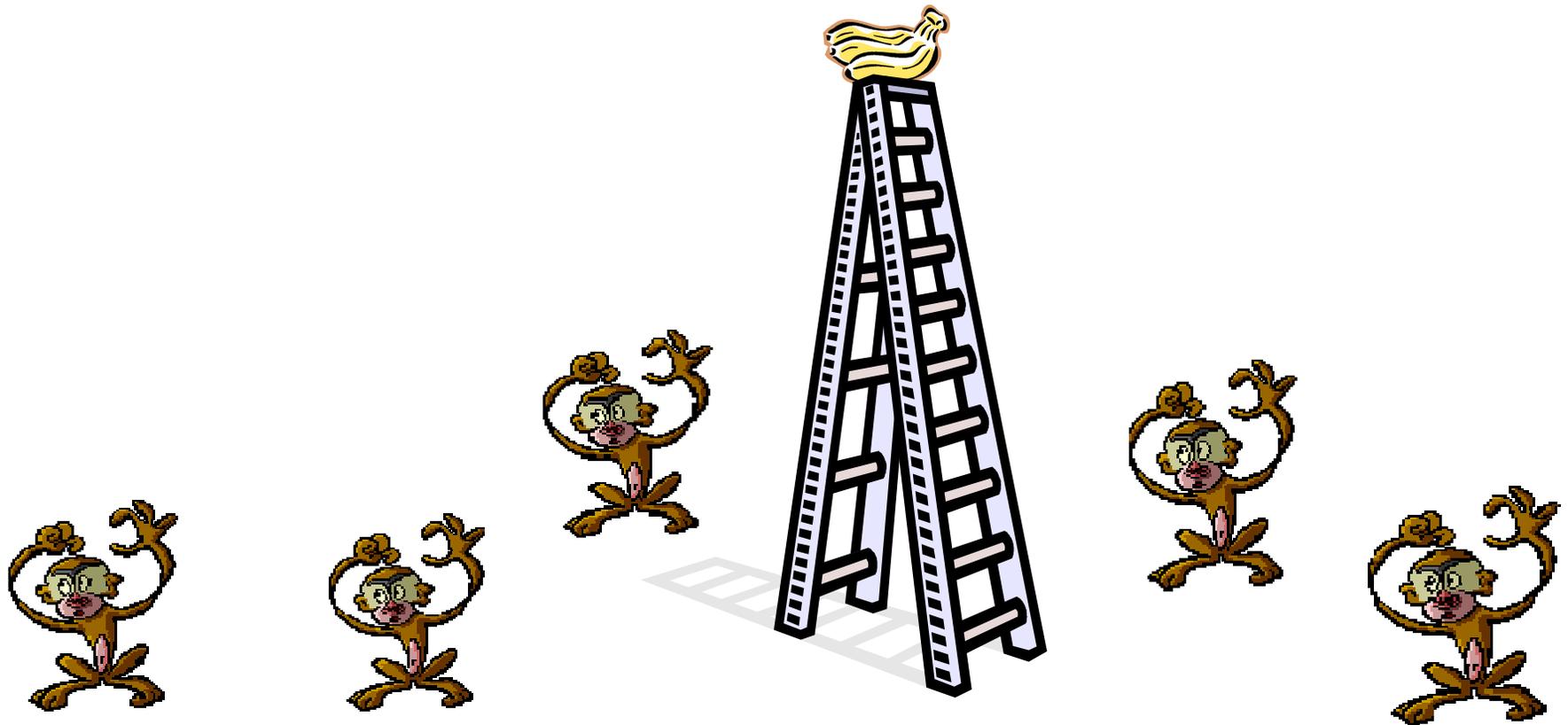
