

Chapter Ten – Excerpt

Chapter 10 – The Strangler Fig Phenomenon

A Lesson in Timing

“To every thing there is a season, and a time to every purpose under the
heaven...

A time to plant, and a time to pluck up that which is planted” King Solomon

“And he shall be like a tree planted by the rivers of water, that brings forth his
fruit in his season; his leaf also shall not wither; and whatever he does shall
prosper.” King David

The strangler fig, like all plants goes through four distinct phases over the course of its life, but so do people and businesses and economies and nations. Life is a cycle and the four seasons of the year are but a microcosm of the larger cycles we often fail to see. Have you ever seen a bright rainbow in the sky and then looked a little further out and seen a second or even a third rainbow, increasingly bigger and harder to see? I’ve seen as many as three at one time. Most people see the first one, but the successive rainbows called supernumerary rainbows are often visible as well, but because they are further out and much fainter, are often missed.

Like multiple rainbows, there are also multiple cycles of life. All of them having a direct bearing on what happens to your business. Discerning the seasons in each cycle and planning accordingly can make a huge difference in the success of your company. Would you have wanted to open up a new manufacturing plant in 1910 to produce buggy whips when the horseless carriage was coming on the scene? Would you plant corn in September just because it was sunny and warm? If not, then read this chapter carefully and discern the seasons of life and business.