

It is Better to Underpromise and Overdeliver

Case Study #07

Scenario

In our exuberance to secure new business or new market, **we may be overzealous in promoting and promising our products and services, and risk underperformance and delayed delivery.** When we miss deadlines or deliver lesser quality than expected, we lose our reputation and credibility.

With dented reputation, we dishonor the name of the Lord our God because we bear His name. Jeremiah 9:23-24 "This is what the Lord says: Let not the wise man boast of his wisdom or the strong man boast of his strength or the rich man boast of his riches, but let him who boasts boast about this: that he understands and knows me, that I am the Lord who exercises kindness, justice and righteousness on earth, for in this I delight," declares the Lord."

The story of View Inc.

1. **View Inc, a company listed in the US claimed its smart windows could tint an entire building's window,** keeping rooms cooler, saving energy. With built-in, transparent circuit boards, the panes also serve as a giant computer or presentation screen.
2. **Ambitions were shattered amid fraud charges.** He admitted material weaknesses in internal control over financial reporting.
3. Facing an existential crisis: Warned it could be delisted, the company recently said it does not have enough money to fund operations beyond September.
4. Stock price peaked at \$12.49 in 2021. Traded at 13 cents on 10 July 23, valued company at only \$33M.5.

Proverbs 27:2 and James 4:16 mirror this case study by warning against self-promotion and arrogance. **Overzealous promises and boasts can lead to reputational damage,** as seen in View Inc's downfall, emphasizing the importance of humility and integrity in business.



JAMES 4:16

As it is, you boast in your arrogant schemes. All such boasting is evil.

WHAT DO WE DO?

How do we guard against overpromising and under delivering?



