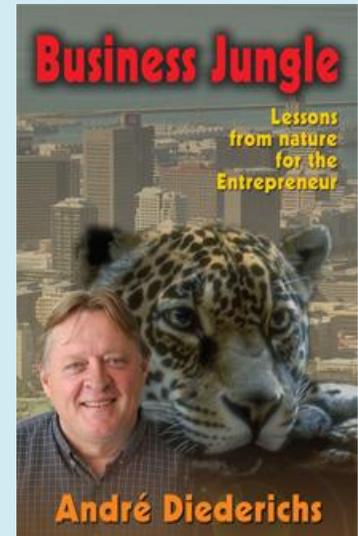




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Lessons from the **BUSINESS JUNGLE BOOK** by André Diederichs



## LESSONS FROM ELEPHANTS FOR FAMILY BUSINESSES

André Diederichs: BUSINESS JUNGLE AUTHOR

FAMILY BUSINESS TIPS

**In a business context, there is a wealth of information to be learned from the elephant. As a symbol of wisdom in African and Asian cultures, the elephant is recognized for its exceptional memory and intelligence.**

### BUSINESS LESSONS...

Wisdom is intelligence with experience, which is why the

head of the elephant family or matriarch is usually the oldest female with the most experience. Just as the elephant matriarch uses tried and tested strategies to safeguard the elephant family, a business should adapt old business lessons to counter business challenges or threats.

Teamwork and leadership are also best epitomized by

the elephant. Members of an elephant family spend over 80% of their time together, interacting and coordinating their group's defence, acquiring resources, and caring for their offspring.

The lesson here is that the members of your business need to spend quality time together to add to the collective wisdom of the business. They need to interact and coordinate

efforts to create a group defence or united front against business rivals. A counter-attack is always best executed by a coordinated team that has a clear picture of the competitive landscape.

In dry seasons, when resources are scarce, elephant families form bonds with other elephant families, representing yet another valuable lesson for entrepreneurs.

It is in your interest to form lasting bonds with business partners to support each other in challenging business

times. Business relationships are based on trust and trust is gained through two ingredients, namely competence and integrity. Competence alone is not enough to sustain business bonds; it is integrity that forms sustainably profitable business bonds. As a wise man once said: "People don't care how much you know until they know how much you care."

Members of a business need to work as a team to gain market share and to protect the weakest link in the business, as elephants take care of their offspring. Individual,

uncoordinated efforts will have limited or no impact and could weaken the overall business. Just as your defence must be coordinated against rivals, so must your marketing strategy be coordinated to gain new business. Knowing your team's strengths and weaknesses will help to ensure a positive outcome.

**To order the Business Jungle Book visit:**

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