



# THE THREEFOLD MYSTERY

WISDOM • UNDERSTANDING • KNOWLEDGE

# God's Divine Order

“Through **wisdom** a house is built, And by **understanding** it is established; By **knowledge** the rooms are filled  
With all precious and pleasant riches.”

(Proverbs 24:23-4)

The Lord by **wisdom** founded the earth; By **understanding** He established the heavens; By His **knowledge** the depths were broken up  
And clouds drop down the dew.

(Proverbs 3:19-20)

# Wisdom...

Wisdom is the principal thing. Therefore, get wisdom.

And in all your getting, get understanding.

(Proverbs 4:7)

- Principal (bereshit) = beginning, first.
- First word in the Bible (In the beginning)
- Wisdom is the starting point.
- You most likely are going to begin with asking the right questions

# Wisdom Builds The House

- A literal home
- A family line (dynasty)
- A life structure
- A business or organization
- A spiritual legacy



# Wisdom Defined

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- The Hebrew *chokmah* (חָכְמָה) is often misunderstood as intellectual brilliance. But biblically it is closer to:
  - God-aligned skill
  - Applied insight (into purpose)
  - God-aligned decision-making
  - The ability to choose rightly before acting, especially in complex situations
  - Moral and spiritual orientation
  - Strategic clarity
  - Design awareness



# Wisdom Builds The House

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- Chokmah is the God-aligned illumination that reveals what is right, what is worth building, and what direction to take.
- In practical terms:
  - *This is the right path.*
  - *This is what needs to be built.*
  - *This is what God is inviting you into.*



# Wisdom Answers The “WHAT” Question...

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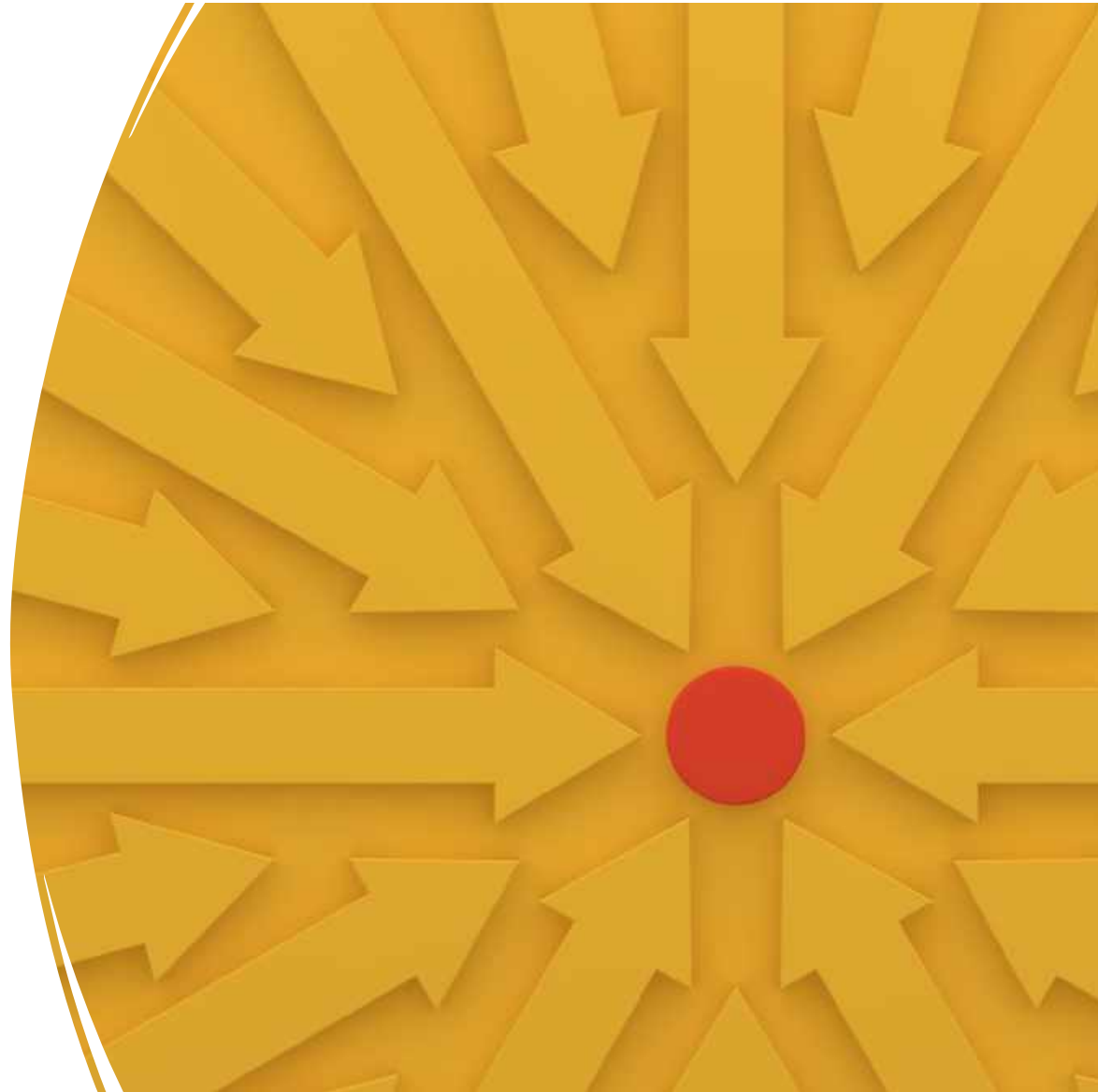
- What should exist? What should not exist?
- What is worth building? What is God’s way?
- What belongs where? What is right?
- What foundation is worth building on?
- What direction aligns with God?
- What kind of house am I building?
- What should we build? What should be done?
- Why should it exist? Who is it for?
- What problem are we solving?



