring employees when growth requires more capacity.

Examples of Timing in Business

Good Timing

A company introduces mobile payment services just as smartphone adoption becomes widespread.

The market is ready, so the business grows quickly.

Poor Timing

A company launches the same service ten years earlier when few people own smartphones. Even if the idea is excellent, customers are not ready.

Areas Where Timing Is Critical

1. Product Launches

Launching too early:

- Customers may not understand the product.
- Technology may not be mature.

Launching too late:

- Competitors may dominate the market.

2. Investments

Buying assets at the right time can significantly increase returns.

Many successful investors focus heavily on timing market opportunities.

3. Expansion

Opening new branches when demand is rising can lead to growth.

Expanding too quickly can strain finances.

4. Marketing

Advertising at the right season or during major events can greatly improve results.

For example:

- School supplies before schools open.
- Holiday products before Christmas.

Timing and Strategy

Strategy answers:

"What should we do?"

Timing answers:

"When should we do it?"

Both are important.

A strong strategy with poor timing may fail.

A weaker strategy with excellent timing can sometimes succeed.

Example from Kenya

Imagine an entrepreneur wants to start a solar-energy business.

- Ten years ago, solar awareness and adoption were lower.
- Today, solar technology is cheaper, electricity costs are a major concern, and demand is higher.

The business idea may be similar, but the timing is much better now.

Timing in business is the skill of recognizing and acting on opportunities at the moment when conditions are most favorable for success.

- *Networking.*

Is the process of building and maintaining professional relationships with people who can provide information, opportunities, support, partnerships, customers, or resources that help a business grow.

In simple terms, networking is **connecting with people for mutual benefit.**

Why Networking Matters

Business opportunities often come through relationships. Networking can help you:

- Find new customers.
- Meet potential business partners.
- Learn from experienced professionals.
- Discover job or investment opportunities.

- Gain referrals and recommendations.
- Build your reputation and credibility.

Types of Business Networking

1. Customer Networking

Building relationships with current and potential customers.

2. Industry Networking

Connecting with people in the same industry to share knowledge and opportunities.

3. Supplier Networking

Developing relationships with suppliers, distributors, and service providers.

4. Investor Networking

Building connections with people who can provide funding or investment.

5. Strategic Networking

Forming relationships with individuals or organizations whose strengths complement your business.

Where Networking Happens

- Industry conferences and trade shows
- Business associations and chambers of commerce
- Professional events and seminars
- Social media platforms such as LinkedIn
- Community events
- Online forums and business groups

Principles of Effective Networking

1. Give before you ask.
2. Build genuine relationships.
3. Listen more than you talk.
4. Stay in touch regularly.
5. Look for mutual benefit.
6. Be trustworthy and reliable.

Example

Imagine you own a sports coaching business:

- You meet a school principal at an event.
- You build a professional relationship over time.
- Later, the school needs a sports trainer.
- Because they know and trust you, they contact your business.

That opportunity came through networking rather than advertising.

Networking vs. Selling

Networking is not simply trying to sell something. Its primary purpose is to build relationships and trust. Sales opportunities often emerge naturally from strong relationships.

Business Perspective

Many successful entrepreneurs emphasize that opportunities often flow through networks. For example, Richard Branson has frequently spoken about the importance of relationships and connections in business growth.

In essence, networking is the deliberate practice of building relationships that create value for both you and others, leading to opportunities, knowledge, and business growth.

- Branding.

This is the process of creating a unique identity and reputation for a company, product, or service in the minds of customers.

In simple terms:

Branding is how people recognize, remember, and feel about your business.

A brand is more than a logo or a name. It includes the customer's overall perception of the business.

Why Branding Matters

Strong branding helps a business:

- Stand out from competitors
- Build trust with customers
- Create customer loyalty
- Charge premium prices
- Attract new customers more easily

People often choose brands they know and trust, even when alternatives are available.

Elements of a Brand

1. Brand Name

The name customers know.

Examples:

- Nike
- Coca-Cola

2. Logo and Visual Identity

The symbols, colors, fonts, and design style associated with the business.

3. Brand Message

What the business stands for and communicates to customers.

4. Customer Experience

How customers feel when interacting with the business.

5. Reputation

What people say and think about the business over time.

Example

Imagine two coffee shops selling similar coffee.