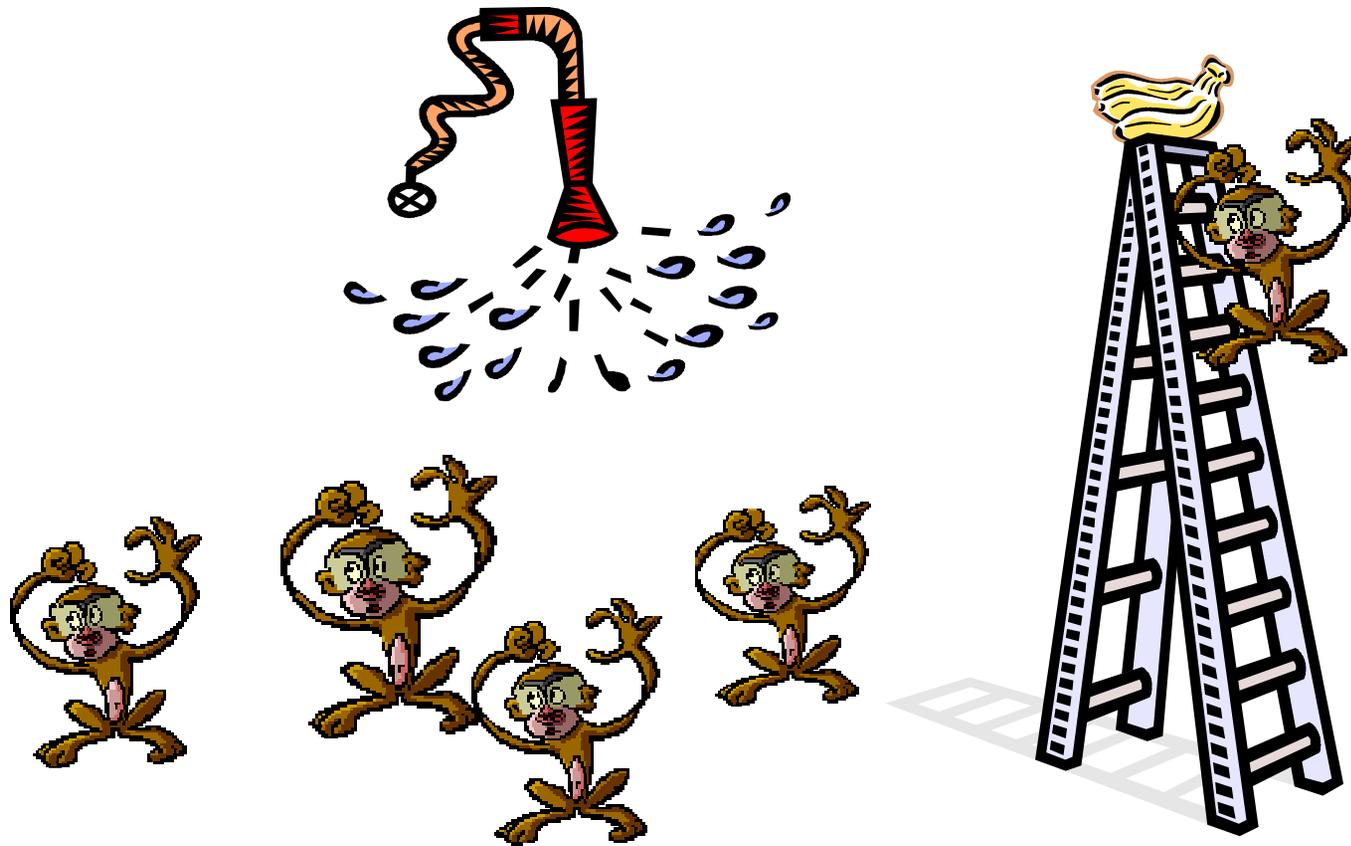


