

LESSONS FROM GEESE

1. As each bird flaps its wings, it creates an 'uplift' for the bird following. By flying in a V-formation, the whole flock adds **71%** to its flying range than if each bird flew alone.

Lesson: People who share a common direction and sense of community can get where they are going quicker and easier when they are travelling on the thrust of one another.

Action: *Join the BNCC*, become part of a business community.

2. Whenever a goose falls out of formation, it suddenly feels the drag and resistance of trying to fly alone, and quickly gets back in formation to take advantage of the 'lifting power' of the bird immediately in front.

Lesson: If we have as much sense as a goose, we will stay in formation with those who are headed where we want to go.

Action: If you are in business *Join the BNCC* – and business becomes less of a drag.

3. When the lead goose gets tired, it rotates back into the formation and another goose flies at the point position.

Lesson: It pays to take turns doing the hard tasks and sharing the leadership interdependent with each other.

Action: *Join the BNCC* if you are in business and help out with the various projects that BNCC organises. You will only benefit from it yourself.

4. The geese in formation honk from behind to encourage those up front to keep up their speed.

Lesson: We need to make sure our honking from behind is encouraging, not something less helpful.

Action: *Join the BNCC* – you are sure to get an encouraging 'honk'.

5. When a goose gets sick or wounded or shot down, two geese drop out of formation and follow him down to help and protect him. They stay with him until he is either able to fly or dies. Then they launch out on their own, with another formation or to catch up with the flock.

Lesson: Have as much sense and compassion as the geese, stand by one another in the same manner.

Action: *Join the BNCC*. Success (and sometimes survival) is in numbers...

Moral to This Story: Don't be a silly goose. *Join the BNCC right NOW!!* Do so and there is less chance of having your "goose cooked"...

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