- One is clean, friendly, and known for quality.
- The other has inconsistent service and no clear identity.

Many customers will prefer the first shop because of its stronger brand.

The coffee may be similar, but the perception is different.

Branding vs. Marketing

Branding

Defines who you are.

Questions branding answers:

- What do we stand for?
- What makes us different?
- How do we want people to feel about us?

Marketing

Promotes what you offer.

Questions marketing answers:

- How do we reach customers?
- How do we generate interest and sales?

A simple way to remember:

Branding creates the identity; marketing spreads the message.

Strong Brands Create Emotional Connections

Customers often associate brands with feelings such as:

- Trust
- Quality
- Innovation
- Prestige
- Reliability

For example, many people buy products from Apple not only because of the technology, but also because of the brand's reputation for design and user experience.

Example for a Small Business

A local bakery could build a brand around:

- Fresh ingredients
- Friendly service
- Family traditions
- Consistent quality

Over time, customers begin to recognize and trust the bakery, making it their preferred choice.

In essence, Branding is the process of shaping how customers perceive, remember, and trust a business, product, or service.

Remember David's example? Learning is a continuous process. You cannot master these skills in a day or a month. This is something you'll need to practice daily for the rest of your life. Warren Buffet is almost a hundred years now. A dollar billionaire. One of the wealthiest people on earth, and still reads five hours a day. The more you learn, the more you know, the more God uses you to dominate the earth in your field. In other words, the more successful you'll become. Instead of scrolling endlessly on your phone consuming other people's content, engaging in discussions, try to figure out how you can convert your social media followers into customers for your products or service. This is how God wants you to live, fully focused on your path, on your own success journey.

An ancient Chinese philosopher Lao Tzu observed, "*when people know a lot, it is difficult to manage them*".

Where can you get more of this knowledge?

“To know the road ahead, ask those coming back” – Chinese proverb

As the saying goes, *“unhappiness is not knowing what we want and killing ourselves to get it.”* We’ve mentioned few highly successful people here. Either they are in business, authors and public speakers. Meaning more of this information can easily be acquired from the university of YouTube. How? Listening to their YouTube videos or by reading their books. It is said that the way to get money from successful people is to read their books.

It’s Hard to Improve When You Have No One but Yourself to Follow. The most important personal-growth phrase you will ever hear a good leader say to you is “follow me.”

“All leaders are influenced by those they admire. Reading about them and studying their traits inevitably allows an inspiring leader to develop his own leadership traits.” – Rudy Giuliani

Wise people often use just a few words to help us learn and develop. They open our eyes to worlds we might not have otherwise seen without their help. They help us navigate difficult situations. They help us to see opportunities we would otherwise miss. They make us wiser than our years and experience.

“When you know what you want and you want it bad enough, you’ll find a way to get it” – Jim Rohn.

*Bill Gates believes that if you were born poor, it’s not your fault but if you die poor, it’s your fault. This is a challenge for us. And he’s right you know. Deuteronomy 8:18. But remember the Lord your God, for it is He who gives you the ability to produce **wealth**, and so confirms His covenant, which he swore to your ancestors as it is today.*

The secret that makes the successful, successful.

Habits determine 95% of a person’s behavior. Everything that you are today everything that you will accomplish in the future is determined by the quality of the habits that you form. Successful people are simply those with *successful habits*. Getting up early every morning to meditate, to read, to exercise, to write.

They are incredibly driven. Pushing themselves (not others) to get results. Why because they know it's their personal drive that turns their ideas into action into results. It is their personal drive that keeps them going when things get tough. Enables them to bounce back from disappointments, from setbacks. Most of them work 12, 14, 15 hours every single day, especially at the beginning of their careers. Elon Musk, the owner of Tesla and SpaceX is known for sleeping on his factory floors when he's working on a difficult project. He sleeps for only 5 hours a day. At the beginning of their careers, most of them work for years without taking a single day off. Bill Gates said, "*I never took a day off in my twenties. Not one.*" Jim Rohn said, "*successful people look forward to getting on with it, unsuccessful people look forward to getting off.*" What drives them? Their mission.

