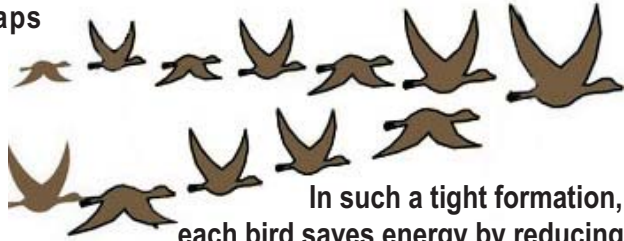


Geese migrate in distinctive “Vee” formations because as each goose flaps its wings, it creates an uplift for the bird that is following it.



In such a tight formation, each bird saves energy by reducing drag, and the entire flock adds about 71% more flying range than if each bird flew alone, out of the formation.



The geese flying in close formation honk to encourage those up front to keep up their speed.

When the lead goose tires, it rotates back into the formation and another goose flies up to take the point position.



In business, people who are part of a team, who share a common direction and sense of community can get to where they are traveling quicker and easier because of their trust in one another, and because they lift each other up along the way.

In business, words of encouragement and support tend to energize those on the front line, helping them to keep pace in spite of pressures and fatigue.

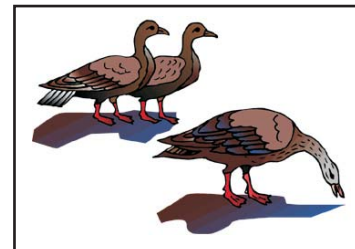


It pays to take turns doing the hard tasks and sharing leadership.

When a goose falls out of formation, it suddenly feels the drag and the resistance that comes with going alone, and quickly moves back into formation to take full advantage of the power of the flock.

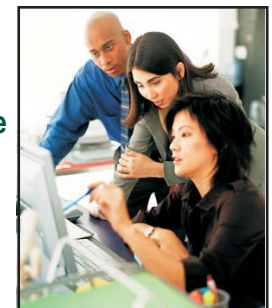


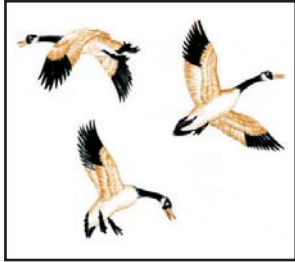
In business, it pays to have the sense of the goose, to stay in formation with the team, where we can share information and success with those we know who are all going in the same direction that we are headed.



When one goose gets sick or shot down, two geese drop out of the formation and follow it down to help and protect it. When it is able to fly again, they launch out and join another formation or catch up to the flock.

In business, we need to stand by each other in difficult times as well as when we are all strong. In groups where there is encouragement, the production of all individuals is greater. We need to be willing to accept help and to give our help to others.





The opportunity to adapt and apply the Lessons From The Geese surrounds us in our personal lives as well as in our business lives.

We need to stand by and encourage each other, in good times as well as when things go wrong.

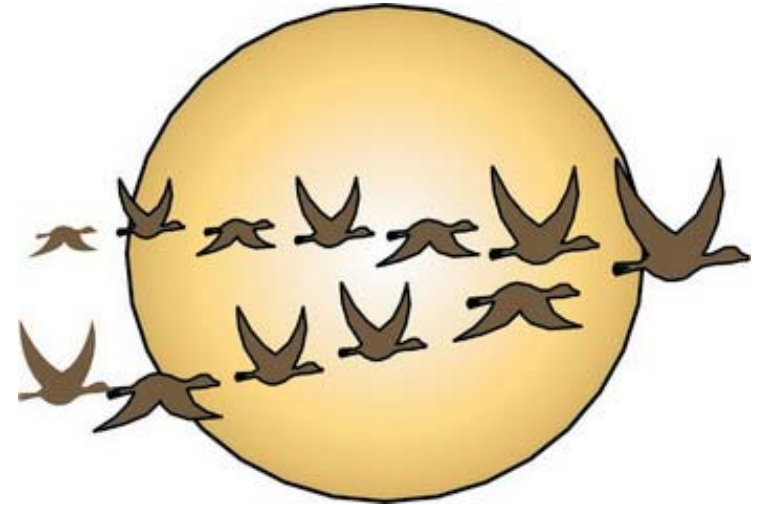


We need to be sure that all our encouragement (our 'honking') to others contains the core values of the encouragement we ourselves seek.

We need to recognize and accept that it is indeed a reward, a challenge and a privilege to be a contributing member of a productive team.



# Lessons From The Geese



## To Apply To Everyday Business Activities