

## BUSINESS FALLACY # 3: KNOWLEDGE IS POWER

Ernie Baron made this expression famous in the 1990s. But it was first quoted from Imam Ali, a Muslim, in 600 A.D. I believe this is the driver why many parents think that education is the greatest treasure they can leave their children. They believe that the knowledge their children will gain in school will give them the power to succeed in the future. I think this is the reason why people invest in books because books help them acquire more knowledge. Fortunately, or unfortunately, today the internet has given people access to more knowledge at the click of the mouse.

Does knowledge give us power? Ako, I say NO! I believe knowledge is useless unless you know how to use it. This is why not everyone who graduates from college succeeds and not everyone who is well informed prospers.

But why do these happen? I believe it is because people are happy and contented with the idea of "knowing." Like for example, some people define wisdom as knowing right from wrong. But I do not agree with this? Kasi, true wisdom is about DOING what is right, not what is wrong. What is the use of knowing something if you do not act on it? Because of this, I have learned that real power comes when you learn how to apply the knowledge you possess properly.

Please do not get me wrong! I believe education and books are important because knowledge is an essential component of success. But it is just one component of what you need to prosper. After acquiring knowledge, you must strive to develop the ABILITY to apply it; otherwise, your knowledge will lose its power.

1 Corinthians 8:1 says that knowledge will make a person arrogant, but if he couples it with love he will build himself up, including the people around him.