They have confidence in their abilities. They believe in themselves. They do not allow self-doubt or fear of the unknown stop them. Due to the daily learning, they are able to accomplish things that seemed impossible. Why? This learning turns impossibilities into possibilities. They believe in themselves when everyone doubts them. Remember David, while King Saul and the entire Israeli army were thinking, "*he's too big to defeat*", David was thinking, "*he's too big to miss*". Self-confidence comes from competence and competence comes from daily practice.

No one is born competent. For David to become a skilled marksman, he had to practice daily. Even after he was anointed by Prophet Samuel, he went back to practice. No one believed in him, not even his parents but that did not stop him. Being anointed didn't make him competent. Discovering your gifts and talents doesn't make you competent. Being an adult /parent and starting a business doesn't make you competent. You have to work hard, do whatever it takes to perfect your craft and that does not happen in a day or a year. Walt Disney of Disney world said, "*do what you do so well that they will want to see it again and bring their friends*".

They learn how to communicate. Be it public speaking, a one on one, writing, or speaking on the phone. It's a skill they know they have to master if they are going to become successful. Its perfecting the ability to persuade, influence and inspire other people.

They have a growth mindset. Learning isn't just reading. It could be listening to podcasts, getting coaching from your mentor(s) etc. they are always learning and seeking opportunities

to learn. They know one thing: the more you know, the more you realize how much you don't know. The less you know the more you think you know.

They embrace failures. They know failure is part of the process of success. They don't take it personal. They are ridiculously positive about the future. They always speak positively about their future. Where things are going as if it has already happened even when it seems like there is no way it could happen. That's how strongly they believe in themselves. They always have positive expectations about their future. The most successful sales people, the highest paid closers in the world are the ones who experience rejection on a day-to-day basis more than anybody else and that's what makes them successful.

They have high EQ. they may not be the smartest people in the world but they surround themselves with smart people. They may not be the best students in the world but yet they experience a high degree of emotional intelligence. EQ can be developed, learnt and refined. Successful people have a high degree of emotional intelligence. They don't crack under pressure, they stay calm. They know how to deal with stress, they know how to deal with anxiety. Even when things don't go their way.

They are very self-aware. They know what they are good at and what they are not good at. What their strengths are and what their weaknesses are. They know how to manage their emotions. They refuse to feel inadequate, resentful, disappointed when failure hits them.

All these are signs, potential. What you need now is to combine the signs with skills. Why? Signs being your potential, the only way to turn your potential into money is by acquiring the necessary skills. We've already discussed above the kind of skills /knowledge that you require to succeed in business.

"Those who drink the water must remember those who dug the well" – Chinese proverb.

Everything we do, every accomplishment we have, every milestone we pass has come in part because of the efforts of others. There are no self-made men or women. If we can remember that, we can be grateful. And if we are grateful, we are more likely to develop good character than if we aren't.

How much of it is required?

It depends. It depends on what you want. How successful you want to become. Your goal maybe to accumulate material wealth, it depends on how much of it you want. But there's a catch, once you gain momentum, there's no turning back. You stop asking "how long will this take", instead, you start asking "how far can I go". You become curious after seeing the benefits of learning. It becomes exciting, you want to see how far you can stretch your mind. That's why highly successful people like Pastor Joel Osteen said, *"learning is not a period of life; it's a way of life."* this is something he discovered by himself.

He started learning and in turn it made him highly successful. And so is every wealthy person in this world. I know what you are thinking. A pastor, learning to become successful, they steal from their faithful. Not all religious leaders are predators. There are a few, very few of them gifted in that field. It's just like politics and every other field. A handful who found their Purposes in life and are serving their calling in that field. That kind of success (wealth) is what many try to copy. And because that is not their area of giftedness, they end up violating the rights of others in order to get what they want through corruption, stealing etc. By trying to be that person, they end up being fake versions of that person, making fools of themselves, looking like clowns.

We live as if yesterday's wisdom is enough to guide tomorrow's storms. The challenges you meet in life makes you realize that you should never stop learning because life never stops teaching. Knowledge is not a destination, it's a journey. Wisdom is not a price, it's a practice. Growth is not given, its chosen.

Most people never again touch a book after clearing school. God never created us to reach one level and stop. Whether 90 or 9 years old, we should constantly be learning improving our skills, getting better at what we do. Don't pause through life relying on what you've already learnt. Whatever you do, get better at it. Sharpen your skills. Don't be at the same place next year as you are right now. There is more knowledge available today than any time in history. We have no excuse to not keep improving. And the good this is, you don't need to go to the library or university. Technology has brought everything at your fingertips, your living rooms. Internet isn't just for entertainment it's a tool to help you learn.

