

## PROFIT IS A BY-PRODUCT OF ABUNDANCE

Matthew 7:18 says only a good tree can produce good fruits. So if you want a tree to become fruitful, you must focus your energy on growing a healthy plant. In business it is the same, "If you want a business to become profitable, do not focus on the profit; instead focus your energy on building a healthy organization.

People tend to focus too much on the end results - to be profitable, to meet quota, to become rich, etc. While there is no sin in this, we need to realize that all of these are just natural by-products of something we do correctly. Just like the fruit is to the tree.

This is something I saw my good friend Arnold Jumalon do very well. Every time his board sets their company's target, he would put this at the back of his mind and then start focusing on delighting his customers. When he is with his customers, I seldom hear him sell. But he is very sensitive to their problems and would always find ways to help. He often tells me, "If they are happy, I am happy. If they are successful, I will be successful." So year in and year out, he always busts his quota without much effort. This is because he focuses his energy on taking good care of the tree that produces the fruits he wants.

Today, I would set profit targets because it is a proper thing to do. But after setting them I put those numbers at the back of my mind and ask myself, "What should I do with what I have today in order to meet the targets I desire?" Matthew 6:34 confirms this as it says, "Do not worry about tomorrow, for tomorrow will take care of itself." What is important is that I do my best in maximizing the returns of the limited resources I have. Because what I do today will determine my tomorrow.

I hope this helps you in your journey to fruitfulness.

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