# Wisdom In business....

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- Wisdom is **strategic clarity**. It includes:
  - Vision and calling
  - Market positioning
  - Value proposition
  - Ethical boundaries
  - Long-term direction
- A business built without wisdom can still generate activity, but it lacks alignment and eventually fragments.
- Wisdom prevents wasted motion.





# Wisdom In Sales...

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- Wisdom determines:
  - Who your ideal customer is
  - Which conversations to have
  - Which deals to pursue (and which to walk away from)
  - The tone and positioning of your message
- Wisdom is the difference between:
  - hunting randomly
  - foraging in the right field
- A wise salesperson doesn't chase everyone — they pursue aligned opportunities.





# Wisdom Precedes Understanding

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- Wisdom is something you receive, trust and apply BEFORE you fully understand, which is often after the fact.
- “Trust in the Lord with all your heart and lean not on your own understanding.”
- Walk wisely before you fully understand why.
- “The fear of the Lord is the beginning of wisdom; all who practice it have good understanding.” (Practicing it, produces understanding)
- Wisdom is justified by her children (Matthew 11:19)
- Abraham wisely obeyed, but understanding only came afterwards

# Understanding Establishes The House

- The Hebrew *binah* בִּינָה means:
  - To discern between, to separate, to distinguish, to perceive relationships between things
  - Insight into how things work
  - The ability to separate, distinguish, and perceive patterns (pattern recognition), cause-and-effect perception, structural insight, explanatory depth
  - Emotional and relational intelligence
- To establish means: To make firm, secure, cause endurance, prevent collapse