**How is a  
paradigm  
formed?**

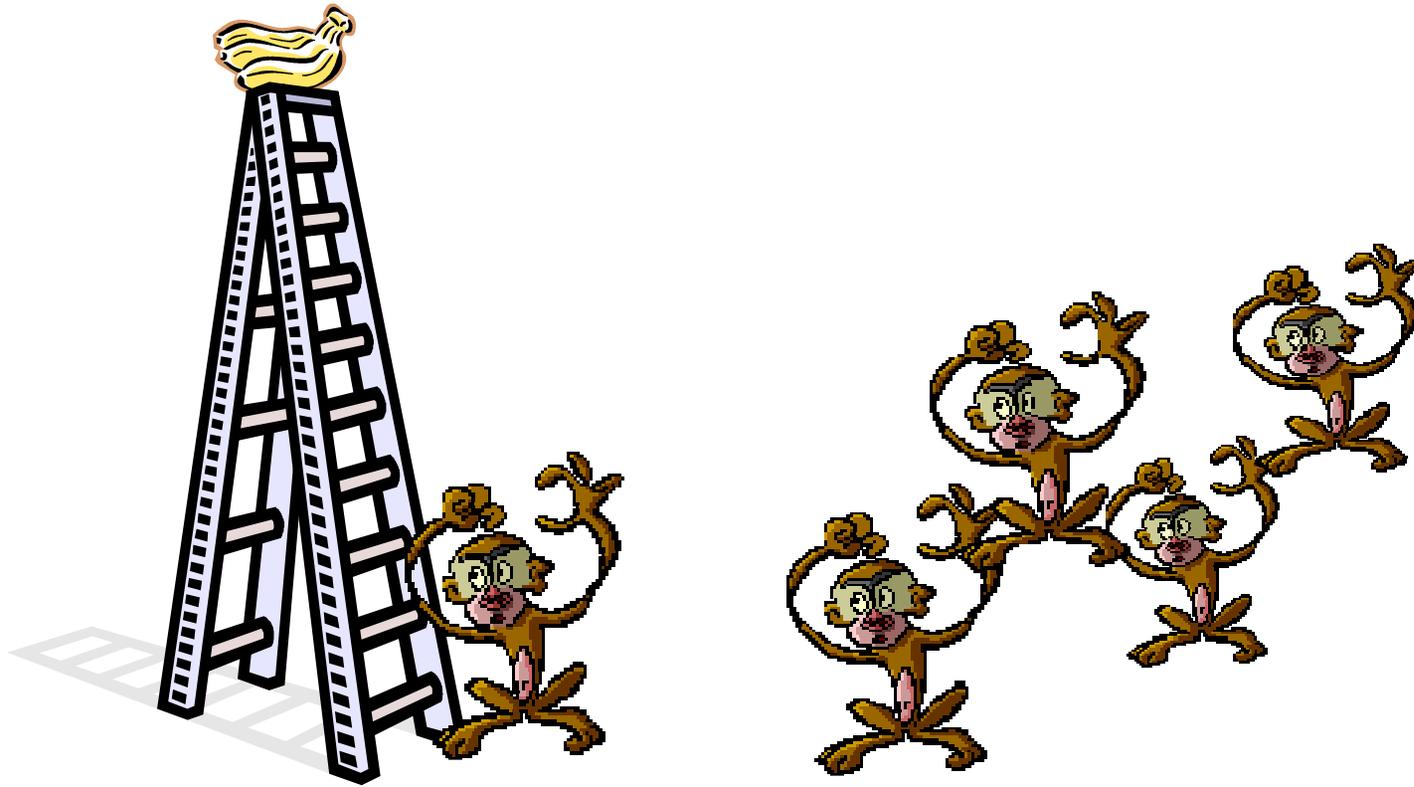
A group of scientists placed 5 monkeys in a cage and in the middle, a ladder with bananas on the top.