“I am greatly concerned that too many people are focused too much on money and not on their greatest wealth, which is education. If people are prepared to be flexible, keep an open mind and learn, they will grow richer and richer through the changes. If they think money will solve their problems, I am afraid those people will have a rough ride” – Robert Kiyosaki, author.

Warren Buffet is almost a hundred years old. One of the wealthiest people in the world and still reads five hours a day. Bill Gates of Microsoft reads at least one hour a day. In this changing world, the only way to have the best information is to keep learning, keep seeking information. The marketplace keeps changing. Customer preferences. What worked yesterday may not work today. Yesterday's idea may not work today. You must know what kind of knowledge is required at what time.

Nelson Mandela observed, *“when you finish climbing one hill, you find that there are many more hills to climb. Too many of us walk with closed ears and closed hearts thinking we know enough. But the wise man, the strong woman and the leader who changes lives, those are the ones who remain students until their last breath.”*

Why bless you in business, why not in what you love?

Exodus 4:2 and 17. *Then the Lord said to him (Moses), “what is that in your hand? “Staff”, he replied. 17. But **take this staff in your hand so you can perform the signs with it.***

Your business is the staff in your hand right now. That’s what you are working with. That’s what you are presenting to God. He cannot choose or decide for you. He never does that. He works with what we present to Him. He will not force you to do something that you don’t want. He will not force you to do what you love, to follow your passion, that is if business is not your passion. Whether what you love is in sports, Music, Writing, Journalism, Politics etc.

You have chosen that business it is the rod in your hand right now therefore that’s what He will help you with. If He were making decisions for us, He would have stopped Adam from sinning but He didn’t. He would have stopped Satan from obsessing with Him and always desperately trying to be Him. The reason why Satan was kicked out of heaven is because he *thought* of being God. All those years later, he’s still ignorant of his own reason for creation, and he’s still desperately trying to be God. Actually, he believes he can be God that’s how lost in darkness he is. That’s how ignorant he is. That’s why he’s called the prince of darkness. Jesus said in Mathew 6:23. *If the light within you is darkness, how great is that darkness!* You can see Satan’s level of ignorance. And he wants you to be like him, like his followers.

God is too faithful to go back on His word. He cannot break His own laws. He created man and gave him the freedom of choice. To choose your own will. The kind of thoughts you entertain in your mind which result to your altitude and your attitude result into your actions and habits. Therefore, for God to bless you in what you love, you yourself will have to choose doing what you love, what you are passionate about then and only then will He join you.

Passion is what keeps you going when the going gets tough. Do not be in business because that’s what others are doing, it’s the only available option for you, because you lack the courage to pursue what you love, because it’s a family business or maybe because you are afraid of what people will say or think of you. Be in business because your heart is in business. Otherwise, you will never reach your full potential. You will never be able to fly to the heights

you would love to. You'll never be able to achieve the kind of success that you want. You'll end up settling for average, for mediocrity.

Too many people are willing to settle for average in life. Is that bad? Read this description written by Edmund Gaudet, and then you decide:

“Average” is what the failures claim to be when their family and friends ask them why they are not more successful.

“Average” is the top of the bottom, the best of the worst, the bottom of the top, the worst of the best. Which of these are you?

“Average” means being run-of-the-mill, mediocre, insignificant, an also-ran, a nonentity. Being “average” is the lazy person’s cop-out; it’s lacking the guts to take a stand in life; it’s living by default.

Being “average” is to take up space for no purpose; to take the trip through life, but never to pay the fare; to return no interest for God’s investment in you.

Being “average” is to pass one’s life away with time, rather than to pass one’s time away with life; it’s to kill time, rather than to work it to death.

To be “average” is to be forgotten once you pass from this life. The successful are remembered for their contributions; the failures are remembered because they tried; but the “average,” the silent majority, is just forgotten.

To be “average” is to commit the greatest crime one can against one’s self, humanity, and one’s God. The saddest epitaph is this:

“Here lies Mr. and Ms. Average. Here lies the remains of what might have been, except for their belief that they were only “average.”

