



ZEBRA[®] an integral part of The Maze[®] which focuses on the people involved – so why do we have a ZEBRA within a maze?

When we created The Maze[®] we wanted something that was visually memorable. When focusing on the people area we considered how alike people actually are, and much like a zebra, they all look similar. However, each and everyone of them is different, a bit like our DNA we are all different despite our external similarities

When we considered this further and the words that we wanted to use to make up the key attributes of successful people we just knew we had to use ZEBRA[®] as our acronym – a very visual reminder!

ZEBRA[®] stands for

- **Z = Zest**
- **E = Empowerment**
- **B = Belief**
- **R = Role Model**
- **A = Action**

Zest – represents your feeling of readiness – how ready are you to approach this now and if you are not what will it take for you to be ready?

Empowerment – how empowered are you to make this happen? Do you feel you have the autonomy to make it happen? If you do not feel empowered, what will it take to change your feelings?

Belief – what is your level of self belief? There is a very well known saying that says ‘if you believe you can or you can’t you are absolutely right’. If you do not have a high level of self belief what will it take to increase it?

Role Model – is about being the best you can be every day. What behaviours and attitude will you adopt internally and externally yourself and with others and how will this impact on your desired outcome?

Action – the actions you choose to take and when you choose to take them.

If you have the zest and energy, feel empowered, have high level of self belief, act as a role model being the best you can be. You are far more likely to take the action required to make things happen.

ZEBRA[®] is located at the heart of The Maze[®] and rightly so as this is about the feelings and actions of the people who will make things happen and really make the difference!