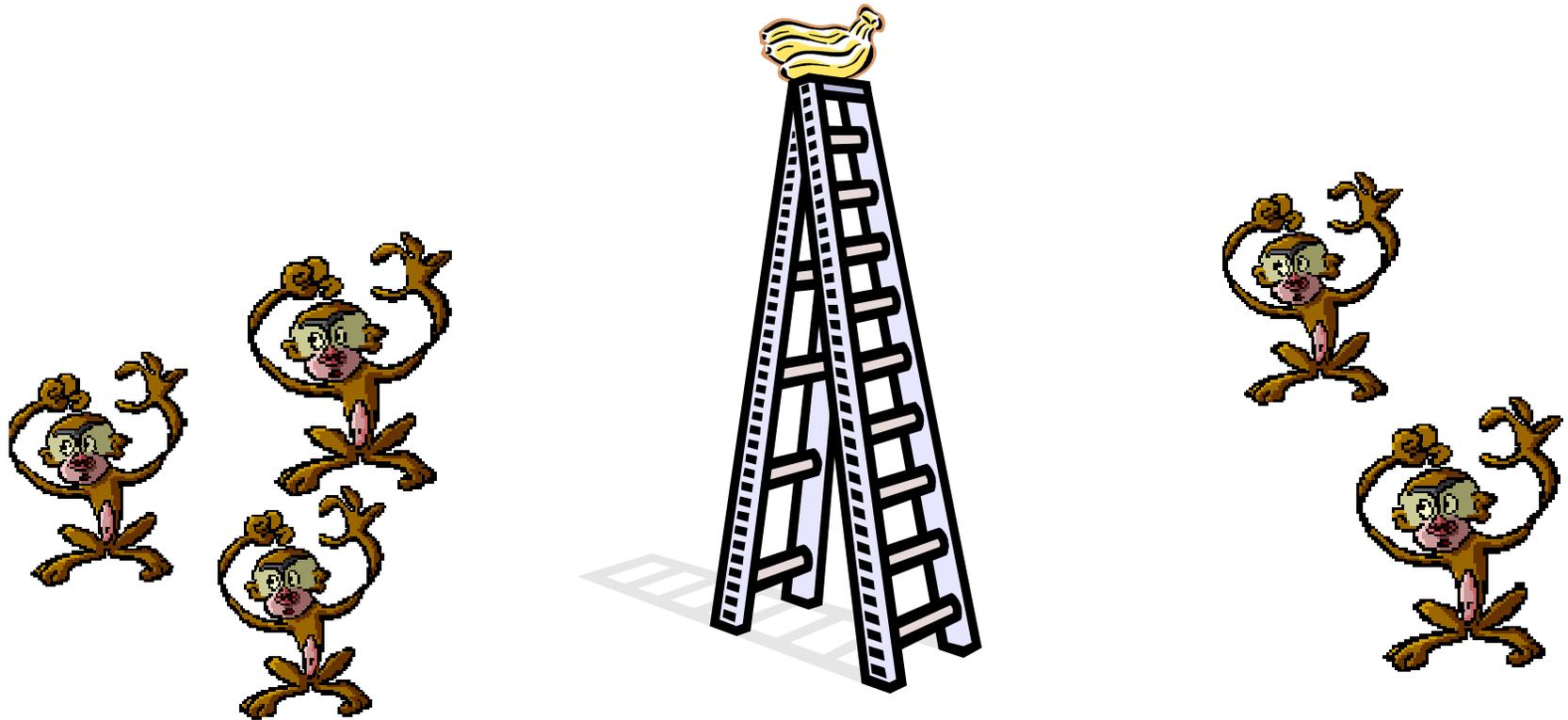
Every time a monkey went up the ladder, the scientists soaked the rest of the monkeys with cold water.