Nobody admires average. Mediocrity is not worth shooting for. We must be aware of the gap that stands between us and our potential, and let the tension of that gap motivate us to keep striving to become better.

This life is yours and yours alone. Not your parents, community's, friends, teachers or neighbors. You were not born to please people; you were born to live your life. This is where learning really helps because it builds you from within giving you the courage to be yourself regardless of what people say or think of you.

How Do You Deal With Competition?

“Why worry? If you’ve done the very best you can, worrying won’t make it any better” – Walt Disney, Disney World.

For me, dealing with competition is about focusing on my path. Focus on me and the customers. Focus on me to better myself and on customers to find out what they need. I remember a quote by Henry Ford, founder of the Ford Motor Company who said, *“obstacles are those frightful things that you start seeing when you move your focus from your goals”*. In this industry, there are very many authors and speakers. Some highly successful. If I focus on them, I might even give up on writing. I’ll start comparing myself with them forgetting that each one of us is different. Each one of us has a unique contribution to make in this world.

The industry is full of highly educated people with voluminous works and mastery of language. Some of whom you need a dictionary to understand a word they’ve written. Do you know even President Barack Obama is an author and a speaker? The highest paid public speaker in the world, I guess. Now, imagine me Jane Kamau focusing on him instead of learning from him. The thing is, even with all the voluminous works and the mastery of language, the world is still full of problems and they are getting worse. We need to figure out how to solve them.

That’s why God needs even the simplest of vessels like Jane Kamau to *Communicate* His Message to His people. Problems are an indication that the world is full of darkness. He needs people like myself to shine my light as well so His people can see their way out of darkness. Like poet Maya Angelou called it, *“becoming a rainbow in someone else’s cloud.”* You see, problems/gaps in the marketplace indicate **there are opportunities for everyone** if we are willing to learn. That’s what gives me strength. My thinking is, it’s my responsibility to make the world a better place and am going to do it one person at a time.

Let’s now learn how successful people around the world deal with competition on their success journey:

If you are just starting out, you are competing with businesses that are more established. That have more resources, they’ve been around longer. Or if you are the leader in your sector,

industry, category, chances are you have new companies coming into your industry trying to take market share from you, trying to take customers from you. They offer different types of products. In business, we cannot avoid it, we are dealing with competition every day.

The competition you think is your competition is not your only competition. The customers you are selling to only have so much disposable income they can spend. It's not just between choosing your business vs your competitors, it's also choosing to spend money with you or spend money on leisure. How do you compete?

Keep your friends close and keep your competition closer.

Study your competitions. What are some of their best practices. How are you going to beat someone if you don't know what they are doing. There are some things you can learn from your competition. If they are successful, if they are getting ahead, if they are getting customers, chances are there is something that they are doing that you are not doing. It could be they are providing a better service, a better experience, they are selling a better product. They've got a better team, whatever it might be. Competition will challenge you to be better, it challenges you to not get complacent. It's not such a bad thing. Don't be so afraid if they will put you out of business. If they put us out of business, then there is something wrong with us. We are not keeping up, we are not delivering enough value to the marketplace or solving the customers problems the way they want them to be solved.

Study the competition but, don't focus on them.

Study them, get to know them, know them inside and out. Know their strategy, know their market, how they are serving their customers, get their products, spend some money with them. you get the best education you can get. At the same time, you are spending the majority of your time finding out how do I add more value to my customers? How can I add more value than anybody else. How can we help our customers, how can we fulfil their needs better? If someone can easily copy what you do, then you are not very good at what you do. It's like trying to be LeBron James, Faith Kipyegon, Serena Williams Cristiano Ronaldo. Focus on your skills. What do you need to do? Who do you need to be to deliver more value to the marketplace than anybody else. And that's how you grow.

Think long term not short term.

Instead of competing with your competitors on one product or a campaign because sometimes you see that. Competition is selling a certain product /service and they do some kind of

campaign discount and they lower their price and you panic. Thinking I need to do the same or am going to lose. Instead of being very reactive think long term. Long term because competition could be stronger, faster, have more resources, you may lose the battle but you will win the war if you have staying power. Think, plan, be more strategic. Don't react.

