



How To Eat An Elephant*

**The conventional
wisdom is **WRONG***



**You may have heard
the old advice on how
to eat elephants...**

**One bite at
a time...**

**What if
that's
not true?**

**What if “*one bite at a time*”
is not the way anyone has
ever eaten an elephant?**

**What if the way to eat an elephant* is:
TOGETHER**

**Think about any over-sized challenge you've faced. Any big problem.
Any significant goal. Did you do it by yourself, one bite at a time?
No? We didn't think so.**

**Did other people lend a hand? Cheer you on? Show the way?
Of course they did!**

**Also, elephants are beautiful, endangered, protected, intelligent, powerful, magnificent creatures with strong social bonds and deep inner lives. Nobody should actually eat them. It's just a metaphor.*

Want to eat an elephant?

Some questions to help you get started

1) **WHAT** is my elephant's name?

Don't be shy. Give it a BIG name.

Something like:

Earn a PhD

Write a book

Finish a triathlon

Start a company

End global warming

Overthrow a tyrant

How's that feel?

Too big to eat? Scary? Intimidating? Impossible?

If so, it's a good name!

My elephant's name is:

2) **WHY** do I want to eat this elephant?

"I don't know yet" is a GREAT answer.

Very honest. We respect that.

And maybe it doesn't matter why you want to do it. Maybe it's enough to simply want to, even if you can't / won't / don't want to explain yourself to anyone. Maybe you want to skip this question.

Go ahead. It's your elephant.

But... it is a pretty good question.

Answer it if you can.

I want to eat this elephant because:

3) **WHAT** would eating this elephant mean to me?

Feel free to give a general answer, like

"it would mean everything."

Or be super specific, like "it would boost my professional credentials and open new doors for career growth."

Or write "I don't know... yet."

That's still a good answer.

It would mean...





Ask **bolder** questions. Build **better** futures.

From startups to schools, health centers to climate tech innovators, we bring teams together to build skills, unlock creativity, strengthen collaboration, and turn ideas into actions that solve BIG problems.

Our innovation workshops, executive coaching, and strategic consulting are designed to help you tackle your most meaningful challenges.

Want to give your team hands-on coaching for creative problem solving and collaborative innovation? Want to be a more effective, connected, and courageous leader? Is there an elephant you want to eat? Let's talk.

Your team will learn practical skills around culture, communication, collaboration, complexity, rapid innovation, strategic foresight, and learning from failure.

And we'll all have some fun along the way.

MEET THE SPARKLIT GROUP

Lynne Cuppernull

Lynne has been innovating, collaborating, and learning with health care leaders for over 24 years, to improve the health of individuals and communities. She is a certified leadership coach and holds a Master's in Human Resource Development. Her superpower is helping people uncover the answers they already hold and discover strengths they didn't know they had. A former Ironman triathlete, she now finds joy in simply crossing the finish line.

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Dan Ward

Dan served in the US Air Force for over 20 years as a technology leader and rapid innovation specialist. His four books blend light-hearted pop culture whimsy with engineering pragmatism – always aiming to make readers laugh, think, and act. Despite his engineering background, his superpower is encouraging people to express their inner punk rocker. Dan is an excellent juggler, a mediocre fire-eater, and has no musical ability whatsoever.

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Let's Build What's Next – Together!