

Monkey see, monkey do

Matthew Burgess – Partner

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The scenario

A group of scientists placed 5 monkeys in a cage and in the middle, a ladder with bananas on the top.



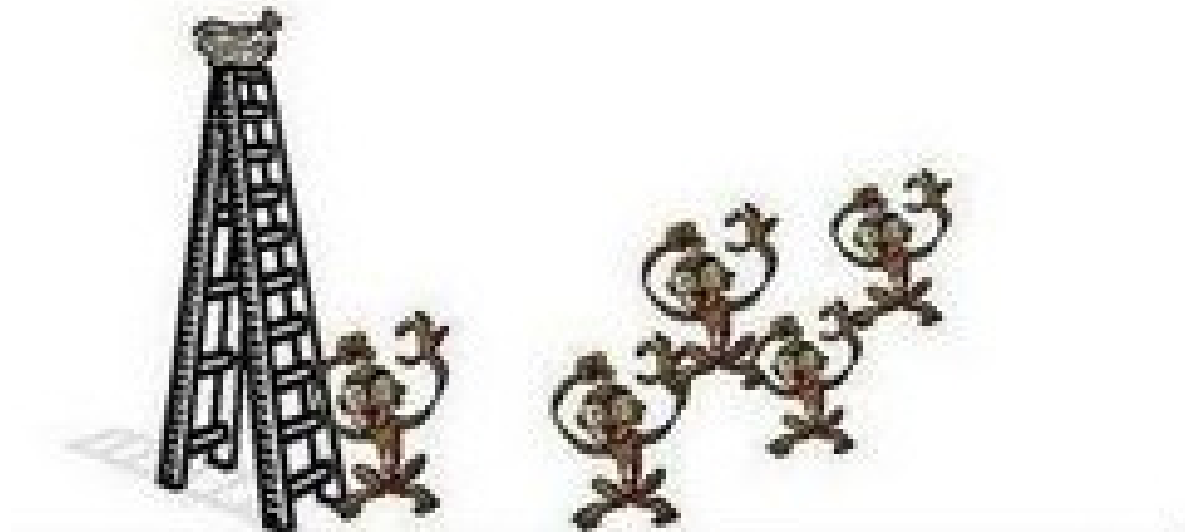
Apply water

Every time a monkey went up the ladder, the scientists soaked the rest of the monkeys with cold water.



Reapply water

After a while, every time a monkey went up the ladder, the others beat up the one on the ladder.



Keep your head down

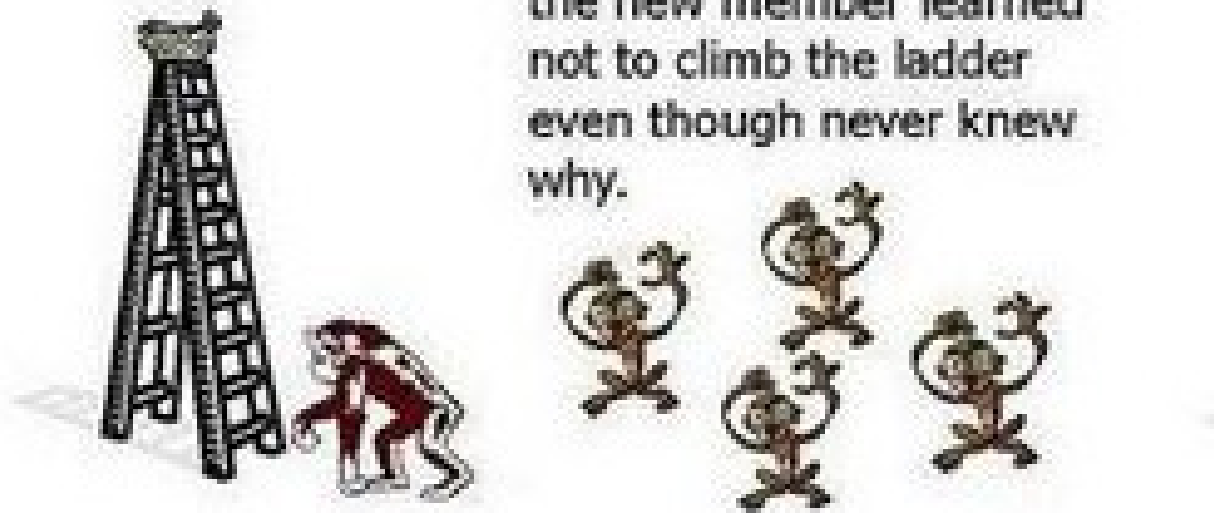
After some time, no monkey dare to go up the ladder regardless of the temptation.



