

★ 1. Filling a need

The Bible says—Gen. 12:2

"I will make you a great nation; I will bless you and make your name great; and you shall be a blessing"

How can our nation become a great nation and our church a great church? How can we and our business become respected and great?

★ We can become great for two reasons:

- We are blessed
- And we bless others.

No greatness can be achieved by only being blessed, one more part must be added and lived in order to be great — being a blessing to others.

If you only suck in the resources of your surroundings but do not add anything to it, you will be like a black hole — destructive and alone.

When your attitude and goal is to contribute more to your surroundings than what you are taking out of it, greatness, success and money will follow as a by-product.

- Our heart, as well as our mouth, should constantly say: "What can I do for you?"

★ *The God given purpose for your business*

The God given purpose for your business is more than just bringing you wealth.

- You have a purpose to meet the needs and enrich the world around you.

The most successful businessmen in history have all been men and women who discovered a need and met it in a way that nobody else had before. Through their innovations and products our lives are enriched to today

★ *Example— Henry Ford*

Henry Ford was one of the most successful businessmen of the last century. He understood the need for the common people to have a car for a cheap price, so he made the Model T-Ford. He made a fortune and millions of ordinary people in America could now afford a car.

★ Now Mr. and Mrs. Smith could drive around in a well-made but cheap car, which earlier was only available to wealthy people. **He expressed his vision** before building the Model T-Ford as follows:

*"I will build a car for the masses.
It will be big enough for a family,
but small enough for a private person to use it and take care of it.
It will be built of the best material,
by the best workers we can get hold of
and be the simplest construction
that modern engineering can construct.
But it will be so low in price that
no one with a good wage will not be able to afford it-
and together with his family enjoy driving it for hours on God's earth"*

★ He made a fortune and millions could now afford a car.

- He became blessed and his product was a blessing.

20. The win - win market

We could make an endless list of similar examples of how business not only was a matter of making somebody rich but improving peoples' lives, and at the same time it became a tremendous business for the owner.

Maybe you are not as innovative as some of these men and women, but the attitude can be the same in a small as in a large business.

✦ *Discover a need and fill it*

We need to open our eyes and discover the needs that are waiting to be satisfied.

- **When we meet these needs in our community, we will find the secret to our business success.**

The product/service we offer may be more modern, accessible, cheaper, better, nicer or whatever the key component is that gives us a competitive edge compared to other businesses.

✦ People will ask for what we offer the market if we:

- Meet the needs of others
- Provide a quality product or service
- Offer your product or service at a fair price

Discussion

✦ *Discussion*

1. What customer need will your business meet?

✦ 2. The win-win desire creates the business opportunity

One of the fundamentals that drives the market is — the win-win situation.

- Win-win means that both parties are winners in a business situation.

All kinds of business opportunities are driven by the win goal — What can I get out of this? But if both parties of a business deal do not experience a mutual win-win situation, the business relation will cease to exist between them.

✦ *Example — A win-win deal*

Let us use a very simple example of how the desire for win-win situations creates business relationships.

- One man is growing rice, another man is a fisherman.
- The rice peasant only eats rice and the fisherman only eats fish.
- Both are quite tired of their repetitious diet.
- If these two barter some part of what they have,
- The rice peasant will have fish to add to his meal. He will no longer only have rice to eat, but will have fish as an addition to his meal. He wins on the deal.
- The same goes for the fisherman. He will have both fish and rice to eat. He has also won on the deal.

✦ *Example — only one wins*

Now let us say that the barter didn't become a win-win but only one part got happy with the deal.

Let's say that the rice was of poor quality.

- **The peasant was happy** that he could get rid of his low-quality rice and get good and tasty fish. He sees himself as a winner.
- **But the fisherman is unhappy** when he discovers that the rice didn't live up to his expectations.

As a result, the peasant will probably never make a deal with the fisherman again.

- A short-term gain becomes a long-term loss even for the rice peasant.

There will be no more possibilities between the parties for further business.

Business always requires at least two parties.

✦ *Six different ways to approach relationships with others*

1. **Win/Win** - People can seek mutual benefit.
2. **Win/Lose** - The competitive attitude: if I win, you lose. In relationships, if both people aren't winning, both are losing.
- ✦ 3. **Lose/Win** – highly suppressed dependent people can lose just to get a confirmation from the person they look up to.
4. **Lose/Lose** - When people become obsessed with making the other person lose, even at their own expense. (If nobody wins, being a loser isn't so bad.)
- ✦ 5. **Win** - Focusing solely on getting what you want, regardless of the needs of others.
- ✦ 6. **Win/Win or No Deal** - If we can't find a mutually beneficial solution, we agree to disagree agreeably - no deal.

