

Finding the Trail:

An Australian's Guide to Reading the Track



The lessons I use most in business didn't come from business.



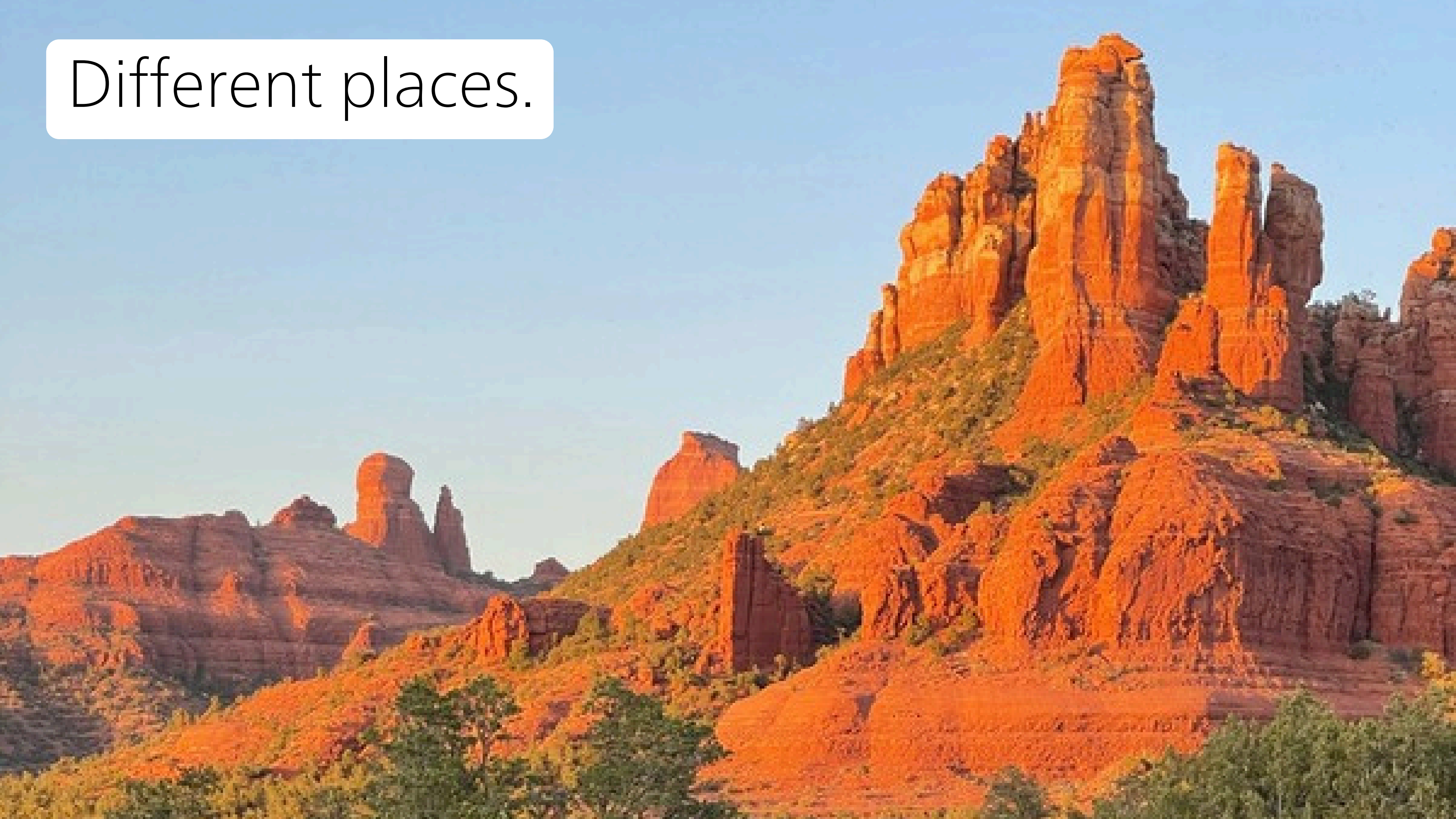
I've always believed that nature has something to teach us.



