

Finding a New Way

Owning a small business can prove difficult. Just when you start to build a clientele, along comes a crafty competitor who copies your style or improves on your methods. Your revenues begin to fall.

A man on the West Coast found himself in this situation. His first venture was commercial fishing. When larger companies took over the water, he began to rent small sailboats and kayaks to people who wanted to explore the bay. Soon, other companies with stronger financial backing moved into his arena.

Once again, he needed a new idea.

How about submarine tours? After doing some research, the entrepreneur realized the cost of buying and maintaining a sub was beyond his reach. But a semi-submersible underwater viewing boat was not.

The boat looks like a sub, but it doesn't dive. Passengers can go below deck and view the fascinating world under the sea.

The lesson for us?

When competition or changing regulations confront us, we may need to be more creative – figure out how to run our business better. Talk with other people, do some research, consider even the “crazy” ideas and glean what you can from them.

You never know which wave might be the one that carries you safely to success.

God's creative work didn't end with His creation of the world. He continues His work today through the creativity He places within each of us.

He invites us to be part of His plan for our work – the mission He has called us to – by using this creative energy. Your ideas are God's gift to you for your provision, prosperity and the fulfillment of your purpose in life.

Ask the Lord to inspire you anew today. Ask Him to give you His next idea for your life.

Behold, the former things have come to pass, and new things I declare; before they spring forth I tell you of them (Isaiah 42:9 NKJV).

– Beecher Hunter

