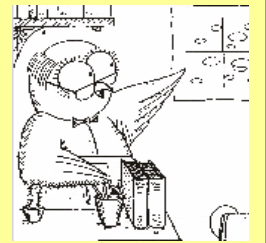




## Arthur Shelley

Author of  
"The Organizational Zoo"



### About Arthur

Arthur is the Global Knowledge Director for a large fast moving consumer goods business and has managed projects in Australia, China, USA, UK and several other European countries. His project work lead him to develop a keen interest in human behaviour and create a range of animal behaviour based identities to enhance working relationships. Realising how productive this was for himself, Arthur published the animal metaphors in *The Organizational Zoo* as a full set of character profiles likely to be found in most workplaces. His sense of fun and tongue in cheek style engages readers who soon find themselves enjoying observing the animals all around them. An engaging and entertaining speaker, Arthur enjoys sharing the lessons and comedy of workplaces and projects in his presentations and workshops based on the Zoo characters. Audiences quickly identify with the Zoo characters and are drawn into interacting with other participants sharing humorous stories about their own workplace behaviours and relationships.

Arthur uses the Zoo characters to engage and influence stakeholders, for selection and development of team members and for understanding how to get people to work together more effectively. He facilitates virtual teams to leverage organisational knowledge sharing and to quickly resolve issues by adapting solutions from elsewhere. Arthur has a Master of Science degree from the University of Queensland (Australia) and a Postgraduate Diploma in Enjoying Work from the School of Life.

### About "The Organizational Zoo"

"*The Organisational Zoo*", introduces animal character metaphors as a novel approach for managing and improving workplace behaviours and relationships including:

- Understanding people in your workplace and building effective relationships with them
- Using zoo metaphor to understand emotional impacts on decisions, develop capabilities and reduce politics
- How to apply metaphor tools to better understand your team dynamics and engage stakeholders
- How to have some fun whilst developing collaboration and trust in your teams and workplaces

Stronger relationships help both project teams and business teams to; understand different perspectives, harness the positives from diversity and collaborate better with others. In particular, *The Organizational Zoo* assists with; cultural and personal differences, building trust, determining the WIIFM Factor ("What's in it for me") and engaging and maintaining involvement throughout business initiatives.

Arthur incorporates humor and metaphors into the tools and techniques to build understanding, develop teamwork and drive ownership. He highlights the importance of using humour, the ability to laugh at yourself (and WITH others) and the need to acknowledge the comedy in one's own errors. His workshops develop learning across teams and generate better quality outcomes for the individual and group.

**Interested in having Arthur speak at your event or conducting a fun workshop for your team?**

Find out more at: [www.organizationalzoo.com](http://www.organizationalzoo.com)

