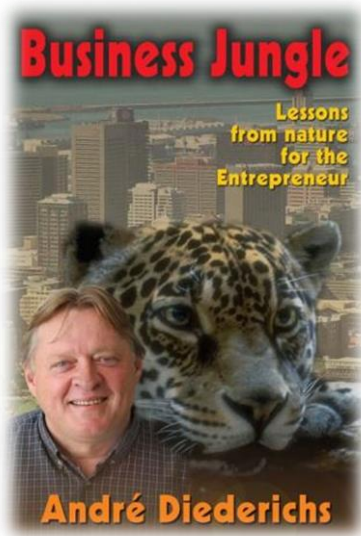


André Diederichs

Business Jungle

Based on André's book *Business Jungle*

Contents



This presentation focuses on how an entrepreneur/business owner should think about business.

It is cognitive business lessons from nature:

E.g. lessons from the Leopard on how to create scarcity (uniqueness) to be differentiated in the marketplace & lessons from the Rhino to protect your business territory.

Video clips are used to see the animal's behaviour to clarify the business lesson

Outcomes

Business owners/entrepreneurs will clearly understand the main focus areas that make a business successful.

Target Audience

Business Owners/Entrepreneurs

Duration

30 -60 minutes OR a ½-day/full day workshop

Investment per Organisation

Fees vary according to the organisation for which the presentation/workshop is done, e.g. corporate rate, non-profit rate (business chambers, agricultural societies)