

The Nautilus

Some 500 million years ago, before the evolution of bony fish, a group of simple sea creatures were enjoying their hey day in the deep oceans of the earth.

Little-changed since that time, nautiluses are now considered by some scientists to be 'living fossils'. While other similar animals fell victim to mass extinction, the nautiluses survived and continue to diversify and evolve today. They not only survived – they thrived!

"That's all very interesting but what's it got to do with accountancy?" we hear you ask.

Well we think that, like the nautilus, your business needs to thrive to survive. The most distinctive feature of the nautilus and perhaps the key to its success, is its shell, whose mother-of-pearl lining and beautiful spiral shape have inspired poets and puzzled scientists for centuries.

The shell is divided into separate chambers and the animal occupies only the outermost of these. If it needs to it can retract completely inside this chamber and close it with a leathery hood. As it grows the nautilus creates a new chamber, moves into this larger living room and seals off the old chambers behind it. This clever system allows the nautilus to grow without changing shape.

The incredibly strong shell also allows the nautilus to tolerate dramatic changes in temperature and pressure and is a strong deterrent to predators. What's more, the gas trapped in the sealed chambers gives the creature neutral buoyancy, allowing it to swim freely through the oceans.

Like the nautilus, your business needs to be able to grow, but without changing its fundamental nature. It needs to be able to adapt to the changing economic climate and withstand potential threats from competitors, unforeseen events and other business risks. You need to have a clear understanding of how to navigate the ever-changing waters of commerce. With our range of tools and business improvement services, baldry + sanford can be the nautilus' shell; the key to your business success.