

# 30 Business “No No’s” (7)

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## It is a “No No” to wear yourself out trying to get rich!

*“Don't wear yourself out trying to get rich; restrain yourself! Riches disappear in the blink of an eye; wealth sprouts wings and flies off into the wild blue yonder.” Solomon<sup>1</sup>*

### Don't wear yourself out trying to get rich!

*There's no reason to be the richest man in the cemetery. Harland Sanders.<sup>2</sup>*

Harland began his career at home. He was unfortunately a child without a father. His father passed away when he was just 6 years old. His mother had to join the workforce, and as a result he was given the responsibility at 6 years old of cooking for the younger children. Sometimes life's greatest difficulties prepare us for greater success. Harland never aspired to be rich, but as a child he learned that he loved cooking. His specialty was cooking and entertaining guests because he had done that from the time he was a child. When his mother remarried Harland ran away from home because his step father beat him. He lied about his age and enlisted in the U.S. Army being only 16. He served his entire army career in Cuba. After leaving the army he held several jobs, cooking, cleaning, and including running a gas station for Shell Oil Company. At the age of 40 and during the great depression Harland opened up his first gas station.

*He was an excellent cook, and soon he was serving meals in addition to dispensing gasoline. In 1931, he moved across the street to a gas station/motel/restaurant complex, where he set up the Sanders Court & Cafe. Fried chicken was his specialty, and in the late 30's he devised a way to make tasty chicken quickly, using the new pressure cookers that were just coming onto the market. ...<sup>3</sup>*

*In 1955, confident of the quality of his fried chicken, Harland devoted himself to developing his chicken franchising business. Less than 10 years later, Sanders had more than 600 ... franchises in the U.S. and Canada, and in 1964 he sold his interest in the U.S. company for \$2 million to a group of investors ....<sup>4</sup>*

We know Harland today as Colonel Sanders! His brand and image are worth millions. He had no desire to get rich. He simply wanted to cook for people. When he spoke of work Colonel Sanders encourage people to find a job that they loved and to work at it. He is the man who said, “There is no reason to be the richest man in the cemetery.”

At the heart of a person wanting to be rich can be one of the 7 deadly sins. It is a sin of excess.<sup>5</sup> It is a desire that drives you to the point of exhaustion. It destroys you and becomes an obsession. Yes, we are to work hard but we are not to wear ourselves out for something things we cannot take with us. Greed is a deadly sin!

*There once was a man named Joe and he was talking to God and he asked, "How much is a penny worth in heaven?" God replied, "One million dollars." Then Joe asked, "How long is a minute in heaven?" God said, "One million years." So Joe asked for a penny and God said, "Sure, just wait a minute."<sup>6</sup>*

### Restrain yourself!

Change your thinking. The King James Version of the Bible says we should **cease the consideration** of getting rich. The scholars of the Message use the phrase **restrain yourself** from the idea of getting rich quickly. In the New Testament the same word means to **“repent”, or “to change direction.”**

Here are some ways I believe we can restrain ourselves from the desire to get rich quickly.

1. Foster generosity into your company. Be a company or a business man or woman who is known for their generosity. Find tasks which allow you to give back.
2. Foster a heart of contentment in your own life. Contentment is a learned attitude. You have to learn to step back and grasp what is good about “right now.” What can you celebrate right now? Contentment forces you to look inward instead of outward.
3. Take a day off regularly. Rest is not laziness or a lack of drive. Rest is the opportunity to be generous and to express your contentment. It is also an opportunity to refresh your body. Not taking a day off will wear you out.
4. Make relationships more important than what you are doing in business. As a follower of Christ I try to put God's Kingdom first by taking time regularly to grow in my knowledge of the Lord. Secondly, I

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<sup>1</sup> MSG, Proverbs 23:4-5

<sup>2</sup> Ibid 3. April 16, 2009; 10:50 AM

<sup>3</sup> <http://www.flickr.com/photos/1773/1539288755/> Post Card from Sanders Court and Café / April 16, 2009; 11:30 AM

<sup>4</sup> <http://www.kfc.com/about/colonel.asp/> April 16, 2009; 11:35 AM

<sup>5</sup> [http://en.wikipedia.org/wiki/Seven\\_deadly\\_sins#The\\_sins/](http://en.wikipedia.org/wiki/Seven_deadly_sins#The_sins/) April 16, 2009; 3:05 PM

<sup>6</sup> [http://www.topdownloads.net/jokes/greed\\_2\\_4558.html/](http://www.topdownloads.net/jokes/greed_2_4558.html/) April 16, 2009; 3:10 PM

make family more important than anything else. I try to be home every night for dinner at the table with my wife and kids. Lastly, I have a desire to foster healthy relationships within the work that I am doing. Greed often leads us to use people and love things.

5. Lastly, set long term goals for building wealth, because money has a way of disappearing quickly. I think this is a great business principle. The race is not won by the rabbit, but the turtle!

### **Riches disappear in the blink of an eye;**

In April 2008 we suffered the devaluing of real estate all over our country. In less than a year our country has lost over a 20 city area...*"almost \$6 trillion in real housing ..., an average of \$85,000 per homeowner."*<sup>7</sup>

On Tuesday, October 29<sup>th</sup>, 1929 the stock market lost 13% in one day. By July of 1930 the market had lost 89% of its value. That Tuesday has been called "Black Tuesday." It symbolizes the "blink" of eye in which riches can disappear. History always repeats itself.<sup>8</sup>

### **Wealth sprouts wings and flies off into the wild blue yonder.**

I remember watching the movie Rocky. He is fighting Apollo Creed who is fast and has great footwork. Rocky's coach tells him he has to get lean, he has to get mean, and he has to get faster. So, he takes him out and makes him catch chickens. There in the alley is the Italian Stallion trying to catch chickens. Letting your desire for riches control your life is like Rocky trying to catch chickens. You are going to wear yourself out trying to catch them.

**It is a "No No" to wear yourself out trying to get rich!**

#### **Round Table:**

What was the key to Colonel Sander's success?

What is at the heart of wanting to get rich quick?

What do you believe are some keys to avoid wearing yourself out in business?

What is the purpose for work?

In what ways does your company foster generosity and contentment?

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<sup>7</sup> <http://latimesblogs.latimes.com/laland/2008/04/disappearing-no.html/> April 16, 2009; 2:45 PM

<sup>8</sup> [http://www.gold-eagle.com/editorials\\_02/lancaster102102.html/](http://www.gold-eagle.com/editorials_02/lancaster102102.html/) April 16, 2009; 3PM

