

## SUCCESS ETHICS 2

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In our last edition, we began our study of this subject and we considered 15 points. In this concluding part, we are going to consider 31 points that will change your life for good. Enjoy these valuable truths.

### **16. Don't lie to make profit or succeed.**

*John 8:44*

*44 You belong to your father, the devil, and you want to carry out your father's desire. He was a murderer from the beginning, not holding to the truth, for there is no truth in him. When he lies, he speaks his native language, for he is a liar and the father of lies.*

*NIV*

*Rev 21:8*

*8 But the cowardly, the unbelieving, the vile, the murderers, the sexually immoral, those who practice magic arts, the idolaters and all liars—their place will be in the fiery lake of burning sulfur. This is the second death."*

*NIV*

Nobody wants to know how much you bought the product that you are selling, but how much you want to sell. There is therefore no need to lie about how much you bought it.

Don't falsify documents to make more profit. It is illegal. Don't forge documents. Falsehood should be avoided completely in all your transactions as a student, job seeker, contractor, trader, civil servant, employer of labour, industrialist or whatever you are, or doing for a living don't falsify documents.

Lying is of the devil and not of God. Subsequently, all liars will end up in the lake of fire where the father of all lies will end up. Be careful. Don't do that which is illegal. If you are caught, it will be difficult for God to help you.

### **17. Don't supply or sell or render services below what was agreed upon or paid for.**

You must be a man of your words. If you are to supply 100 sheets of paper, don't supply 98 or 99 sheets. If the agreement reached was that you should use a particular product for a job, don't use another brand without getting clearance from the people that gave you the job. Don't supply inferior products.

### **18. Use quality materials always for your productions.**

Whether you are manufacturing clothes, shoes, food, or anything, use quality materials.

### **19. Don't re-bag or re-label products that you market with fraudulent intent.**

You are not expected to tamper with the original packaging of the manufacturers of products you are selling or supplying. Don't open and reduce the quantity in the package. Don't use foreign labels on local products in a pack. That is fraud. Don't

remove the original product in a pack and replace it with an inferior one. God will be angry with you.

## **20. Avoid pirating and imitation of another company's products.**

It is against the law to pirate another man's or company's work or products. If your business is pirating of audio and video cassettes or CDs or any other product, go and look for another business immediately. It is wickedness to be pirating another man's product. Put yourself in their position, how would you feel?

From time to time we see the big corporations in Nigeria changing the packaging of their products. On closer investigation, we discovered it is meant to overcome those in the business of product imitation. It is evil for you to produce a product in a registered company's trade mark. You want to ride on their name. The worst of it is that the product is inferior to the original manufacturer's product. Get your own label and trade mark, and work your way to the top. That is the holy thing to do.

## **21. Don't use false measurements.**

Some time ago, I went to Onitsha to buy some clothing materials with my wife. The man measured out the yards that I wanted. When we got back home, we discovered that the measurement was not correct. We were cheated of half a yard of the same cloth. I was watching the man when he measured out the cloth, but I didn't know he was cheating me in the process. I don't know how they do it. It is wicked to profit by false measurements. False measurements cover a lot of goods and services: Foodstuffs, clothings, land etc.

*Deut 25:13-16*

*13 Do not have two differing weights in your bag--one heavy, one light. 14 Do not have two differing measures in your house--one large, one small. 15 You must have accurate and honest weights and measures, so that you may live long in the land the LORD your God is giving you. 16 For the LORD your God detests anyone who does these things, anyone who deals dishonestly.*

*NIV*

*Prov 11:1*

*The LORD abhors dishonest scales, but accurate weights are his delight.*

*NIV*

*Prov 20:10*

*10 Differing weights and differing measures--the LORD detests them both.*

*NIV*

## **22. Hire the best hands when you need staff.**

Don't allow sentiments. If the applicant is not capable, don't hire him or her. Don't hire a person because of family relationship or friendship. Don't hire a mediocre because you don't want to pay much money for his services. A qualified staff will generate enough money to justify his pay. Go for the best and you will get the best.

**23. Pursue Excellence.**

If you pursue excellence, you will excel - you will do better than others. Excellence is the condition of being very good. If you give your best, you will get the best. It is input for output. What you sow is what you reap.

*Eccl 9:10*

*10 Whatever your hand finds to do, do it with all your might, for in the grave, where you are going, there is neither working nor planning nor knowledge nor wisdom.*

*NIV*

**24. Always pay up your loans as at when due.**

If you do this, the door will not be closed against you. If you delay, the person may start to send dangerous prayer towards you that may harm your business.

