



**«They did not know it was impossible,  
so they did it.»**

*Mark Twain*

## New Year – new wing beats

A popular myth from 1930 says that the aerodynamic body of the bumblebee does not enable it to fly. The width of its wings would be too small to keep its huge body in flight. And the bumblebee would fly because it does not know that it cannot fly.

Today, we know how the bumblebee flies: it makes 200 wing beats per second, with each figure-eight movement creating a lift effect that leads to sensory-nervous feedback and allows it to stabilize and adjust its flight very responsively.

Our New Year's wish for you is to be a bumblebee, no matter how big your wings are, fly and persevere to achieve your goals. Use creative strategies to overcome challenges you previously thought impossible. Imitate the bumblebee that does not know that its wings are a priori too small.

Believe in yourself and pull out all the stops so that your projects can take off.

We will be happy to accompany you again in 2023 to make your projects fly.

In this spirit, we wish you a happy, peaceful and healthy New Year and best wishes for 2023.

Your team at Pichler & Partner

## **PICHLER & PARTNER AG**

Human Resources Solutions

### **Office Schönenwerd**

Bally-Areal | Parkstrasse 2  
CH-5012 Schönenwerd  
Tel. +41 62 858 07 00

### **Office Zurich**

Am Stauffacher | Badenerstrasse 21  
CH-8004 Zurich  
Tel. +41 43 817 65 35

### **Office Zug**

Neugasse 15 | CH-6300 Zug  
Tel. +41 41 725 36 60

### **Office Basel**

Grabenackerstrasse 15 | CH-4142 Münchenstein  
Tel. +41 61 415 15 06

### **Office Geneva**

Rue de Lausanne 72 | CH-1202 Geneva  
Tel. +41 22 795 07 00

Schönenwerd | Zurich | Zug | Basel | Geneva  
[www.pichler-partner.com](http://www.pichler-partner.com)  
[info@pichler-partner.com](mailto:info@pichler-partner.com)



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