

## **Business 101: Religion?**

As the working week comes to end and the annual Easter break starts, it got me thinking on the similarities and differences between religion and business. Many religions are experiencing a decline in followers and it's well known that this is occurring predominantly in the industrialised, more educated economies. Education is typically associated with history, science, cause and effect, and proof. The older, less educated generation, stalwarts of faith are being replaced by the better educated next generation. This change is working against the stagnant religions. Due to a never-ending conga line of paedophile claims, priests, at one time the most revered and trusted of people, have lost a lot of their gloss. But yet, history, such an important part of education, is also on the side of religion – the recounts of hard work, suffering and miracles, all helped to build a reputation enduring thousands of years.

Overlay these issues to business and it will be an organisation with few believers and in rapid decline. So discard the bad and keep the good – embrace change, build on your history and most important of all, do not destroy but build trust every step of the way. A great experience underpinned by trust ultimately defines faith and faith does not require re-occurring proof. Now, isn't that a great place to be.

To you and your family, have a safe and restful Easter break.

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