*2 Kings 4:7*

*7 She went and told the man of God, and he said, "Go, sell the oil and pay your debts. You and your sons can live on what is left."*

*NIV*

*Ps 37:21*

*21 The wicked borrow and do not repay, but the righteous give generously;*

*NIV*

**25. Don't borrow more than you can handle.**

**26. Don't borrow more than is required for your project, so that you can pay it easily without much difficulty.**

**27. Don't overspend your profit.**

Always leave the capital out of your expenditure or else, you will discover you don't have a business anymore. Don't spend all the profit. Always leave something to plough back into the business for it to grow.

**28. Curtail buying things in advance when cash is not at hand, except if it is necessary for the survival of your business.**

Don't spend all your money before it comes. Don't be extravagant. Don't live above your means. Live according to your "pocket" and not according to your "size".

*Prov 21:20*

*20 In the house of the wise are stores of choice food and oil, but a foolish man devours all he has.*

*NIV*

*Prov 23:19-21*

*19 Listen, my son, and be wise, and keep your heart on the right path. 20 Do not join those who drink too much wine or gorge themselves on meat, 21 for drunkards and gluttons become poor, and drowsiness clothes them in rags.*

*NIV*

*Prov 21:17*

*17 He who loves pleasure will become poor; whoever loves wine and oil will never be rich.*

*NIV*

Don't spend your money on wine and pleasure. Use your money wisely.

**29. Treat your customer as you would treat a friend.**

You must make effort to retain every customer God gives you. You need to recognize that there are competitors out there ready to take your customer from you. Your relationship with your customer will keep them even when better and more equipped companies than yours come to your area.

**30. Dress as you want to be addressed.**

Dress corporately. Dress as befits your job. It is not how dirty you are that makes people to see you as a better mechanic. Always be tidy, neat and presentable.

**31. Work in a neat environment.**

Keep your place of business or office in a fabulous condition. Let it always be well arranged, colourful and sparkling neat. It puts you in a class of your own, and makes your place attractive.

**32. Give your packaging the best you have got to offer.**

Always seek to be ahead of others. Be innovative in your packaging, presentation, style and services. That is how to create a market for yourself in a highly competitive market. You need to come up with new ideas from time to time.

**33. Wear a smile all the time.**

Keep your temper and emotion under control, even when in a difficult period. Be enthusiastic, be charming, and be friendly. Every body wants to do business with a happy and cheerful person. People with gloomy faces scare customers away.

**34. Avoid imitation and joining the crowd in doing the same thing.**

Be different. If you are afraid to be different, you will not make a difference. Always remember, you are created an original. Be original. Be unique. Chart your own course.

**35. Be properly located.**

Locate your business where it will be viable and flourish. Wrong location will bring failure and frustration.

To be properly located, you have to take into consideration the type of goods and services you want to render, your target audience (kind of people you want to reach), nearness to source of raw material and density in population. It's no use spending so much money to start a business, only to pack up later for lack of patronage. Do your homework well.

If you discover you are presently in a wrong location, relocate yourself. It is better to relocate than for you to continue to cry over how much have been lost already.

**36. Reduce to the barest minimum doing business on credit.**

If possible eliminate it. Doing business on credit can be frustrating. It has crippled, and in some cases closed a lot of businesses. Be careful! It is not easy to recover money from relations, friends, and old time customers. Be sensitive in the spirit so that your good, will not turn to bad.

**37. Publicity is very important.**

Advertise your product and services. Do it according to your financial capability. Publicity is all about public awareness of what you are doing that they stand to benefit from. Publicity always pays off. Though it is capital intensive, but it is worth it.

**38. Be consistent.**

Don't jump from one thing to another. Always deliver when contracted. Never give the impression that you are unreliable. Keep always to the term of contract.

**39. Do not hold back or refuse to pay the wages of a hired man.**

Don't owe your workers. Learn to pay on time.

*Lev 19:11*

*11 "Do not steal. "Do not lie. "Do not deceive one another.*

*NIV*

*Lev 19:13*

*13 "Do not defraud your neighbor or rob him. "Do not hold back the wages of a hired man overnight.*

*NIV*

*Deut 24:14-15*

*14 Do not take advantage of a hired man who is poor and needy, whether he is a brother Israelite or an alien living in one of your towns. 15 Pay him his wages each day before sunset, because he is poor and is counting on it. Otherwise he may cry to the LORD against you, and you will be guilty of sin.*

*NIV*

*Prov 22:16*

*16 He who oppresses the poor to increase his wealth and he who gives gifts to the rich-both come to poverty.*

NIV

To withhold unjustly the allowances or wages of a hired man is stealing. It is wickedness. God is not happy with such behaviour. Whatever dangerous prayer the person prays will affect you. You can't expect God to prosper you while you are suffering your workers.

**40. Don't under-pay your Workers.**

Pay them what will be enough for them. Pay them according to their input. As the business grows, let their income grow. If their future in your company is guaranteed (if they are sure of continuous upliftment), they will never leave your company, but remain loyal to you.

