

VERNON CRESSWELL

Natural Teamwork Lessons from Nature

EXCITING BOOK ♦

NATURAL TEAMWORK

ATTAIN BUSINESS SUCCESS

using lessons from nature



Vernon is the author of a truly remarkable book entitled "Natural Teamwork" which contains many wonderful examples of teamwork in nature – supported with beautiful colour pictures to illustrate each example. The book is an ideal corporate gift or handout at his talk or workshop

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The ecological role of a dung beetle is often not fully appreciated. This small creature occupies a vital position within the ecosystem and is responsible for reintroducing essential nutrients (nitrogen) into the soil. In doing so, the dung beetle helps to ensure the survival of trees, grasses and plants – and by extension the herbivores, carnivores and scavengers.

DID YOU KNOW?

When a leopard has finished hunting and/or has eaten enough, it will often walk around in full view of other animals – usually antelope – with its tail folded back so that the white shows. By doing so, the leopard is letting other animals know that it is not hunting and they are safe – at least for a while!



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From Bushveld to Boardroom

EVERYONE MAKES A DIFFERENCE!

I often interact with people who feel their efforts are not appreciated by others. Sometimes there is good reason for this, but in most instances it boils down to the fact that roles and responsibilities are just not understood – let alone appreciated...

Take the dung beetle for example. I'm sure we have all watched in fascination as a dung beetle rolls a ball of dung with seemingly endless patience and in what looks like a very uncomfortable acrobatic position. But what's the whole story?

A dung beetle locates dung using its extremely keen sense of smell. Once it finds suitable dung, it rolls and compacts it, and then makes its way to an area with moist soil. The journey is treacherous since the dung beetle may have to stave off other members of its species that would like to steal its cargo. Luckily, all the nutrients the dung beetle needs to sustain itself can be found in the dung. It does not even need to stop for a drink of water – all it does is squeeze and suck the juice from the dung!

When an area with moist soil is found, the dung beetle will bury the dung, mate with its partner and then prepare the brooding ball. When the ball is finished, the female lays her eggs inside it.



Everyone in the team – no matter how trivial their job may appear – has a critical role to play!

Sometimes we feel like a dung beetle rolling "dung" – that our contribution to the broader team is insignificant. Don't underestimate how critical each and every role is – your contribution to the team is immeasurable. Everyone in the team – no matter how trivial their job may appear to be – has a critical role to play.

BOOK VERNON CRESSWELL TODAY! ♦

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