

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Hunter and Gatherer

By Skye Thomas

Hunter and Gatherer

by: **Skye Thomas**

Deep down, we haven't evolved as much as we would like to believe. Like the caveman, we still want to curl up next to someone during the dark of night so that we aren't so alone in the cold survival game. We want to feel safe, warm, and loved inside and out. It's hardwired into our brains. We travel in packs and we care for our young for a very long time. We need a mate to travel with, someone to love, someone to cheer when we win the battles against vicious animals, someone to guard the cave when we need to lick our wounds from the battles we lost. It's not about being needy or codependent, it's about a need for connection, partnership, usefulness, and co-creation. It's the way humans were designed.

The male is designed to hunt and protect. He is built bigger and stronger because it's his job to protect those he loves and to provide the meat. He has an unmistakable need to stalk and outsmart his prey. He needs to physically move with speed and agility in order to actively conquer the object of his focus. His mind is designed for cunning and for calmness in battle. His life and the lives of his loved ones depends on his ability to be strong, smart, and stable. He approaches his relationships the same way. It's only natural that he's going to use those skills which are so finely tuned and perfected. He must pursue that which he wants. The game of pursuit is his secret delight. He loves the challenge of the chase. It makes him feel alive, the life force flows through him as he scores that first smile, the first kiss.

The female is designed to gather and nurture. She is built with an eye for the smallest detail and the ability to verbalize. It's her job to gather the nuts, fruits, vegetables, firewood, and to herd the children. She has to be able to recognize the poison foods from the nutritious. She must recognize and gather the healing herbs in order to help her loved ones survive their various ailments. The family's mortality rate is in her hands. She has to watch over them with a critical eye for detail watching for the first signs of fever and sickness. If she can catch it early, her chances of saving them is higher. She uses language to keep tabs on where the children and other women are so that none are lost while foraging for the berries and such. She uses language and her magnetism to keep her loved ones near so that

Hunter and Gatherer

she can watch over them. She draws her man in the same way. If she can't pull him into her nest, then how will she be able to look after him?

So how does that all play out now in modern times? Well, he doesn't have an outlet for his athletic and cunning. He hunts and battles vicariously through the television remote control. He is lost in a suit and tie world. He creates war and battle without realizing it because he has to feel that he's protecting his loved ones from an enemy. He still tends to 'conquer' his woman. She doesn't know the healing arts anymore and uses her words and keen eye to nitpick and tear down her loved ones. She overspends at the mall in order to touch that part of herself that needs to gather supplies for her family. She creates illness and scarcity so that she has an excuse to heal and gather things close to her again. She manipulates her man into marriage. Neither one knows what it is they're doing on a subconscious level to create the situations needed so that they can live out their roles.

What can we do about it? We need to acknowledge who and what we are. Quit lying to ourselves and

pretending that we're civilized and enlightened. We are just cavemen with technology, laws, and manners. The core of our biological programming hasn't changed all that much. We're still afraid of the dark and in awe of the moon. The forces of Mother Nature and her seasons is still beyond our full comprehension. We still need each other. Most importantly we need to feel at one with ourselves. We need to rectify the world we live in today with our biological skills, drives, and motivations. We need to feel useful and that our lives have meaning and purpose. Men need to find a constructive way to hunt and protect. Women need to find a healthy way to gather and nurture. Stop arguing over things like equality and whether or not we can do each other's jobs. It's not important. Everyone can do everything, but that doesn't mean that's where our natural gifts and talents lie and it doesn't mean that what we choose to do is in alignment with who we really are. Move beyond stereotypes and into the core of what the human animal really needs in order to thrive not just survive.

We can start by finding an outlet for our core instinctual drives. He doesn't like being manipulated and nagged at anymore then she likes being conquered and dominated. Sure there needs to be a bit of these things in the initial courtship. He needs the challenge of using his physique, his cunning mind, and his abilities as a provider to win the girl. She needs to know that she can magnetically attract him to her side and that he'll keep her safe from the bad guys. The strong relationships are the ones where the man keeps on impressing the woman with his cunning and ability to provide for the family's needs. Likewise, the strong relationships include a woman who knows how to magnetize her man and how to nurture her family. Our relationships improve when we learn to use our gifts for something more constructive than just tearing each other apart.

Copyright 2004, Skye Thomas, Tomorrow's Edge

Skye Thomas is the CEO of Tomorrow's Edge, an Internet leader in inspiring leaps of faith. She became a writer in 1999 after twenty years of studying spirituality, metaphysics, astrology, personal growth, motivation, and parenting. Her books and articles have inspired people of all ages and faiths to recommit themselves to the pursuit of happiness. After years of high heels and business clothes, she is currently enjoying working from home in her pajamas. To read more of her articles, sign up to receive her free weekly newsletter, and get free previews of her books go to

Hunters and Gatherers – Are You Serving Both Their Needs?

