



Non Profits. Strength. Learning. Change.

Lessons From Geese

- As each goose flaps its wings, it creates an "uplift" for the birds that follow.
- By flying in a "V" formation, the whole flock adds **71% extra** flying range.

LESSON: People who share a sense of *community* can help each other get where they are going more easily...because, they are traveling on the *trust* of one another.

- When a goose falls out of formation, it suddenly feels the *drag* and *resistance* of flying alone.
- It quickly moves back to take *advantage* of the *lifting power* of the birds in front.

LESSON: If we have as much sense as geese, we stay in formation with those *headed* where we want to go. We are willing to accept their help and give our help to others.

- When the lead goose tires, it drops back into the formation and *another goose* flies to the point position.

LESSON: it pays to *take turns* doing the hard tasks. We should *respect* and *protect* each other's unique arrangements of skills, capabilities, talents, and *resources*.

- The geese flying in formation *honk* to encourage those up front to keep up with their speed.

LESSON: We need to make sure our honking is *encouraging*. In groups where there is encouragement, *production* is much greater. Individual empowerment results from *quality* honking.

- When a goose gets sick, two geese drop out of formation and follow it down to *help* and *protect* it.

LESSON: If we have as much sense as geese, we will *stand by* each other in difficult times, as well as when we are *strong*.

Honk, honk, honk, honk, honk....

This version from: *Saatchi & Saatchi*

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