

# GOOD TO GREAT — JIM COLLINS

## Core Idea:

Most people never become great because they get comfortable being good.

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## 1. Good is the Enemy of Great

- Average effort creates average lives
- Comfort kills growth
- “Good enough” is where winners go to lose

## Facts

**You don't fail because you're incapable — you fail because you tolerate average.**

## Tie to THE TEN:

If you're not doing all 10... you're choosing good over great.

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## 2. LEVEL 5 LEADERSHIP

**Level 5 leaders are rare because most people never get past themselves.**

They want credit, recognition, to be right, to look good in front of others.  
But greatness requires the opposite.

## What Level 5 actually looks like:

- Takes responsibility when things go wrong
- Gives credit when things go right
- Obsessed with results, not attention
- Open to being corrected, coached, and challenged
- Does the work even when nobody is watching

**Facts:** If you always need to be right, you'll never get better.

## Ego vs Growth:

Ego says: “I already know this” “That doesn't apply to me” “I'm doing fine”

Growth says: “Where am I off?” “What can I fix?” “Who can help me get sharper?”

**Facts:** The moment you think you've arrived... you've plateaued.

**How ego shows up in sales:**

- Not following the script because “your way is better”
- Ignoring coaching or tweaking the system
- Getting defensive on feedback
- Blaming leads, customers, or pricing
- Cutting corners instead of mastering fundamentals

**Facts:** You don't outperform the system — you get exposed by it.

**Tie directly to THE TEN:**

Ego kills:

- Being Coachable → you stop improving
- Attitude → you resist correction
- Doing Extra → you think you've done enough

Laziness creeps in right behind it.

The truth most won't accept:

You are not stuck because of your market, your leads, or your circumstances.

You're stuck because you won't fully submit to the process and haven't humbled yourself enough to learn.

Standard for your team:

- Be the most coachable person in the room
- Seek feedback, don't avoid it
- Run the system exactly as designed
- Let results speak — not your opinion

**Facts:** Humble people grow fast. Proud people stay the same.

**FINAL HIT:**

Ego makes you feel good today. Discipline makes you successful long term.

You have to choose.

If you want great:

- Kill the ego
- Lock into the system
- Execute THE TEN at a high level

No exceptions.

### 3. First Who, Then What

- Get the right people on the team
- Then build the plan

#### Facts:

You don't fix weak systems with strong talk — you fix them with the right people.

#### Tie to THE TEN:

THE TEN filters who belongs:

- Work ethic
- Energy
- Passion

If those aren't there, nothing else matters.

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### 4. Confront Brutal Facts (No Excuses)

- Top performers face reality fast
- No blaming leads, customers, or circumstances

#### Facts

Excuses are the fastest way to stay stuck.

#### Tie to THE TEN:

- Effort
- Body language
- Being prepared

You either own your results... or you explain them.

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### 5. The Hedgehog Concept (Master the Basics)

- Great companies do a few things extremely well
- Not everything... just the right things consistently

#### Facts

Greatness is boring — it's repetition done at a high level.

**Tie to THE TEN:**

THE TEN is your hedgehog:

- Show up on time
- Bring energy
- Work hard
- Do extra

Simple. Not easy.

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## **6. Culture of Discipline (No Babysitting)**

- Great teams don't need to be managed
- They manage themselves through standards

**Facts**

Discipline beats motivation every time.

**Tie to THE TEN:**

THE TEN is the standard — not a suggestion.

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## **7. The Flywheel Effect**

- Success isn't one big moment
- It's small actions, stacked daily

**Facts**

You don't "turn it on"... you build it up.

**Tie to THE TEN:**

Every time you:

- Show up on time
- Do extra
- Bring energy

You push the flywheel.

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# THE REAL PROBLEM (Call It Out)

People don't fail because they don't know what to do.

They fail because:

- Their **ego blocks coaching**
  - Their **laziness avoids discipline**
  - They want results without standards
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## FINAL MESSAGE

THE TEN requires zero talent.

That means:

- If you're not doing them... it's not ability
- It's a decision

**Facts:**

**You don't rise to the level of your goals — you fall to the level of your standards.**

**Bottom Line:**

Greatness isn't complicated.

It's:

- Showing up
- Locking in
- Doing the simple things... every single day

**No ego. No excuses. No shortcuts.**

Run it.