

# ZEBRA OR WILDEBEEST

I heard an incredible wildlife story recently, which I thought was worth sharing.

Since 1960 zebra and Wildebeest have been migrating together across the Serengeti plateau. Conservationists are unsure exactly how it all started. Still, they do know this: their senses perfectly compliment each other.

Zebra have incredible eyesight, but poor hearing, whereas Wildebeest have excellent hearing and poor vision. Coupled with that Zebra have an astonishing memory which helps them return to distant grazing lands. And in turn, Wildebeest have swarm mentality enabling them to act as a group in any given moment. Handy when a pride of lions are nearby during a water crossing

It gets better...even though they are both grazers they eat different parts of the grass. Zebra eats the longer harder grass while the Wildebeest will eat the shorter, softer grass. My mind is blown!

I think there is a business lesson here. After all, business is about the hope of new prospects and opportunities... future grazing lands, but the current challenges of the present...lion territory.

But to move forward, you need to be surrounded by Zebra... those that can see far ahead. As well as the Wildebeest, those that can adapt to sudden change at any given moment.

What season are you in, and who's on the road with you?  
Remember you need Zebra and Wildebeest.

**Garth Jemmett**  
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