Treat your employees with the fear of the LORD.

*Eph 6:9*

*9 And masters, treat your slaves in the same way. Do not threaten them, since you know that he who is both their Master and yours is in heaven, and there is no favoritism with him.*

NIV

*Col 4:1*

*4:1 Masters, provide your slaves with what is right and fair, because you know that you also have a Master in heaven.*

NIV

**41. In your journey to the top, do not exploit the poor.**

*Prov 22:22-23*

*22 Do not exploit the poor because they are poor and do not crush the needy in court, 23 for the LORD will take up their case and will plunder those who plunder them.*

NIV

Treat the poor with respect. Don't cheat them in anything. Always remember, God is fighting for them.

**42. Be diligent.**

Be a hard worker. There is reward for every labour.

*Eccl 9:10*

*10 Whatever your hand finds to do, do it with all your might, for in the grave, where you are going, there is neither working nor planning nor knowledge nor wisdom.*

NIV

*Prov 14:23*

*23 All hard work brings a profit, but mere talk leads only to poverty.*

NIV

Your input will determine your output. It is what you sow that you will reap. You are only qualified for a promotion when you are over-qualified for your present position by reason of hard work. Laziness brings poverty, while hard work brings riches.

*Prov 10:4*

*4 Lazy hands make a man poor, but diligent hands bring wealth.*

NIV

**43. Workers do your jobs not with eye service or insincerity, but, as unto the Lord Jesus Christ.**

This brings promotion. It is God that promotes. He will stir up the management of your company to promote you.

*Eph 6:5-8*

*5 Slaves, obey your earthly masters with respect and fear, and with sincerity of heart, just as you would obey Christ. 6 Obey them not only to win their favor when their eye is on you, but like slaves of Christ, doing the will of God from your heart. 7 Serve wholeheartedly, as if you were serving the Lord, not men, 8 because you know that the Lord will reward everyone for whatever good he does, whether he is slave or free.*

NIV

*Col 3:22-25*

*22 Slaves, obey your earthly masters in everything; and do it, not only when their eye is on you and to win their favor, but with sincerity of heart and reverence for the Lord. 23 Whatever you do, work at it with all your heart, as working for the Lord, not for men, 24 since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving. 25 Anyone who does wrong will be repaid for his wrong, and there is no favoritism.*

NIV

*1 Tim 6:1-2*

*6:1 All who are under the yoke of slavery should consider their masters worthy of full respect, so that God's name and our teaching may not be slandered. 2 Those who have believing masters are not to show less respect for them because they are brothers. Instead, they are to serve them even better, because those who benefit from their service are believers, and dear to them. These are the things you are to teach and urge on them.*

NIV

Respect and obey your superiors in the office. Do not be stubborn to their leadership and God will lift you up.

Faithful stewardship is necessary for upliftment.

*Luke 16:10-12*

*10 "Whoever can be trusted with very little can also be trusted with much, and whoever is dishonest with very little will also be dishonest with much. 11 So if you have not been trustworthy in handling worldly wealth, who will trust you with true riches? 12 And if you have not been trustworthy with someone else's property, who will give you property of your own?"*

*NIV*

**44. Improve your knowledge of your profession, managerial, marketing and financial skills.**

Update your knowledge from time to time.

**45. Set goals and religiously pursue them.**

Monitor your progress, and make adjustment when necessary.

**46. Adjust, rearrange, renovate, overhaul and make changes in your presentation, packaging, style and approach when necessary, break the pattern if need be.**

**47. Be a tither and a giver.**

*Mal 3:8-12*

*8 "Will a man rob God? Yet you rob me. "But you ask, 'How do we rob you?' "In tithes and offerings. 9 You are under a curse-the whole nation of you-because you are robbing me. 10 Bring the whole tithe into the storehouse, that there may be food in my house. Test me in this," says the LORD Almighty, "and see if I will not throw open the floodgates of heaven and pour out so much blessing that you will not have room enough for it. 11 I will prevent pests from devouring your crops, and the vines in your fields will not cast their fruit," says the LORD Almighty. 12 "Then all the nations will call you blessed, for yours will be a delightful land," says the LORD Almighty.*

*NIV*

*Prov 11:24-28*

*24 One man gives freely, yet gains even more; another withholds unduly, but comes to poverty. 25 A generous man will prosper; he who refreshes others will himself be refreshed. 26 People curse the man who hoards grain, but blessing crowns him who is willing to sell. 27 He who seeks good finds goodwill, but evil comes to him who searches for it. 28 Whoever trusts in his riches will fall, but the righteous will thrive like a green leaf.*

*NIV*

**48. Maintain peace among your staff.**

The employer to staff relationship and staff to staff relationship must not be strained.