A scenic landscape photograph showing a coastal cemetery. In the foreground, a wooden walkway with a white railing leads down a grassy slope. To the left, numerous gravestones of various shapes and sizes are scattered across the hillside. In the background, the ocean is visible with white-capped waves crashing against a rocky shore. The sky is a vibrant blue, filled with large, fluffy white clouds. The overall atmosphere is peaceful and contemplative.

Nature doesn't
care whos
watching...
it just does its
thing.

Different places.



Same lessons.



Before we can
understand anything...
we have to notice it.



Let's notice
who's here



What
changed?



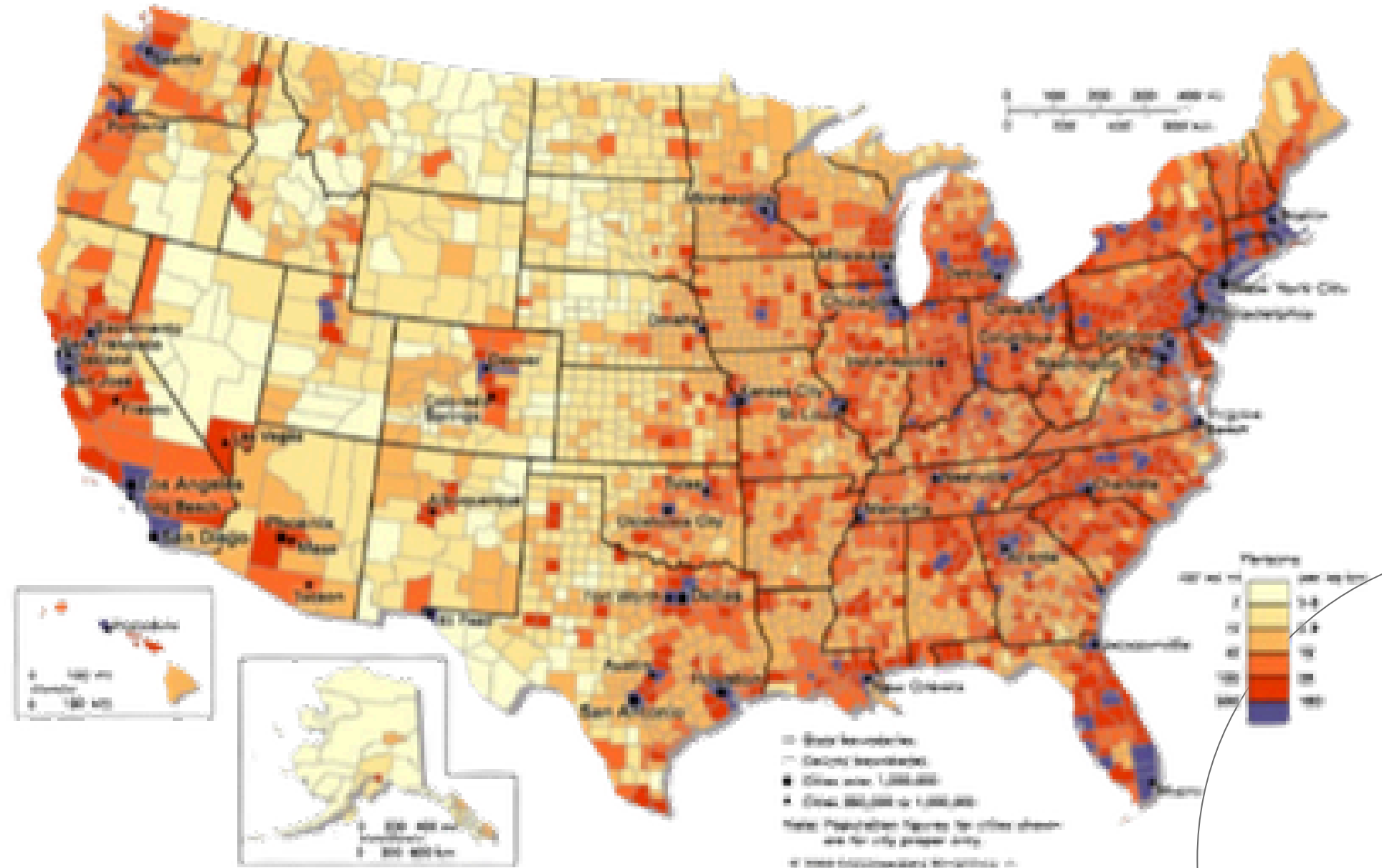
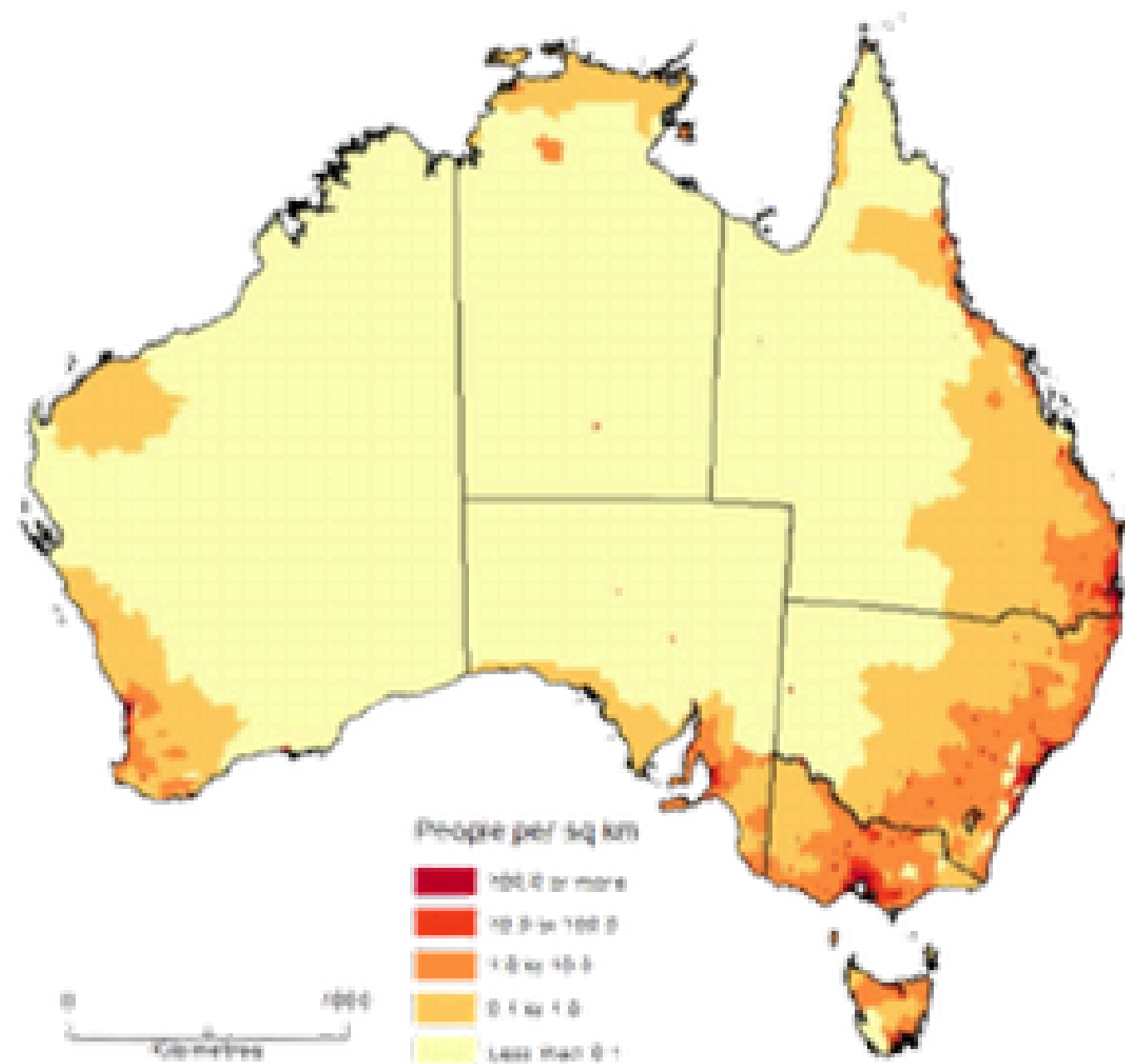