Join the club

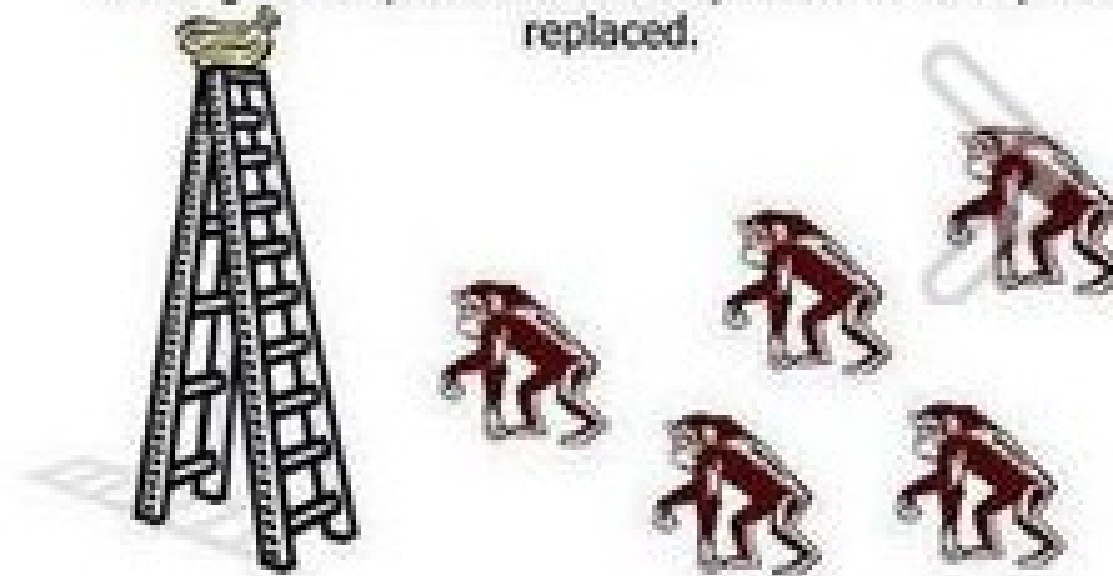
Scientists then decided to substitute one of the monkeys. The 1st thing this new monkey did was to go up the ladder. Immediately the other monkeys beat him up.

After several beatings, the new member learned not to climb the ladder even though never knew why.



Build the culture

A 2nd monkey was substituted and the same occurred. The 1st monkey participated on the beating for the 2nd monkey. A 3rd monkey was changed and the same was repeated (beating). The 4th was substituted and the beating was repeated and finally the 5th monkey was replaced.



Old world, new world

What was left was a group of 5 monkeys that even though never received a cold shower, continued to beat up any monkey who attempted to climb the ladder.

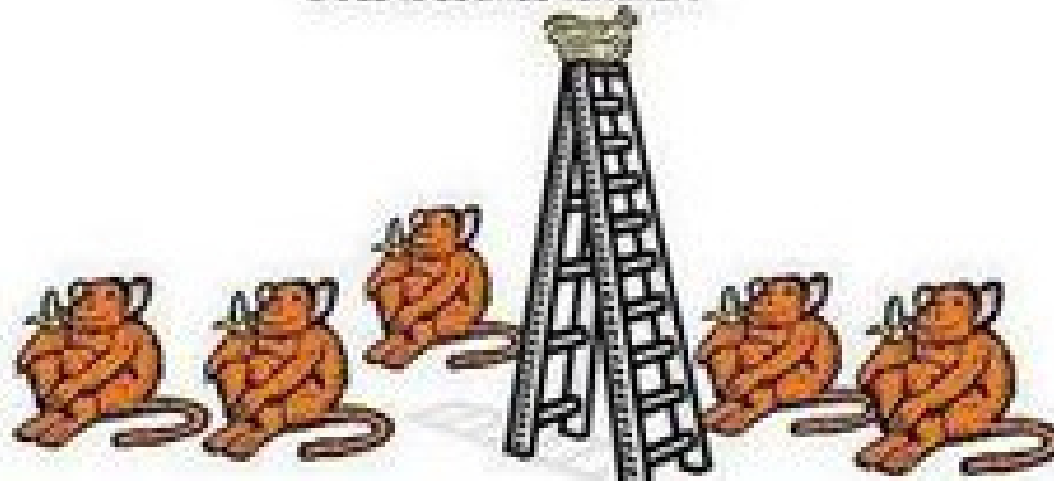


Why? Because

If it was possible to ask the monkeys why they would beat up all those who attempted to go up the ladder.....
I bet you the answer would be....

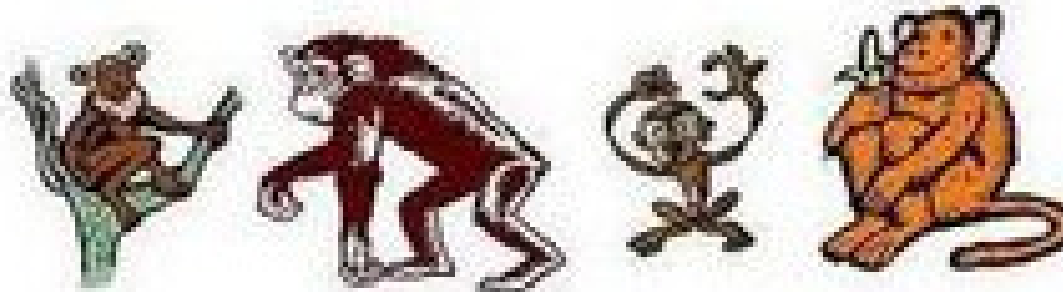
"I don't know – that's how things are done around here"

Does it sounds familiar?



Be the change

Don't miss the opportunity to share this with others as they might be asking themselves why we continue to do what we are doing if there is a different way out there.



Contact details

Presenter: Matthew Burgess

Position: Partner

Direct line: 07 3233 8918

Email: mburgess@mccullough.com.au