

WHY DO MOST FILIPINOS FAIL IN BUSINESS?

I believe the reason why most Filipinos fail in business is the same reason why many of them are always in need. It is because we have the mentality of an ubuser and not of a multiplier! Inuubos natin lagi ang anumang meron tayo.

In a recent Farm for Profit training, I asked the farmers why they are in farming. Most of them said, "Para kumita, para may panggastos." When I asked the same question in my business training, I got the same answer pero may dagdag. The participants said they are in business to earn for their needs and wants, and hopefully para yumaman. Masama ba ang pananaw na ito? Hindi naman! Kaso lang, hindi tayo yayaman with this mentality.

I always relate the ways of the plant to the way a business should be run. Do you know that the plant works to make food so that it can make more food, and not to produce fruits? It uses the food it produces at one stage to grow and bring itself to the next. It does not work for its fruits because fruits will naturally come out if the plant is able to go through the stages of its growth properly. If you force a plant to bear fruits early before the proper season, it will die prematurely.

We must take on this same attitude to succeed in business. We must take the cash we earn and use it to make more cash so that we can fund our growth. The money we earn should not be spent on the things we want but should be used to grow the business. Pag ginastos natin ang kinita natin, wala tayong magagamit na pampalaki ng negosyo. At pag hindi tayo nag-ingat, puwede pang maubos ang puhunan natin. Eh, paano naman ang pangangailangan natin? In the early stage, the businessman should simplify his needs and delay his gratification so that he can save enough to make his business healthy. But in order to do this, he must focus his energy on developing the right values.

Unfortunately, this is not how most Filipinos manage their lives. One day, I asked my daughter how her friends can afford to travel. Sabi sa akin ni Denise, "Kasi, Papa, naka-budget na ang travel and other expenses nila." So I asked, "Ano ang natitira sa kanila?" Sagot niya, "Sapat lang. The reason they work hard is so that they can sustain their lifestyle." Nalungkot ako kasi I want her friends sana to have a good future, but I know that this will not happen if they approach their work and their businesses in this manner.

Sana all Filipinos will never be in need, and sana they will not fail in business anymore. But we need to change our mindset toward the money we earn. We must shift from

being an abuser to a multiplier, and see money as a tool to be able to make more money. If we do this, in the proper season we will produce profit and become fruitful.