✦ 3. A Zero-Sum game

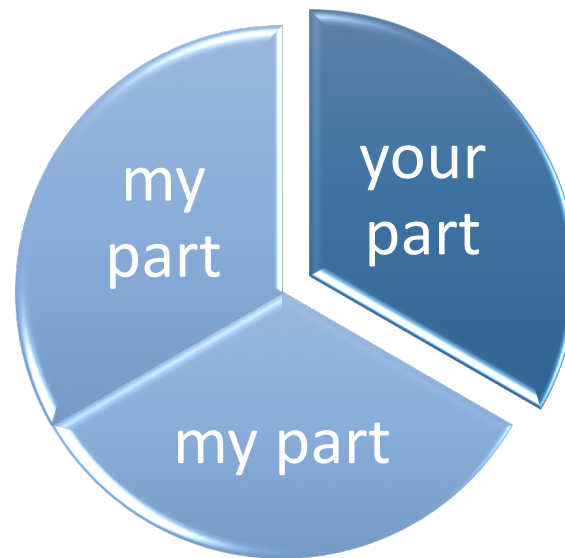
Some people view the whole market as a zero-sum game, which means that

- If one person gains,
it is at the expense of somebody else.

✦ They see the market and the resources as a cake that is of a certain fixed size.

- If I get half of the cake, you get the other.
- If I get a bigger part of the cake,
then it is at the expense of you
getting less of the cake

So we will be competing for the cake, and the two of us can't be winners at the same time.



✦ With this view on business the businessman must become like a predator, preying on others.

- What is one man's gain is another's loss.

Businessmen with this mind-set are greedy, brutal, uncompassionate, dishonest and suspicious.

- **This kind of business climate
is not influenced by the kingdom of God.**

✦ *Go for sustainable success!*

If, instead, we have a win-win goal, we will have a totally different approach, and business relationships and success can be sustained.

With cooperation, innovation, new methods and efficiency, we can actually together make the cake grow, instead of trying to divide it, creating benefits for all parties.

This is one of the secrets to the economic development we have seen in the world for the last century. Even if the world population has grown, the wealth has increased at the same time for a big part of the world.

Now the reason for this business school is to bring economic development to a part of the world that has not yet enjoyed this development.

✦ 4. A demonstration of the win-win market

Preparation

Inform all the students at the end of Lesson 19.

Ask all the participants to purchase different small items — one for each person in the group.

Make the items common, useful, or playful, such as potatoes, apples, sandals, pens, pencils, a map, a magazine, or toys — anything you can think of that will appeal to different tastes and interests.

The value of the items should be between 1- 5 Usd. The items can also be homemade instead of bought.

Ask them to place the item in a separate, nontransparent bag and close it and bring it to business school.

Conducting the exercise

- When you are ready to begin the exercise, ask the participants to randomly hand out the bags to their fellow students.
- **N.B.** You may want to ask for a helper to total the results of numbers reported by participant on slips of paper.
- **Ask people not to look in their bags until you ask them to do so.**
- Have people sit in small groups of six to eight.
- Give each person five small blank pieces of paper.

Step 1: **Ask all participants to look in their bags without taking the item out, and without showing it to anyone else.**

Ask them to rate their satisfaction with the item on a scale of 1 to 10, with 10 being the highest satisfaction. Reassure them that it is okay if they do not like it or wish to give it a low rating.

Have the participants give their presents a rating, write the number on a piece of paper, and give the paper to you (or a helper). You (or your helper) should total these ratings under Round 1.

Step 2: **Ask the participants to remove their items from their bags and show them to other people.**

Then, they should rate their items again, before any trade takes place. Their ratings should be written on the small sheets of paper and turned into you (or your helper).

Total the ratings and record this total next to Round 2 under Total Utility.

1. Introduction to Focus Business School

Step 3: **Allow participants to trade items with other people within their small group.**

Do not prolong the process. Ask people to rate their (new) item again, even if they did not trade with anyone.

Total the scores and place the total next to Round 3, under Total Utility.

Step 4: **Allow the participants to trade items with all the other people.**

This step will take a bit more time than Step 3, but put a time limit on it.

After trading is complete, ask people to again rate their satisfaction with their (new) items, turn in their sheets of paper, and place the total next to Round 4.

Step 5: **Repeat Step 4.**

The results of the four rounds may look something like this:

Round	Total utility
1	25
2	28
3	34
4	39
5	49

Usually the level of satisfaction increases as the items are moved from people who value them less to people who value them more.

- That is why the total utility increases with each round

✦ *The blessing of trade*

The Bible says — Prov. 11:26

“The people will curse him who withholds grain, but blessings will be on the head of him who sells it”

The overall result of trade is that it creates a win-win situation and makes many people happy, not just one party.

That’s why trade brings prosperity to a society. The more trade, the more prosperity there will be.

- So we can have a positive view on doing business and not see it as a cheat-as-much-as-possible-game.

You as a businessman are not only trying to earn as much money as possible with your business, but you are blessing your society with your products. You are serving your neighbour and blessing him.

After you have conducted the exercise, let the people keep the things they got in the exercise

✦✦ *Homework*