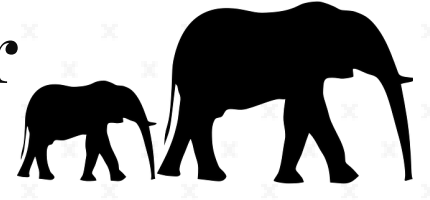




# 10 Things We Can Learn from Elephants for Business Success



## 1 "Slow and Steady Wins the Race"

Similar to Aesop's fable, elephants are capable of traveling great, vast distances, moving slowly, but steadily. They can travel 6-12 miles per day and cover vast distances of 56-112 miles. LESSON: Don't lose sight of your end goal, remain focused even if it seems unattainable in the immediate term.

## 2 Resiliency is important in the best of times and the worst of times.

Elephants are the largest mammals on earth, having been around for over 55 million years. Many of their animal order, such as mammoths, have gone extinct in the face of poaching and contact with other wildlife. Elephants had to stay resilient, and evolve in order to survive. Small businesses tend to be the first line of impact during an economic downturn. Just like elephants, small businesses must remain resilient and learn to evolve through innovation when confronted with threats to their existence (economic recessions, competition, etc.).

## 3 Learn from your mistakes, but don't forget them.

Elephants never forget. They'll remember an area where they experienced a drought and lost members of their herd and still return to that spot, recalling where to find alternative food sources so that they don't have to rely on any single location alone. LESSON: "Forgive, but don't forget." Learn the right lessons from your experiences.

## 4 Your community can help you.

Elephants live in a fission-fusion society where social groups regularly change in both size and composition. Their social structure is complex, the groups are dynamic, relying on one another for support. LESSON: We all need to ask for help sometimes, so don't be afraid to do so!

## 5 Work on your emotional intelligence.

Elephants are incredibly intelligent animals that are capable of self-recognition. But they are also sensitive and social creatures, with emotional awareness that grows and changes over time. LESSON: Practice self-reflection in order to gain a better understanding of your role.

## 6 Be adaptable to your environment.

Asian and African elephants are found in diverse habitats from the Eastern and Southern Africa savannahs to the Central Africa and SE Asian forests. As a species, they are able to adjust to new and unfamiliar places. Be prepared to adapt to new environments working across diverse teams with varied skillsets in order to face new challenges together.

## 7 Don't isolate yourself from the rest of your environment.

Elephants are a keystone species, meaning that they play a unique and crucial role in the way the ecosystem functions, where hundreds of species rely on them for survival. They are extremely important to the environment in which they survive. LESSON: Frequently we work in isolation of the task at hand, focusing on the deliverable that is due, and we lose sight on the mission for the overall organization or team.

## 8 Maintain king of the savannah status.

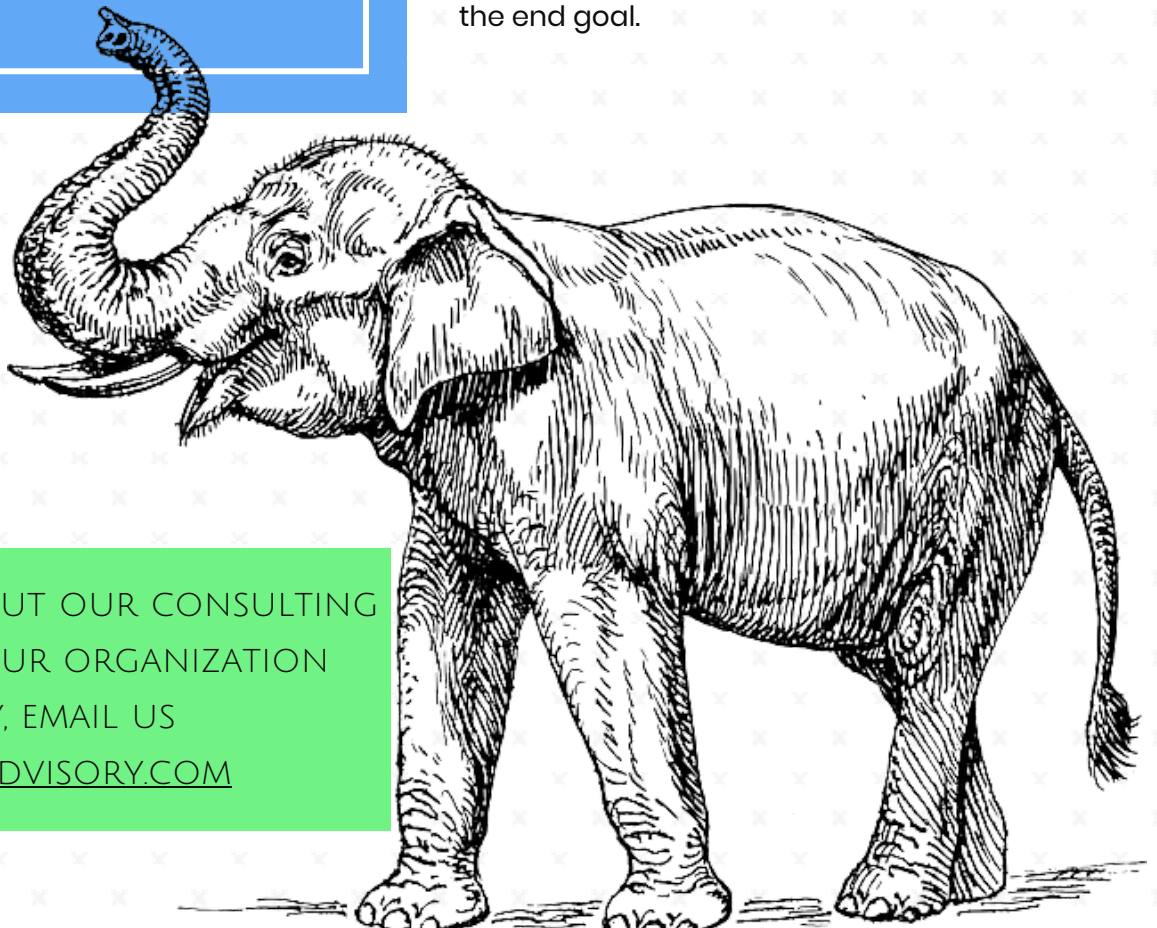
Elephants have few predators within the animal kingdom, mainly humans. They are well-respected by all species, and developed strong individual personalities and traits. LESSON: Focus on being the best version of yourself as a leader by inspiring others, respect is earned not given.

## 9 Steer away from immediate, reactionary and emotional responses when you are faced with conflict or competing priorities.

Elephants are extremely emotional creatures and react on those emotions when they feel it, whether it's sadness, fear, or curiosity. If you need to take a step back to collect yourself, do so. Emotions should stay out of the office.

## 10 Don't get overwhelmed by small bumps in the road.

While I was on a safari in Amboseli, in Kenya, I saw a large elephant that had encountered a small dip in the road. This 13,000 pound animal was completely thrown off by such a tiny obstacle and was hesitant to cross over. He eventually overcame his fear and moved across the dip. Don't let small things get in the way to achieve the end goal.



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