



7 Secrets of
Preening

How To Succeed in a
Competitive Environment

An Absolute Necessity

- Their ability to fly effortlessly and beautifully is dependent on something we tend to pay little attention to... Preening... The act of self-maintenance to maintain its ability to fly.
- Depending on the bird species, on any given day, it will spend anywhere from two to ten times as much time prepping to fly than actually flying.



FREE AS A BIRD

- Preening is the difference between rising and falling, between surviving a challenge or being ravaged by it, between readiness and destruction.
- It is the daily, unglamorous work of restoring alignment, removing what drains you, and reinforcing what makes your life and work effortless under pressure.



A vibrant red cardinal is perched on a weathered wooden post. The bird is facing right, showing its characteristic black mask and bright red plumage. The background is a soft-focus, warm-toned wooden wall.

7 Reasons Birds Preen

And We Should Too

Structure & Order (Feather Alignment)

- Feathers are the structures that make flight possible.
- For optimal lift and smoother flight, they need to be aligned with each other, not in conflict.
- In your personal life the structures that give you lift are typically relationships.
- When key relationships are not aligned, it creates tensions that hold you back.



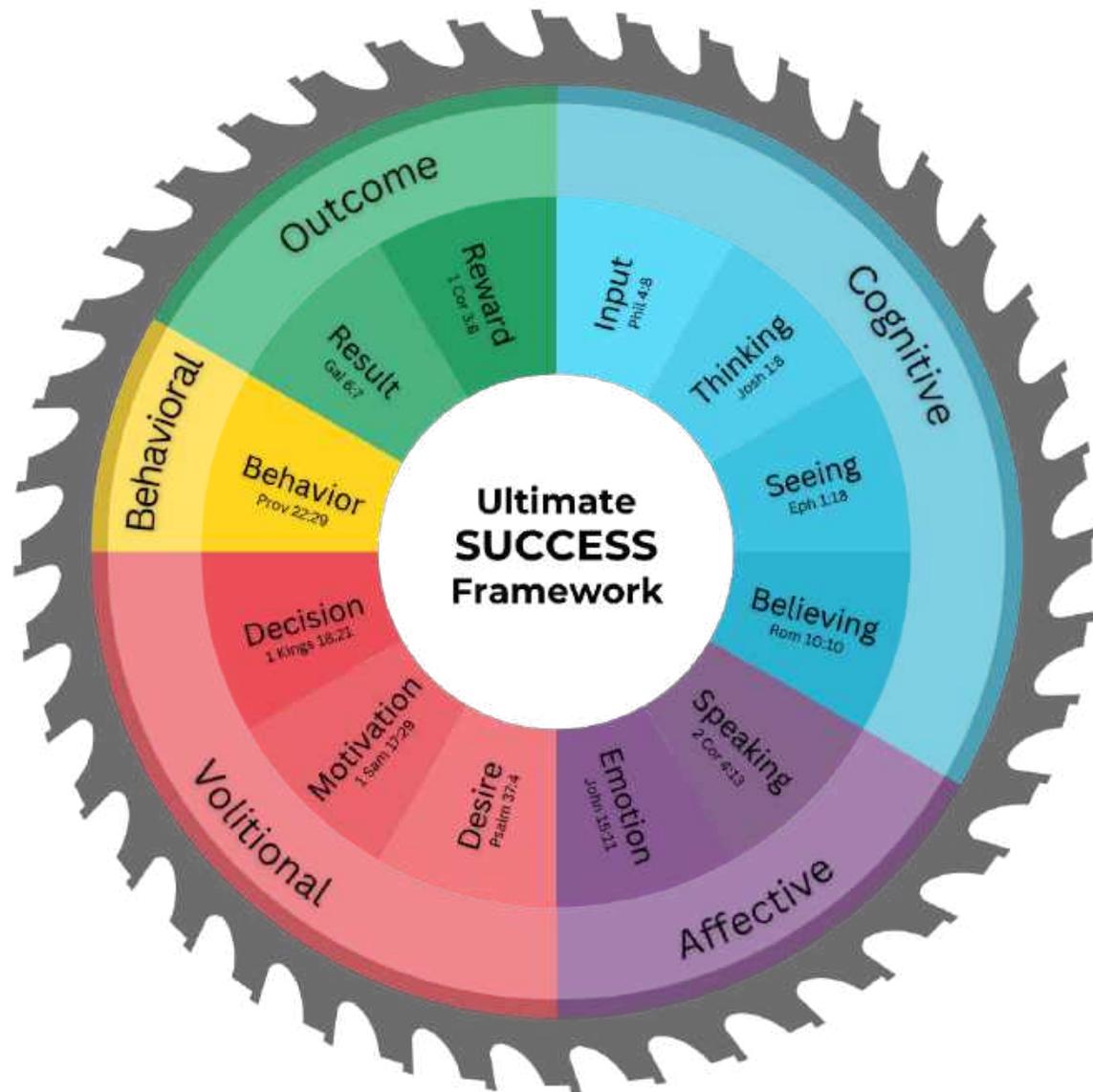
Remove Contamination (Feather Cleanliness)

- Birds get dirty but God wired them to want to be clean.
- This reduces weight, prevents disease, keeps them well insulated and maintains feather functionality.
- One of the greatest hindrances to gaining elevation in life is the contamination we pick up in our thoughts.
- Negative, depressing, fear based, toxic input will hold you down.



