

Start with a cage containing five monkeys.

Inside the cage, hang a banana on a string and place a ladder under it. Before long, a monkey will approach the ladder and start climbing towards the banana. As soon as he touches the ladder, spray all the other monkeys with cold water.



After a while, another monkey makes an attempt with the same result: all the other monkeys are sprayed with cold water.



Pretty soon, when another monkey tries to climb the ladder, the other monkeys will try to prevent him.

Now, put away the cold water. Remove one monkey from the cage and replace him with a new one. The new monkey sees the banana and wants to climb the ladder. To his surprise and horror, all the other monkeys attack him. After another attempt and attack, he knows that if he tries to climb the ladder, he will be assaulted.

Next, remove another of the original five monkeys and replace him with a new one.

The newcomer goes to the ladder and is attacked. The previous newcomer takes part in the punishment with enthusiasm! Likewise, replace a third original monkey with a new one, then a fourth, then the fifth. Every time the newest monkey takes to the ladder, he is attacked.



Most of the monkeys beating him have no idea why they were not permitted to climb the stairs nor why they are participating in the beating.

After replacing all the original monkeys, none of the current ones have ever been sprayed with cold water.

Nevertheless, no monkey ever again approaches the ladder to try and grab the banana. Why not?

Because, as far as they know, that's the way it's always been done around here.



And that, my friends, is where a thoughtless culture begins and company effectiveness declines.

I believe, it is time to rethink and start fresh in 2016 – what do you think?