*Matt 12:25*

*25 Jesus knew their thoughts and said to them, "Every kingdom divided against itself will be ruined, and every city or household divided against itself will not stand.*

*NIV*

If you are divided in your organization, you have opened the door for the devil to come in and destroy what you are doing. Disunity is not good for business. It is not good for progress.

**49. Walk with time.**

Be time conscious. Learn to keep to time. A good businessman is time conscious - keeps appointments, manages his time, and does not waste other people's time. He knows how to redeem the time. A good businessman knows how to prioritize his activities. He believes there is time for every thing.

*Eccl 3:1*

*There is a time for everything, and a season for every activity under heaven:  
NIV*

**50. Do not sell your goods with exorbitant interest.**

*Prov 28:8*

*8 He who increases his wealth by exorbitant interest amasses it for another, who will be kind to the poor.*

*NIV*

**51. Do not hoard any product.**

*Prov 11:26*

*26 People curse the man who hoards grain, but blessing crowns him who is willing to sell.*

*NIV*

It attracts curses. And if you are under a curse, things won't work well after sometime.

### **CONCLUSION**

If you will work by all these rules, you will attain success without sweat. God will grant you power to eat your wealth with peace of mind. Enduring wealth will be your portion as you uphold integrity. I know you can keep these rules if you want to. As a child of God, you don't have a choice. Make up your mind now, and remain faithful. God bless you.

### **SUCCESS TIT-BITS**

- 1. Learn to exceed customer's expectations.**
- 2. Evaluation is a key to improvement.**
- 3. Don't be scared of adversaries. It is the adversaries that lead to advancement.**
- 4. Every problem takes time to grow. Don't give it time, but deal with it.**
- 5. Your potentials are released when you face challenges.**
- 6. You never succeed going along, but you succeed going against.**
- 7. What seems to be your breaking point is your breakthrough point.**

8. Every lion that confronts you has honey in its carcass. So don't be afraid to fight.
9. The fighting time is always short, and you will soon return not to fight again, but to eat the honey.
10. What you will eat later, you have to fight for today.
11. All mountains are movable only by faith.
12. You never know what you can do until you get started.
13. Power for exploits is generated by powerful faith.
14. Service is the way to the throne.
15. He that will not serve shall starve.
16. Begging is not honorable.
17. Tradition is the mother of stagnation.
18. Change does not take time, it takes truth.
19. It is a certified vision that guarantees distinction.

## **WISDOM FOR ASSOCIATION**

1. Go where you are needed and you will be highly honored.
2. Do not expect everybody to believe in you and in your dream for not all will. Believe in yourself and prove to the world you are worth something.
3. When love is in the heart, obedience is possible and enjoyable. Without love in the heart, obedience is a big struggle and burden.
4. Obedience is the proof of love. When love is in the heart, obedience is possible and enjoyable. Without love in the heart, obedience is a big struggle and burden.
5. Forgiveness is the evidence of love in the heart.
6. Forgiveness is the healing balm of every relationship. Forgiveness is the closing of a case. It is the end of a matter. Without forgiveness no relationship can survive.
7. Love is not love until it is tested through offences.
8. A man without vision has no focus in life. He has nothing driving him on in life. It is important that you marry a man with vision, because a man with vision has direction in his life – he knows where he is going. To marry a man who does not know where he is going or is going nowhere, is suicide.
9. A man without vision has no focus in life. He has nothing driving him on in life. It is important that you marry a man with vision, because a man with vision has direction in his life – he knows where he is going.
10. To marry a man who does not know where he is going or is going nowhere, is suicide. People have different contributions to make to your life. I believe you need different kinds of input into your life.

## **RENEWING THE MIND**

1. **You can never be greater than the picture you hold in your mind about your person. Your thoughts, mindset, opinion, picture of yourself determines what you become at the end of the day. Be careful what you think and the opinion you hold. Your life depends on it.**
2. **The force behind your words is your thoughts.**
3. **Every feeling is only a reflection of the thoughts that run through your mind as you encounter people and events.**
4. **Every man is an actor merely acting out the thoughts of his mind.**
5. **Your life reveals what goes on in your mind.**
6. **Uncontrolled thoughts make keeping of promises to live pure and holy difficult and a mirage.**
7. **Hate, envy, worries, fear and bitterness are mental prisons that men ignorantly build and bound themselves in, which make it impossible for peace, joy, success and heavenly blessings to find expression in their lives.**
8. **Your mind is the gateway to your tomorrow. What goes on in your mind determines your attitude and direction in life and general experience.**
9. **God never meant the mind to be a prison, but as an instrument for greatness.**
10. **Your mind either generates energy for living, or drains it.**
11. **Your opinion of yourself is more important than people's opinion about you. Assess yourself based on the word of God about you. Have a good image of yourself no matter what.**