If your competition is serving the same market that you are serving right now, instead of competing you can profit from your competition. You can form some kind of a strategic alliance, some kind of joint ventures. Big companies do it all the time. Cobranding, strategic alliance, collaborate. That way you make more money for you and your competition. Customers get more value, better results. And that's what you want. A win-win for everybody.

Don't choose a bad partner. A partner should be right fit. Same core values, complementary products, something that will help your customers.

Discipline

Discipline is the bridge between goals and accomplishment.

Discipline is pain and regret is pain. Which one will you choose. If you choose the pain of discipline, you end up successful. If you choose the pain of regret, you will live to envy those who chose discipline. You will live in anger, hate and bitterness.

The first step towards success is leading yourself very well because everything good in life is uphill. You cannot have uphill high hopes and downhill habits. Your actions and affirmations should go in the same direction.

Motivation will get you started, but its discipline that will keep you going. Start by making decisions in few major areas of your life and manage those decisions every day. We all make new year resolutions for instance, but very few of us follow through. This is where discipline comes in. I'll read one hour a day no matter what. I'll trade entertainment e.g. listening to radios shows, music, scrolling on my phone, I'll trade that with listening to a podcast, educative materials from those that have done what am doing or am planning to do. Discipline is ability to say no to cheap dopamine and instead remain focused on your goals.

Discipline is doing what you really don't want to do so that you can do what you really do want to do.

Fear

"We can have faith in the future only if we have faith in ourselves" – JF Kennedy, US President.

The Bible says God did not give you the spirit of fear. Les Brown said, *"too many of us are not living our dreams because we are living our fears"*. Like we've discussed earlier, most people live an average life because of fear. They don't like what they are doing, and, they are afraid of taking the step to do what they love. You'll never know if you can succeed if you do not try. Martin Luther King Jr said, *"faith is taking the first step even when you don't see the whole staircase"*. Some people call it jumping off the cliff of success. Trying something new.

In your journey of success, you'll find that there are two types of people who will tell you that you cannot make a difference in this world. The ones that are afraid to try and the ones that are afraid you will succeed. Proverbs 29:25. *Fear of man will prove to be a snare, but whoever trusts in the Lord is kept safe.*

The types of fears that hold people back:

Fear of Failure

Fear of Trading Security for the Unknown

Fear of Being Overextended Financially

Fear of What Others Will Say or Think

Fear that Success Will Alienate Peers

Everyone has one or several of these fears. But we cannot let them stop us from pursuing our dreams. Continual learning helps overcome them. And the reason we want to overcome them is because our better life lies on the other side of fear. We are either busy designing our lives or end up falling into other people's plan, the leader's, the government's, etc. And guess what they have planned for you? Not much.

"All our dreams can come true if we have the courage to pursue them" – Walt Disney.

“Everyone can tell you the risk, an entrepreneur can see the reward” – Robert Kiyosaki.

Be yourself

Don't let the noise of other people's opinions drown out your own inner voice” – Steve Jobs, Apple.

As you take action to change yourself and your environment, you will almost certainly be criticized for it. Ralph Waldo Emerson observed, *“Whatever course you decide upon, there is always someone to tell you that you are wrong. There are always difficulties arising which tempt you to believe that your critics are right. To map out a plan of action and follow it to the end requires some of the same courage which a soldier needs. Peace has its victories, but it takes brave men to win them.”*

Taking action almost always brings criticism. Move forward anyway. *Negativity is often born from people who see your light but have not yet discovered their own. They fear what they cannot become, they envy what they cannot understand, and they attack what reminds them of their own unfulfilled potential.* But their words do not belong to your path. Their whispers cannot change your purpose. Their doubts cannot rewrite your story. Only you have the power to decide which voices deserves space in your mind and which ones fade into silence.

Countless number of men and women, both young and old, permit relatives to wreck their lives in the name of duty because they fear criticism. Duty does not require any person to submit to the destruction of their personal ambitions and the right to live their life in their own way.

People refuse to take chances in business because they fear the criticism that may follow if they fail. The fear of criticism in such cases is stronger than the desire for success.

Too many people refuse to set high goals for themselves, or even neglect selecting a career, because they fear the criticism of relatives and ‘friends’ who may say, “don’t aim so high, people will think you are crazy”.

