

WHICH IS BETTER? DYNAMIC GROWTH OR RESILIENCE?

If you were given a choice, which would you prefer? A fast growing, dynamic company? Or a steady, resilient business? Eighteen years ago, I would have chosen the former without thinking twice. But after many years of painful pondering, I now prefer the latter. My outlook changed when I understood what Solomon meant in Ecclesiastes 11:2, "Divide your portion to seven, or even to eight, for you do not know what misfortune may occur on the earth."

When I was in HP, people would laugh if you project a growth that was less than 50% per year. So when we made plans, we would make them as if there was no end to our growth. This was until the Asian economy collapsed in 1997.

I have learned that everything in life goes through a cycle of good and bad, of abundance and famine or boom and bust. I realized that calamities come not as punishment for our sins; instead, they are integral to our lives. In fact, most of the great men in the Bible went through famine of varying degrees.

We know that El Nino comes on a cycle every 5 to 10 years, thus it is a natural phenomenon we need to prepare for. But most farmers still choose to ignore this. Also, I have learned that all markets go up and down within the year, so it is foolish to expect a leveled revenue. Unfortunately, most people do not consider this. It is the reason why some businesses fold up when the market goes on a downward trend.

Learning from this, when we make plans today, we always take calamities into consideration. We conscientiously save when business is good so that we may survive when things turn bad. We strive to build a healthy organization, one that learns from all the problems we experience so that we may be ready for any misfortunes. With this mindset, how then will we be able to grow? When calamities come, those who are fast and dynamic will crumble, when they are not prepared. But the one who is resilient will not only survive but will also be able to take advantage of the opportunities the market offers. When the calamity is over, the steady and resilient will be in a greater position for growth.

Only a wise and discerning man knows that abundance does not last forever, because calamities are sure to happen. Such was the wisdom of the man named Joseph. Did you know that Egypt became even richer when the famine came? This was because calamities offer opportunities that only the resilient can enjoy. In order to be fruitful, I pray that all of us may learn to think and plan like Joseph.