# Understanding in Business

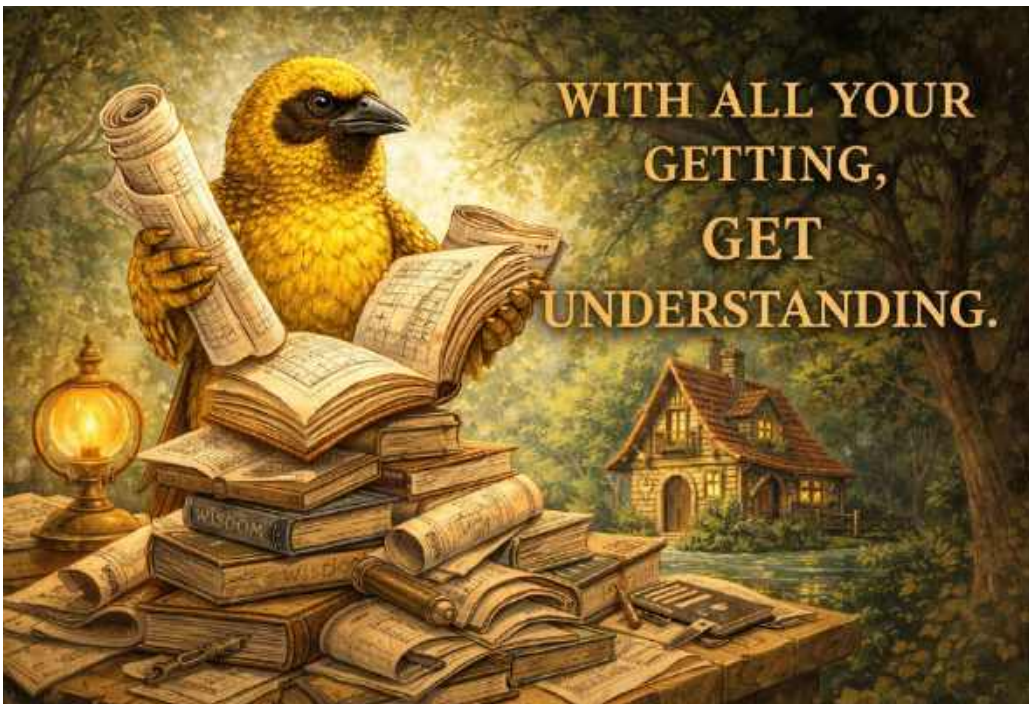
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- Understanding answers:
  - *How does this actually work?*
  - *What keeps this sustainable?*
  - *Where are the pressure points?*
- It includes:
  - Systems and processes
  - Financial literacy
  - Culture and leadership dynamics
  - Timing and seasonality
  - Emotional intelligence

# Understanding in Sales...

- Understanding shows up as:
  - Buyer psychology
  - Emotional cues
  - Recognizing objection patterns
  - Decision-making dynamics
  - Timing sensitivity
  - Relational intelligence
- This is why two salespeople can use the same script but produce different results:
  - One understands people
  - The other only repeats information
- Understanding stabilizes relationships and builds trust.





## **With All Your Getting, Get Understanding**

- Comes from God as a gift
- Grows through reverence (fear of the Lord)
- Develops through obedience and practice
- Comes through the Holy Spirit's illumination
- Grows through meditation on Scripture
- Comes through suffering and life experience
- Grows through wise counsel and community
- Comes through humility and teachability
- Grows through asking God directly

# Get Understanding

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- Understanding is not primarily intellectual brilliance — it is spiritual perception born from relationship, humility, obedience, and illumination.
- Understanding is what happens when revelation (i.e. the what) meets obedience over time.
- Understanding is ultimately granted, not manufactured.
  - Solomon prayed, “Give me an understanding heart” (1 Kings 3:9)
- Understanding is revealed, not merely deduced, relational before analytical.







# The Power of Understanding

- Binah (understanding) discerns how things work, perceives structure and relationships, enables stability and discernment
- But binah does not decide direction — it optimizes what is chosen.
- You can understand deeply and still be misdirected.