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

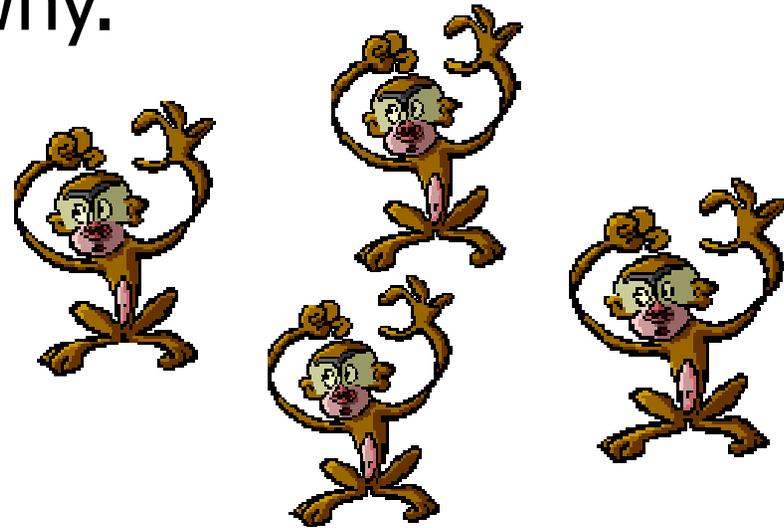
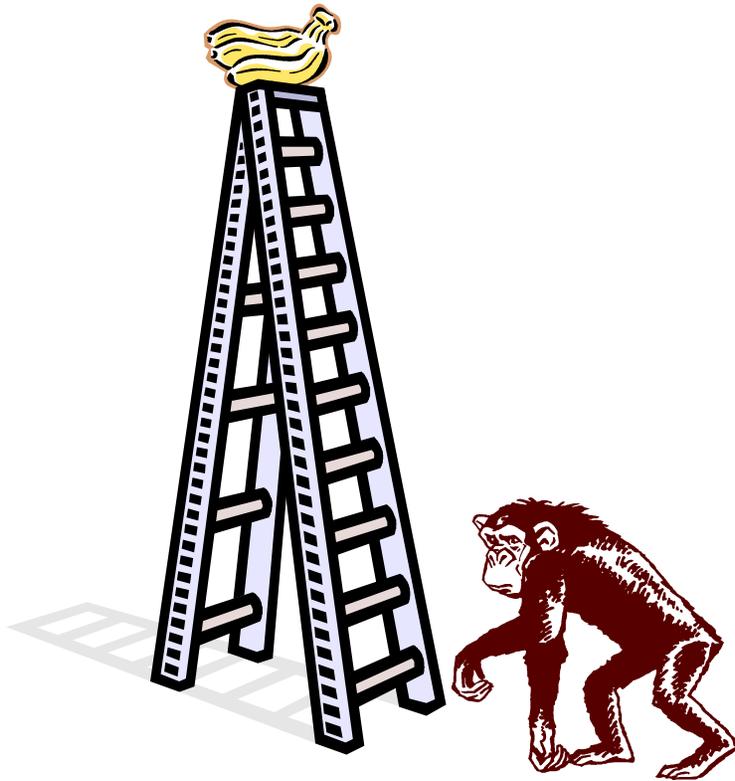


After some time, no monkey dare to go up the ladder regardless of the temptation.

