

Chapter Two – Excerpt

Chapter 2 – Breaking the Code

The Mystery Unfolds

“The ignorant man marvels at the exceptional; the wise man marvels at the common; the greatest wonder of all is the regularity of nature” George D.

Boardman

"Knowledge is of no value unless you put it into practice." Anton Chekhov

The rainforest has its own language, its own rhythm, its own mystery, just waiting to be discovered by those who care enough to unravel it. For thousands of years, the indigenous people of tropical rainforests lived by its rhythm, basked in its beauty, dined from its bounty and were healed by its many remedies. Now today, we are taking another look at the rainforest from a more global perspective. We will interpret the message or lessons of the rainforest by observing the purpose a particular thing plays and the principles by which it operates. For example, we ask, "What role does light play"? What, in business, plays that same role or serves a similar purpose? What are the principles governing the role of light in the rainforest. When you understand the purpose and principles, you are well on your way to interpreting the wisdom behind the

systems that make the rainforest so incredibly rich. What unfolds from this panorama of vibrant life and endless abundance is something far less happenstance than you might imagine. What emerges out of the apparent chaos... is order.

For me the most exciting discovery was not the matchless beauty and surprising comfort of the rainforest. It was the realization that the rainforest was an enterprise of sorts. It has functioned by non-negotiable rules, producing consistent results for eons. These rules can be observed, measured, copied and applied to other areas of life. They are free from corruption and nefarious influences that would bend the rules to support hidden agendas. They are pure, simple and effective. They exist for their own purpose, but serve to instruct us if we will but have the perspective of an eagle, the curiosity of a child and a heart of humility.

The rainforest is full of metaphors, business models, useful analogies and observable trends, patterns and relationships that mirror good business practices. You will learn how the rainforest economy runs without money, works interdependently and creates abundance while maintaining an overwhelming sense of peace. The Smithsonian white papers I studied frequently during my research, referenced business terms like cost accounting, etc when describing the way plants apportion resources to various roles. It

seems to me that while none of us have the whole picture, the correlation between productivity in the rainforest and business was inescapable to the scientists who measure growth rates, resource consumption and competition in the rainforest.