

Good To Great

Author Jim Collins

2001, Fortune 500 Companies, 15 years & then a "Tipping Point"

3 X the market - cumulative returns for the next 15 years

11 companies studied & 11 other "Direct Comparisons"

Simplicity

Practicality

Directness

7 "BIG" Things:

1. Level 5 Leadership
2. First WHO, then WHAT (The bus)
3. Confront The Brutal Facts
4. Hedgehog & Fox
5. Culture Of Discipline
6. Technology as an Accelerator
7. Flywheel & Doom Loop - MOMENTUM