Can we sense
more than we
know?

Sometimes our
focus gets narrow.



Population Density Compared (note - the legend is different- if the US map used the Australian scale, there would be very little yellow and a lot more orange and red)



An aerial photograph showing a white SUV driving on a winding dirt road through a vast, flat, arid landscape. The terrain is covered in low-lying, reddish-brown vegetation and scattered dark rocks. The road stretches from the bottom left towards the horizon, curving slightly to the right. The sky is a pale, hazy blue. A white text box with rounded corners is positioned in the lower right quadrant of the image.

Nothing
changed but our
perspective

One of the most powerful things we can do is borrow someone else's eyes.





No one has
the whole
picture...

Let's borrow some different eyes



What perspective did another leader
give you that stayed with you?

What's a challenge that looks
different today
than it did five years ago?



Tell us about something you
completely changed your mind about.



What's something our industry might be seeing the wrong way?



A close-up photograph of an ostrich's head, focusing on its large, orange-brown eyes and its large, dark, textured beak. The ostrich has dark, spiky feathers on its head. The background is a solid, bright green color.

Who sees it
differently?

What are you taking
with you?





What surprised you?

Sometimes
understanding doesn't
come from doing more.

It comes from seeing
the landscape
differently.





THANK YOU!

Deb Johnston
Co-Founder
TonicDM

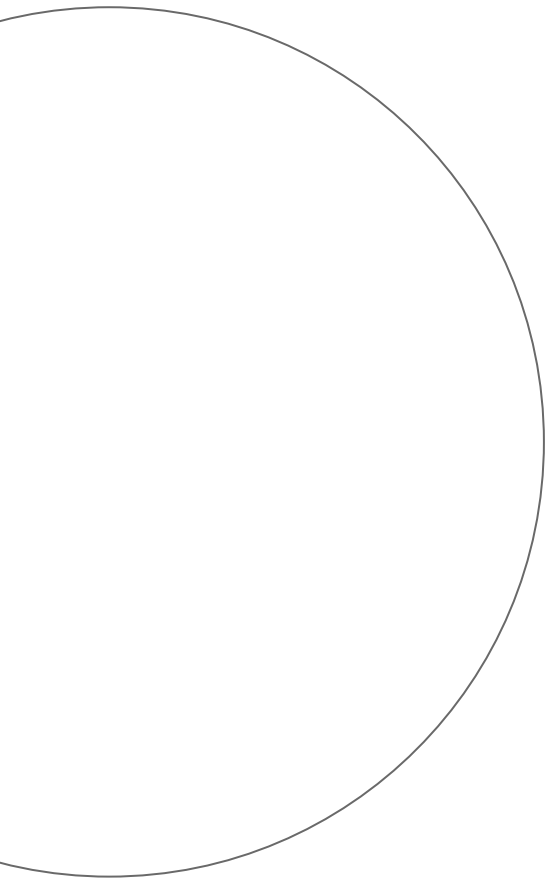




Funnel Web Spider



Huntsman Spider



Cassowary



Blue Ringed Octopus



1130km approx 700 miles

