

natural advantage

91

Business has always profited from nature, creating the conditions for more a comfortable existence by exploiting the earth's resources. When those resources seemed limitless the process of 'taming' nature was acceptable, even necessary, but the conquest is turning into a hollow victory. Now, As Tachi Kiuchi and Bill Shireman write in *What We Learned in the Rainforest*, the real value of nature must come not from extracting its physical resources but from the lessons it teaches – and that includes how learning works. Take a cue from biologist Allan Wilson's studies of birds: create a learning organisation by working together as individuals, not apart in isolated territories. Have a culture that encourages sharing information and new skills both within your own team and across the business.

Photo: Marian Kyte