Ultimate Success Framework

- Every thought has a source (INPUT)
- Your INPUT shapes your life.
- The more you think (meditate) on something, the clearer the image becomes on the inside and it drops down into your heart, and then it's no longer just an idea, it attaches to your identity.



Protection and Longevity (Oil Distribution)

- Birds spread oil from a gland at the base of the tail, across their feathers.
- This provides waterproofing, insulation, flexibility and enhances feather durability.
- In the Bible, oil is a type or picture of the Holy Spirit.
- Birds protect their ability to fly by applying oil on their feathers.
- The first thing this oil does is provide waterproofing.



Micro-Corrections (Feather Repair)

- They are in constant repair mode, fixing bent or separated barbs.
- These are not major overhauls, but rather small fixes to prevent compounding damage.
- Little micro adjustments will protect you when the bigger tests come along.



Threat Elimination (Parasite Removal)

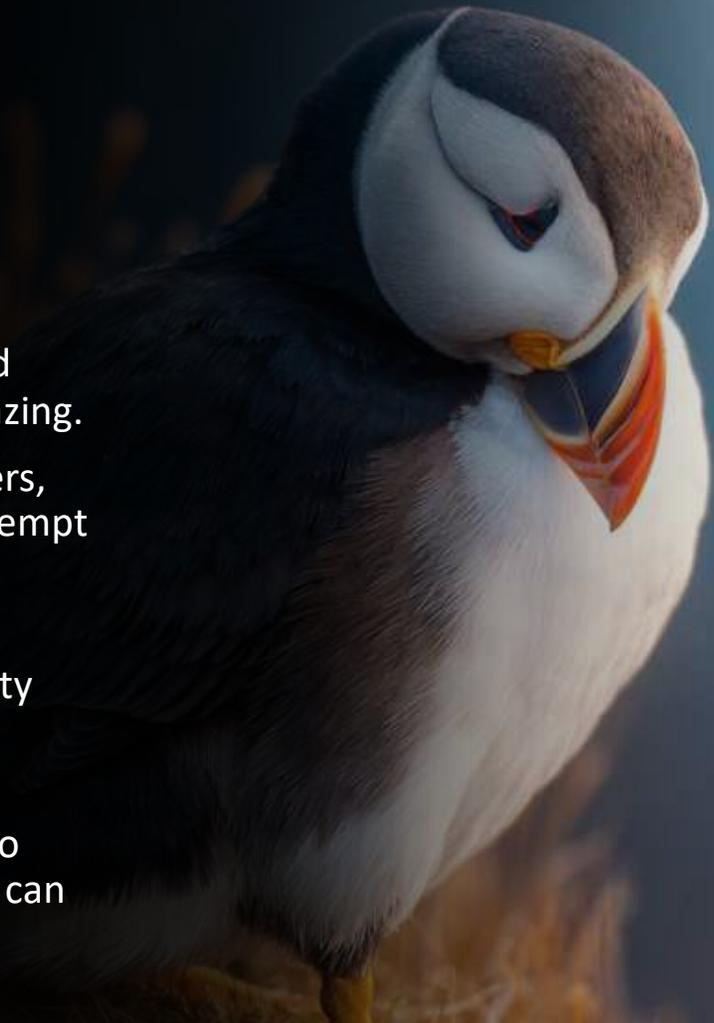
- Birds pick up lice, mites, and other organisms that quietly feed on them. They meticulously remove them to prevent disease, preserve their health and stop the energy drain.
- Parasites suck the life out of you and give nothing back.
- The bible warns against parasitic relationships in Proverbs 30:15, “The leech has two daughters... Give and Give”.



Readiness (Feather Conditioning)

- When birds sense a storm is close, they instinctively do what they have been programmed to do...
- They tuck their head under wing, stand on one leg to reduce exposure and shelter feathers from wind abrasion.
- We tend to do under pressure what we've always done.





Identity

(Fidelity to Design)

- The variation in feather design, color and function in the bird world is beyond amazing.
- Birds are careful to maintain their feathers, specific to their species and make no attempt to look or fly like, a different species.
- Consider the Puffin, found in the North Atlantic coastlands. This bird can fly pretty fast at around 60 mph.
- But unlike other birds, it can also fly underwater at up to 10 mph and travel to depths of 200 feet. No osprey or pelican can do that, nor do they try.