

**DO YOUR HOMEWORK FIRST**

先做好自己的功課

**Rick Boxx**

Watching a TV “reality” show called "Shark Tank," in which five accomplished investors consider funding a number of innovative ventures, a young entrepreneur made a major strategic error. He failed to properly prepare for his presentation to gain their interest and support.

實境節目「鯊魚缸」的內容是請五個很有成就的投資者去挑選一些好的創新計畫,並提供資金。一個年輕的企業家犯了一個很嚴重的錯誤—他沒有好好的準備他的計畫報告,造成這五個投資者對這份報告沒有興趣,當然也得不倒他們的支持。

This prospective businessman boldly asked the five investors, who are called "Sharks" because that is a term sometimes used to describe aggressive and very perceptive business leaders, to invest \$1 million in his innovative enterprise. This young man, however, had not done his homework. With a little research he would have realized that his request for funding was ridiculously high, especially since he had not yet made any sales and his product, although interesting in theory, was untested.

這個令人期待的企業家很大膽地詢問五個投資者(鯊魚)是否願意投資1百萬美金到這個以他的創意而成立的公司。(鯊魚這兩個字有時候會被用來形容很有企圖心和遠見的企業領袖。)很顯然的,這個年輕人並沒有做好他自己的功課,很可笑的是,他只花一點時間對這個創新的計畫去研究和了解,甚至沒有任何的銷售的記錄,產品也並沒有被認證過,就想讓人拿錢來投資,雖然在理論上這個創意非常吸引人。

The aspiring entrepreneur also was clearly unprepared to answer basic questions from the “sharks,” which were typical of the show, not extremely complicated or tricky. In fact, these business people could have provided the resources to launch his business, but he failed to give them the information they asked of him. His lack of understanding of the entire process of developing and presenting a credible business plan caused him to leave the show empty-handed and disappointed.

但他很顯然地也沒有好好地準備回答「鯊魚」們問的基本問題,而且這些基本的問題並不複雜或是刁鑽。事實上,鯊魚原本可以提供他創業的資源,但是這個年輕的企業家沒有給鯊魚們所需要的基本資訊。他因為對創業過程的不了解以及沒有把自己的計劃好好展現出來,入寶山卻空手而回。

The Bible offers good advice for how to properly approach such a situation. Proverbs 3:13-14 teaches, *"Blessed are those who find wisdom, those who gain understanding, for she is more profitable than silver and yields better returns than gold."* A wiser aspiring businessperson would have consulted with someone he or she knew that had experience and insight into the how's and what's and why's of starting a new venture. The person then could have taken that information, formulated a business plan, and asked the “mentor” to review it before making such a critical public presentation.

聖經對於處理這樣的狀況,提供了很好的建議。箴言3:13-14教導我們「得智慧,得聰明的,這人便為有福。因為得智慧勝過得銀子,其利益強如精金」。一個聰明的生意人在開始新的事業前,會諮詢有經驗和見識的前輩,了解他該做什麼以及他該如何做?並且在報告自己重要的計劃之前,詢問他們要如何準備這個報告。

Perhaps you are not starting a new business. This principle still applies whether you are seeking to persuade a potential customer to buy your products or services; trying to influence a client about a strategy you believe they should employ, or presenting a new concept or procedure to employees who are accustomed to doing things “the old way.” Before pitching your ideas to others, you should do your homework so that you understand what will be expected. Your results will be much better. Here are other biblical principles that relate to this process, regardless of who your audience might be:

也許你並沒有要創業,但是這個原則仍然適用在開發潛在的客戶上,當你想要說服別人使用你的服務或是產品時,或是要告訴一些現有的客戶新的想法或是程序時。在報告之前,如果你做了充分的準備,了解別人的期待,呈現出來

時絕對會更好,無論聽眾是誰.以下是一些聖經的基本原則:

**Address first things first.** Sometimes our enthusiasm for a project causes us to get ahead of ourselves, failing to complete preliminary work that is essential for lasting success. *“Finish your outdoor work and get your fields ready; after that build your house”* (Proverbs 24:27).

**一開始就強調最重要的事** 有時候,我們太過一頭熱,跑得太快,忘了根基要打穩。「你要在外頭預備工料,在田間辦理整齊,然後建造房屋」。(箴言24:27)

**Anchor preparations in prayer.** While doing the necessary “homework” and seeking wise counsel on how to proceed, it is also wise to pray, asking God to direct each step along the way. *“Commit to the Lord whatever you do, and your plans will succeed”* Proverbs 16:3).

**為重要的報告禱告** 在準備報告的時候要做功課、詢問別人的意見,更聰明的是要禱告,求神一路引導你。「你所做的,要交託耶和華,你所謀的,就必成立」。(箴言16:3)

**Trust in God for the outcome.** If we are properly prepared, then we rightfully can trust God for the decision that is ultimately made. *“The king’s heart is in the hand of the Lord; he directs it like a watercourse wherever he pleases”* (Proverbs 21:1).

**把結果交給神** 如果我們已經好好地準備,我們就要相信神並且把最終的結果交給祂。「王的心在耶和華手中,好像隴溝的水隨意流轉」。(箴言21:1)

Copyright 2016, Integrity Resource Center, Inc. Adapted with permission from "Integrity Moments with Rick Boxx," a commentary on issues of integrity in the workplace from a Christian perspective. His new book, Unconventional Business, provides "Five Keys to Growing a Business God's Way."

**CBMC INTERNATIONAL:** Jim Firnstahl, President

2850 N. Swan Road, Suite 160 Tucson, Arizona 85712 • U.S.A.

TEL.: 520-334-1114 • E-MAIL: [mmanna@cbmcint.org](mailto:mmanna@cbmcint.org)

Web site: [www.cbmcint.org](http://www.cbmcint.org) Please direct any requests or change of address to: [jmarple@cbmcint.org](mailto:jmarple@cbmcint.org)

### Reflection/Discussion Questions

#### 回應和問題討論

1. Have you ever failed to prepare sufficiently for an important presentation? If so, how did you feel – and what was the outcome?

第一、你是否曾經沒有好好地充分準備一個重要的報告?如果你有這樣的經驗,當時你的感覺如何?結果又是如何?

2. How would you respond if someone were making a presentation of some kind to you, and it became obvious that he or she had arrived unprepared?

第二、如果有人台上報告,但是很顯然的他沒有好好地準備,你心裡做何感想?

3. What do you think is the role of wisdom in preparing to make presentations, regardless of the setting or circumstances?

第三、無論是什麼樣的報告,你覺得在準備報告時,智慧扮演什麼角色?

4. The proverb states, *“The king’s heart is in the hand of the Lord; he directs it like a watercourse wherever he pleases”* What do you think that means? Who is the “king”?

第四、箴言告訴我們:「王的心在耶和華手中，好像隴溝的水隨意流轉」。(箴言21:1)這句話是什麼意思?「王」是誰?

*NOTE: If you have a Bible and would like to read more about this subject, consider the following passages:*

Psalm 37:4-5; Proverbs 12:15, 15:22,16:1,9,33, 19:20, 20:24, 27:1

如果你手上有聖經想知道更多關於這個主題的經文，請參考  
詩篇 37:4-5; 箴言 12:15, 15:22,16:1,9,33, 19:20, 20:24, 27:1