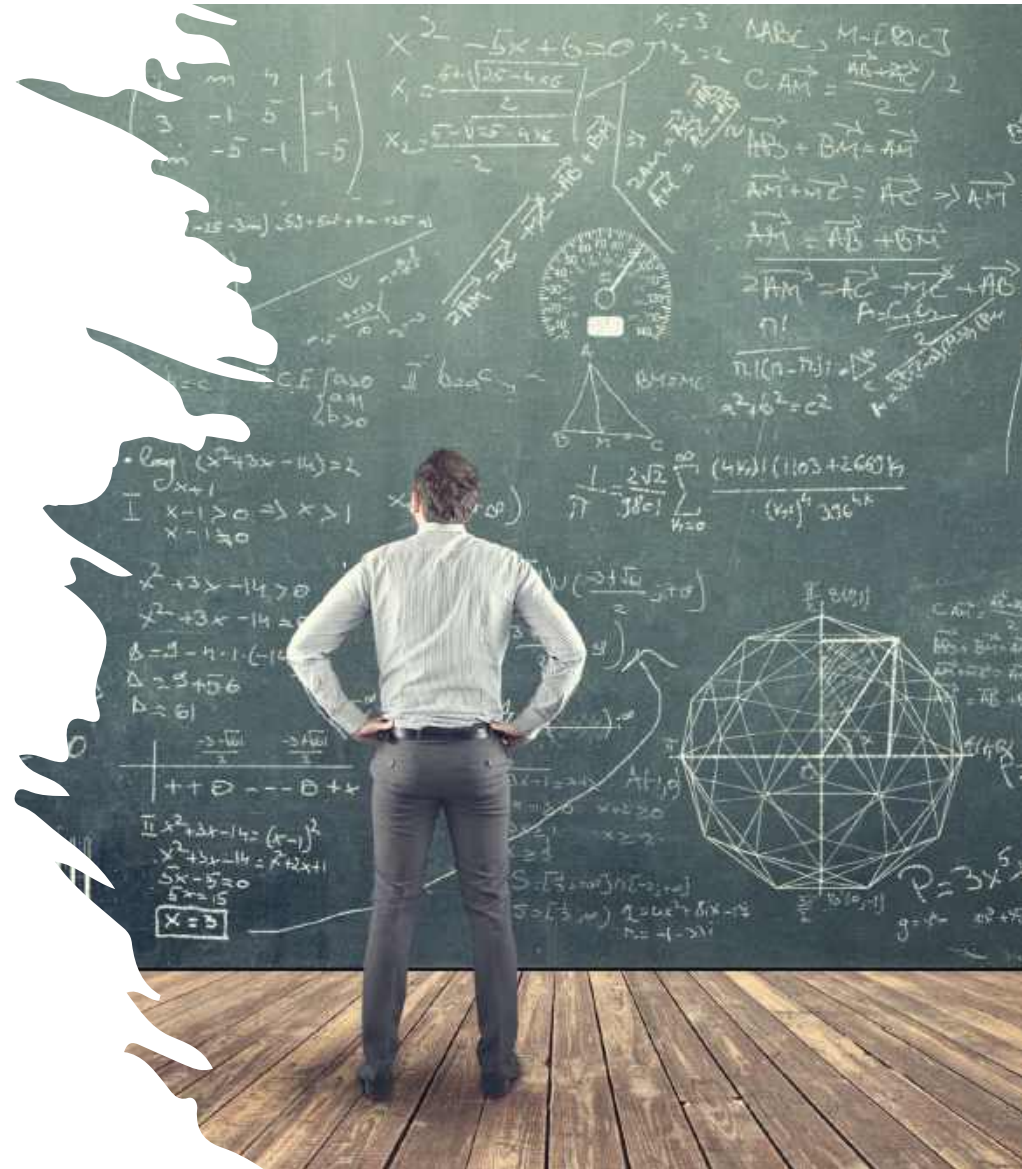
# Understanding Asks...

- How do I make this endure?
- How does this actually work?
- What keeps this sustainable?
- Where are the pressure points?
- What systems need strengthening to stabilize growth?
- Where do I need deeper insight into people or timing?
- What relational or cultural dynamics am I missing?



# Knowledge Fills The Rooms

- The Hebrew da'ath (דַּעַת) refers to:
  - Information gained through experience
  - Familiarity and intimacy with reality
  - Learned skill
  - Practical know-how
- Knowledge is content. It...
  - Accumulates information and experience, Provides skill and competence, Fills life with content and productivity
- But knowledge is morally neutral. You can know much and build the wrong thing.