The need to be liked, accepted and validated by others. While this need might feel natural, when unchecked, it can quietly take over our lives, robbing us of joy, authenticity and even our

purpose. Don't get yourself in debt trying to impress other broke people. Don't compete or compare yourself with anyone in this world, if you do so, you are insulting yourself. Live within your means. Avoid consumer loans. Life is not a competition for the admiration of strangers. And English proverb says, "*never spend your money before you have it*".

To reach your potential, you must do not only what others believe you cannot do, but what even you believe you cannot do. Most people underestimate themselves. They shoot for what they know they can reach. Instead, they should reach for what's beyond their grasp. If you don't try to create the future you want, you must endure the future you get. The most common way people live their lives is by default.

Strive to be better today than you were yesterday. Look for the good in what other people are doing and apply it but, do not focus on them. Where success is concerned people are not measured in inches, pounds, college degrees or family backgrounds. They are measured by the size of their thinking.

Failure

Learn from failure. If you are an entrepreneur and your first venture wasn't a success, welcome to the club" – Richard Branson, owner Virgin Group of Companies.

Did you know, **Thomas Edison**, the person who invented that light bulb you use in your house failed 10,000 times before he finally succeeded. Here's what he said, "*I have not failed. I've just found 10,000 ways that won't work*".

Walt Disney was fired by a news editor saying that he had no imagination and no creativity.

Steven Spielberg was rejected three times by film school before getting his huge break.

Cornel Sanders at the age of 56 got rejected 1000 times for his recipe before a restaurant picked it up. The most successful people in any field are usually those who have failed more than anybody else. The difference between successful people and everyone else is not a lack of strength or knowledge, it's a lack of will. Winston Churchill said, "*success is going from failure to failure without losing your enthusiasm*".

You and I fail once and we want to quit. We are so afraid of failure that we fail to come up with innovative ideas to solve our problems or grow our businesses. We would rather keep repeating what worked yesterday forgetting that yesterday is gone. Napoleon Hill wrote, *“Everyone faces defeat. It may be a stepping stone or a stumbling block depending on the mental attitude with which it is faced.”* In this changing world, you need to keep innovating. Elon Musk of Tesla and SpaceX said, *“failure is an option here. If things are not failing, you are not innovating enough”*. And India’s Statesman Mahatma Gandhi said, *“Freedom is not worth having if it does not include freedom to make mistakes”*.

Therefore, do that one thing that you think you cannot do. Fail at it. Try again. Do better the second time. Anyone who has never made a mistake has never tried anything new. Failure is part of the process of success.

Environment

“People inspire you or drain you. Pick them wisely” – Les Brown, Speaker, Businessman.

Surround yourself only with people who are going to take you higher. God and every highly successful person on earth cannot be crazy. Sharp people sharpen one another just as iron sharpens iron. If you want to be a sharp thinker, be around sharp people. Getting people out of your life in order to become successful is one sacrifice every successful person makes. There’s no we grew up together, work together, family. Myles Munroe said, *“I am making changes in my life, if you do not hear from me, you are one of them.”* Albert Einstein quipped, *“if you do not have many friends that means you have a lot of life experience”*.

According to research by social psychologist Dr. David McClelland of Harvard, the people with whom you habitually associate are called your “reference group,” and these people determine as much as 95 percent of your success or failure in life. Many people have given their take on this truth. King Solomon of Israel wrote, *“walk with the wise and become wise, for a companion of fools shall be destroyed.”* Charles Jones is well known for saying, *“you are the same today that you are going to be in five years from now except for two things: the people with whom you associate and the books you read.”* And Jim Rohn asserted that *we become the combined average of the five people we hang around the most*. Rohn would say we could tell

the quality of our health, attitude, and income by looking at the people around us. He believed that we start to eat what they eat, talk like they talk, read what they read, think like they think, watch what they watch, and dress like they dress.

“Associate with those who make a better man of you” – Seneca. The people in your life should not make you question your worth. They should be people who can help you reach your destiny. You may be wondering, where would I find such people? That’s where technology comes in. And it will help you to always spend time with the best brains in your field from all around the world.

Align yourself with people you can learn from, people who want more out of life, people who are stretching, and searching and seeking some higher ground in life.

When do you start?

“I do not believe in a fate that falls on men however they act, but I do believe in a fate that falls on them unless they act” – Buddha.