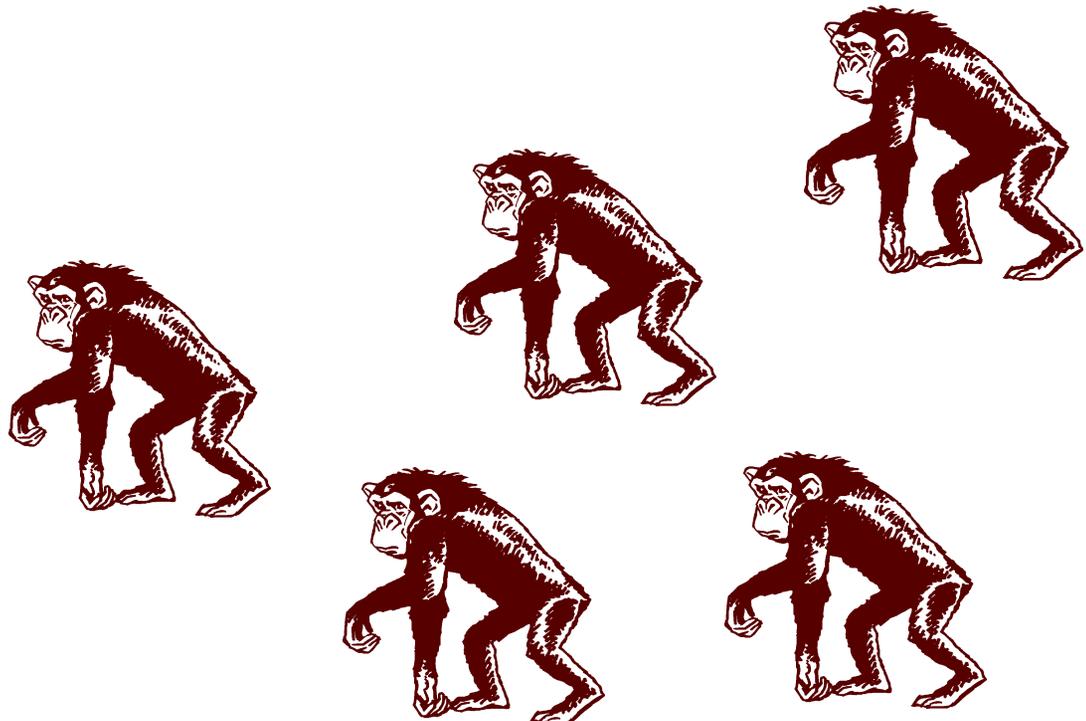
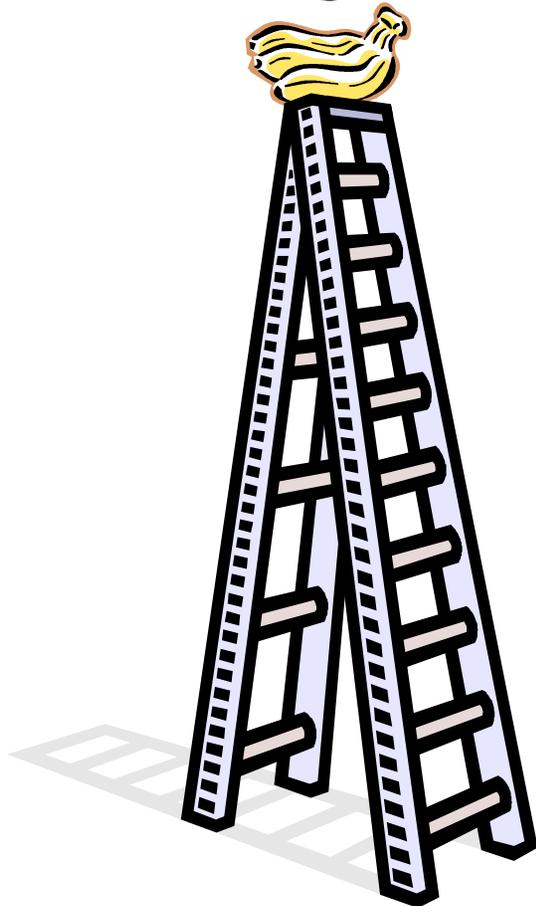


Scientists then decided to substitute one of the monkeys. The 1<sup>st</sup> thing this new monkey did was to go up the ladder. Immediately the other monkeys beat him up.

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



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



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.



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

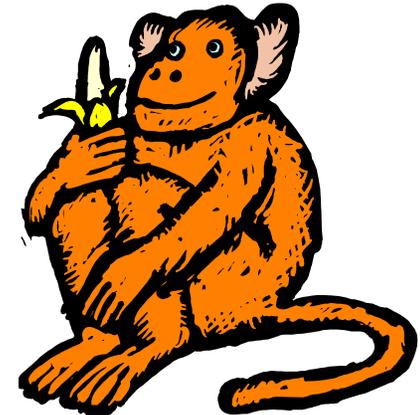
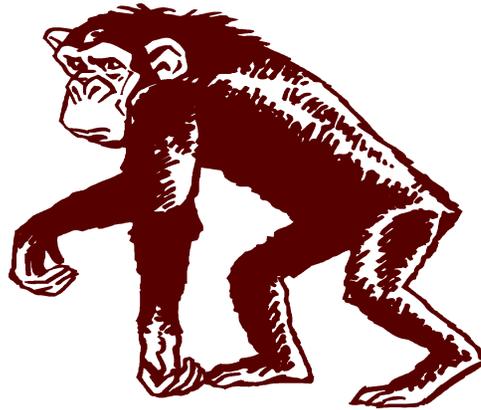
I bet you the answer would be....

**“I don't know – that's how things are done around  
here”**

Does it sounds familiar?



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.





"Only two **things are infinite:**  
The universe and human  
stupidity. And I am not so sure  
about the former."

**Albert Einstein**