By John Stanley

The University of Exeter in the United Kingdom recently published research financed by Barclays Bank, which has implications for everyone who is serving the general population.

This research shows that consumers shop establishments based on one of the two personal profiles.

Approximately 50% of the population is defined as hunters when they go out into the public arena. They know what they want, they are focused on the task in front of them and they do not want anyone or anything to stand in their way. If you make the `shopping' experience too complicated for them, they will abort the mission and go somewhere else that addresses their needs more easily. As you would expect, a larger proportion of men than women fall into this category of consumers.

The other half of the population are defined as gatherers; they enjoy the experience of shopping and like to enjoy browsing around and discovering new items. They enjoy a conversation with your team members and look on the `shopping' experience as one of the joys of life. Approximately 60% of female consumers fit into this category.

The skill of retailing is to set up an establishment that services the needs of both types of consumer profiles. Often you discover establishments that services one group exceptionally well, but fail for the other half of the population.

Serving Hunters Successfully

Hunters require your store to be laid out so they can navigate it easily. They expect clear directional signage and for the key categories to be signed and those signs to be easily seen as they navigate your store.

They will rarely be enticed by promotional activities, and may not notice them within your store. When it comes to service, they will often ask direct questions and expect direct answers; the last thing they are looking for is relationship conversation with one of your team.

Serving Gatherers Successfully

Gatherers love discovering products within your store. They enjoy browse shopping and often do not read signs as they are enjoying discovering products as they explore your store.

They will enjoy and get involved in your promotional activities.

When it comes to service, they want the full experience. They expect your team members to have a conversation, to know about the products on offer and have high social skills.

Hunter and Gatherer

If they are ignored by your team members, or believe the team member is only providing basic information, they will often leave your establishment disappointed.

We Are All Different

Hunters and gatherers shopping together can be a nightmare for both parties. How often have you seen a hunter get bored with a gatherer who is enjoying the experience and have tried to abort the experience?

Is there anything you can do as a store owner? This is one area where a coffee or refreshment offer can be a huge advantage. How often have you come across an experience where the hunter has completed their journey to their satisfaction and then relaxed over a cup of coffee, while the gatherer carries on enjoying themselves discovering new items?

"Think and Drink" coffee tokens in some establishments have proved to be highly effective in this situation.

A well "tuned" sales assistant can identify a hunter and gatherer shopping together.

They will offer the hunter a complimentary cup of coffee to allow the hunter to relax, while the gatherer keeps on gathering.

As consumers we also change our habits. From a personal point of view, I will become a gatherer when browsing books on business management or gardening, or buying fruit and vegetables, but become a hunter when buying Christmas presents. A lot of our shopping habits revolve around our initial interests.

Have a Hunter and Gatherer Strategy

Successful businesses know that there are two distinctive consumer profiles; they layout their store to meet the needs of both groups. More importantly, they train their team to identify the two different characteristics in consumers and to provide the appropriate service.

Two important factors can determine your success.

Firstly, your signage strategy. Hunters need a clear, concise signage strategy that allows them to navigate your store without getting stressed or asking one of your team members. The airports of the world do this very successfully; their signs can get you from parking lot to your seat on the plane, often with no human contact.

Secondly, your team's approach to consumers can make a huge difference to your success.

Hunters will ask specific questions, such as "Where is the"? They want a specific answer. If you can answer this quickly and successfully they are impressed with your customer service.

Hunter and Gatherer

Gatherers on the other hand will often start a conversation by not using "open" questions (where, what, who, how) but will start a conversation with a conversational approach such as "You have a lovely shop, I was looking for ". To provide a direct response in this situation would be considered rude and you may lose the customer.

In this situation the customer expects a conversation. They still expect you to have a high degree of product knowledge, but they also expect you to know stories about the products on display and other interesting facts. They also want your team member to be a caring person and show interest in them as a person.

Remember, your team will also be made up of a mixture of gatherers and hunters.

Gatherers will need to be trained in the skills required to identify hunters and to communicate effectively with this group. Hunters will need to be trained in gatherer identification and how to effectively communicate to this group.

This is not an easy task; gatherers often feel uncomfortable communicating with hunters as they feel they are being abrupt, whilst hunters may argue they feel they are wasting their time and the consumer's time.

What Next?

Take a look at your store; is it designed to service the needs of both groups?

Does your signage provide for the needs of both groups?

Do your team members know how to communicate with both market sectors?

Many stores are designed with gatherers in mind and hunters are often neglected. Hunters are users as well and if they enjoy their experience they can contribute to the growth of your business.

John Stanley is a conference speaker and retail consultant with over 20 years experience in 15 countries. He regularly contributes to retail magazines around the world and has authored several successful marketing and retail books including the best seller Just About Everything a Retail Manager Needs to Know. Visit

Related Content:

Hunters and Gatherers – Are You Serving Both Their Needs?

Living Impeccably

Basic Turkey Hunting Tips

Homeowners Insurance Quotes

In The Beginning

Read more Content at

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!