
THE MYSTERY of the HUNDREDTH MONKEY!

**What Do 100 Monkeys Have,
That You Don't?**

As simple as this?

The tale of the Hundredth Monkey can inspire us to make a difference in our corner of the world. It reminds us of the power of one person doing something right, which can spread quickly to change the behavior and culture of a whole team.

As the story goes, researchers in the 1950s on the island of Koshima, where there was a large population of monkeys, left sweet potatoes in the sand for the monkeys to eat. One clever monkey discovered she could wash the sand from the tasty vegetables by putting them in the stream. She taught her siblings to do this, and then her playmates, who in turn taught others.

For years, only members of these monkey families washed sand off the sweet potatoes. Then something amazing happened. One day, seemingly overnight, all the monkeys on the island were washing the sweet potatoes.

It was as if a certain, magical threshold was reached. Once the hundredth monkey learned the behavior, popularizers of the research explained, it spread to every single monkey on the island.

At the time, there were people who believed that the behavior even traveled to monkeys on other islands. It's not like one monkey emailed all the others, "wash the potatoes," or shot a youtube video about it.

When a critical mass was reached, they all just knew to do it.

One Hundred Monkeys and The Cold War?

Ken Keyes told this story in the 1980s in the context of the Cold War and the movement to end nuclear proliferation. Although a review of the original research has shown that the change in behavior was more limited, the underlying observation of *a cultural shift starting with individual behavior is still valid today.*

The story of the hundredth monkey reminds us that ***each of us has an influence on others***. It's not always clear who the leaders are and when they'll be able to show their full abilities.

We lead and make a difference by doing what you believe is right. Doing the fundamentals. Doing the little things each day. *"Doing the do."* Leading, not by claiming you're a "leader" or a "expert" or a "guru" but by actually leading by example and doing the little, mundane fundamental things and allowing people to see you doing it.

You keep sharing your message. Day in and day out, you keep exposing people to your vision and your concept. Without fail and without excuses, NOT because you believe in some instantaneous reward or need the ego gratification of getting credit..

But by an intuition, and inner knowing, that by sharing your message consistently, there will be "a hundredth monkey" and you will hit critical mass and your message will spread with or without you.

Isn't this the biggest difference you see when you compare high producers with the masses that don't generate the results they want? Top level doers just seem to have an inner KNOWING that, as they "do the do" and share their message consistently, they know, intuitively that they are building toward the creation of a culture change and people will end up catching and spreading their vision. It's their confidence.

The Power of A Master Mind

Share your message with like minds. Band together and share a collective vision. Keep it simple. Share the message. Spread your intention throughout to others by embedding it on blog posts, post cards, emails, 800# Lines, web sites, videos and conference calls/webinars. Share your message offline and online. People live in homes, not on the internet. People are everywhere.

Share Your Message. Be the positive person with the "can do" attitude that you're looking for. ***BE that person FIRST.*** Build up your confidence and SPEAK your intention into the world. It's a simple invitation.

Work on your self image so you get to the point where you are too LARGE to NOT share your message with anyone at any time, online or offline.

Give up this self-defeating notion that you can build a “people business” by hiding from the people. **That’s insane.** Share your message openly. Do not fear people. People are the only way to achieve your goals.

Embrace them and share your message. Invite. Speak. Write. Share. Post. It’s an inside game. The actual mechanics are as easy as flipping burgers at McDonald’s. And you already know that. Fear is always the enemy. Fear of change. Fear of “rejection.” Fear of failure. All fear is a lie.

Treat your business as a business and treat yourself as your most highly valued employee and keep it simple, but share your message so others will too. You’re so much more powerful than a hundred monkeys!

Learn more about our Simple Freedom Mastermind Club. We do this together. We keep it simple. We share a message and a vision here:

www.GlobalCashflowSystems.com

You’ll want to learn about us, hang out on a couple of our weekly open training conference calls, then give me a call to schedule a private consultation. We then see if what we’ve got is right for you.

Call to schedule private 20 minute consultation and enjoy our free training.

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