## Fills With Precious + Pleasant Riches



- This speaks of:
  - Beauty
  - Provision
  - Functionality
  - Comfort
  - Fruitfulness
- Knowledge populates the structure with value.
- Knowledge is what turns a structure into a living environment.
- It answers: What goes inside what I've built?
- Many entrepreneurs pursue knowledge first, but Scripture prioritizes wisdom.

# In Business...

- Knowledge includes:
  - Industry expertise
  - Marketing tactics
  - Operational know-how
  - Technology and tools
  - Hiring and management skills
- This is what “fills the rooms” with value:
  - Products, Services, Customer experience, Innovation, Intellectual property
- Knowledge monetizes what wisdom designed and understanding stabilized.





## In Sales...

- Knowledge is:
  - Product mastery
  - Competitive awareness
  - Presentation skill
  - Negotiation techniques
  - CRM usage
  - Closing frameworks
- This is what ultimately produces “pleasant riches”:
  - Revenue, Customer loyalty, Repeat business, Referrals, Personal income
  - “I understand the situation + know exactly what to do.”
- But knowledge without wisdom and understanding often produces:
  - Pushiness, Short-term wins, Broken trust, Churn

# How KWU Maps to FAB

(KNOWLEDGE - What it is)

- Da'ath → Features (What it is) Knowledge deals with:
  - Facts, specs, details, capabilities, characteristics, deliverables
- In sales Features answer:
  - What does the product do?, What does it include?, What are its specs?
- Examples:
  - “This CRM has automated follow-up.”
  - “This car gets 40 MPG.”
  - “This course includes 12 modules.”
- Features are informational.
- They fill the “rooms” with content — just like Proverbs 24:4 says knowledge fills a house with riches.
- Features are necessary but insufficient — because information alone rarely moves people to act.

# How KWU Maps to FAB

## (UNDERSTANDING - Why It's Better)

- Understanding interprets features and reveals relationships. Advantages explain:
  - Why a feature matters
  - How it solves problems
  - What improvement it creates
  - How it compares to alternatives
- Examples:
  - Automated follow-up → saves time and prevents leads slipping through cracks
  - 40 MPG → lower fuel cost and fewer stops
  - 12 modules → structured step-by-step learning
- Advantages are explanatory — they answer the WHY and HOW behind features.
- This is where salespeople often lose prospects: they list features but fail to interpret them.
- Understanding turns information into meaning.



# How KWU Maps to FAB

## (WISDOM - Why it Matters to ME)

- Benefits answer:
  - What outcome does this create in your life?
  - What transformation occurs?
  - Why is this right for you now?
  - What deeper desire does this fulfill?
- Examples:
  - Automated follow-up → more closed deals and less stress
  - 40 MPG → financial freedom and peace of mind
  - 12 modules → confidence and clarity in your calling
- Benefits are not just logical — they are existential.
- They connect the product to:
  - Identity, desire, aspiration, relief, transformation
- Benefits are wisdom applied to the buyer's life.

## In Context...

- Many salespeople stop at knowledge (**features**)
- Better salespeople reach understanding (**advantages**)
- Elite salespeople operate in wisdom (**benefits** tailored to the buyer's identity and timing)





# Simple as 1 - 2 - 3

- **Knowledge** produces awareness
- **Understanding** develops conviction
- **Wisdom** produces action

# In Summary

## Wisdom

- WHAT to build
- Architectural
- Design
- Builds
- Why it should exist
- Should I? Is it right?
- Tells you what's right
- Designs your life
- Strategic Clarity
- Directs / leads

## Understanding

- HOW it works
- Structural Engineer
- Stability
- Establishes
- Why it works
- How does it work?
- Tells how it functions
- Secures your life
- Startup -> Institution
- Explains

## Knowledge

- WHAT you know to fill it
- Interior Designer
- Enrichment
- Fills
- What is known about it
- What do I know?
- Tells what's possible
- Fills it with good stuff
- Monetizes W + U
- Informs