You cannot win if you do not begin! The people who get ahead in the world are the ones who look for the circumstances they want, and if they can't find them, they make them. That means taking initiative. It means doing something specific every day that will take you another step closer to your goal. It means consistent action. Nearly all successes are the fruit of initiative. Ask people when they will do what they want to do, and most answer that they hope to do it “someday.” Why not now? Because you're not ready? Perhaps you're not. But if you wait until you are, maybe you never will do it.

The law of diminishing intent says, *“the longer you wait to do something you should do now, the greater the odds that you will never actually do it.”* There's no time like the present.

What you want in your business is different results, better results. If you continue doing thinking the same way you've been thinking, doing things the same way you've been doing them, you'll keep getting the same results. Unless you change how you are, you will always have what you got. That's why starting now is very important. Jim Rohn urged, *“change is the only guarantee that tomorrow is going to get better”* – Jim Rohn.

The Bible says, *“even in famine, my people will have more than enough.”* But for us to have more than enough we must be busy doing not a good thing, but *the right thing*. Seeking to find, asking to receive, knocking so the door maybe opened for us. This will not happen when we are busy complaining about how most of those in public offices have failed us, listening and discussing political noise from morning to evening. Discussing who should take what seat come election time. These things do not add any value to your life. Instead, they are your recipe for frustration, anger, bitterness, fear, hate, hopelessness, helplessness, anxiety and depression. Mother Teresa advised, *“do not wait for leaders. Do it alone person to person.”* That music, those radio shows, tune them off. These are people earning high salaries by feeding you cheap dopamine to keep you hooked.

They keep you focused on things that you have no control over. How can you control what happens in public offices? *“The reasonable man adapts himself to the world, the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man”* – George Bernard Shaw. If you focus on things that are beyond your control, you’ll only waste your precious time. The time you are supposed to spend seeking knowledge, ideas, just as your creator instructed you. Entertainment, whether on TV, radio or your phone, will never improve your business. If you are truly serious about getting better results, protect your mind from the noisy world and focus on what really matters. Keep your mind occupied, your eyes fixed on the price no matter what. An English proverb says, *“little but often fill the pulse.”*

“It’s not what you are going to do, but it’s what you are doing right now that counts” – Napoleon Hill, author, think and grow rich.

Time is more valuable than money. You can get more money but you cannot get more time. Henry Ford said, *“it has been my observation that most people get ahead during the time others waste”*. Until you value yourself, you will not value your time. Until you value your time, you will not do anything with it. Mother Teresa observed, *“Yesterday is gone. Tomorrow has not yet come. We have only today. Let us begin.”* If you need to make changes in yourself and your environment, don’t dwell on your past. You can’t change it. Don’t worry about your future. You can’t control it. Focus on the current moment and what you can do now.

John F. Kennedy, Former US President said, *“only an educated and informed people will be a free people”*. The greatest weapon of an oppressor is the maintenance of ignorance. So, the greatest threat to an oppressor, is an educated citizen. People become very nervous about you, when you become intelligent. That’s why they want to keep you ignorant. Ignorance protects ‘leaders’ from their followers. So, if you are going to become successful, you must first deal with educating yourself. Jack Ma observed, *If the customer loves you, the government will have to love you”*.

Bible *“whatever your hands find to do, do it with all your might”*. Your business is the rod in your hand that God is waiting for you to raise so He can use it to part the Red Seas in your life.

Change will never come from voting people in offices and keeping fingers crossed, hoping and praying that they do the right thing. It will come from making the right choices, right decisions, right habits and taking right action daily from now going forward.

During elections, it's good to vote for whoever you feel is the right person according to you. Then forget about it, go back to fixing your own life because the ones you put in office will also be busy fixing their own lives.

“When people know a lot, it is difficult to manage them” – Lao Tzu, Chinese Philosopher.

Isaiah 40.

29. He gives strength to the weary and increases the power of the weak.

30. Even youths grow tired and weary and young men stumble and fall.

31. But those who hope in the Lord will renew their strength. They will run and not grow weary they will walk and not faint.

Who is Jane Kamau?

- Am known for my Critical Thinking and turning Information into Actionable Insights.

MY PURPOSE IN LIFE / MY CALLING:

Mathew 10:27. *What I tell you in the dark, speak in the daylight, what is whispered in your ear, proclaim from the roofs.*

Other eBooks by Jane Kamau

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