

Playmobil



- Playmobil was invented in the 1970s and the first three characters were a construction worker, a knight and a native American. Since then over three billion figures have been sold, with over four hundred different haircuts!
- The toys were designed to get the right balance between rigidity and flexibility, to make them robust enough to play with, but also to encourage children's imaginations.
- Have you got the right balance between being rigid and flexible?
- Are you strong when you need to be, and able to stick to your principles rather than being easily swayed by others?
- Are you open to new ideas and able to change your plans or opinions as appropriate?
- Do you have the wisdom to know when to be firm and when to give? Or friends you trust to give you good advice?

'We are stubborn on vision. We are flexible on details.'

Jeff Bezos