

## Good To Great Jim Collins

Book Summary: Good to Great by Jim Collins Good To Great Summary \u0026amp; Review (Jim Collins) - ANIMATED Review of Good to Great by Jim Collins Book Review: Good to Great by Jim Collins Good To Great | Summary In Under 11 Minutes (Book by Jim Collins) Summary of Good to Great by Jim Collins | 75 minutes audiobook summary Jim Collins: Good To Great GOOD TO GREAT by Jim Collins | Core Message Jim Collins - Great by Choice, Uncertainty, Chaos, and Luck Question #5: Have you found your hedgehog -- your personal hedgehog? Jim Collins - Build Your Personal Flywheel | The Learning Leader Show With Ryan Hawk Turning the Flywheel: A Monograph to Accompany Good to Great The Right People Jim Collins Empresas Que Sobresalen (Good To Great) - Un Resumen de Libros para Emprendedores Good to Great | 5 Most Important Lessons | Jim Collins (AudioBook summary) The Hedgehog Concept, Good to Great (Finding Your Purpose in Life) - Actionable Level 5 Good to Great From Good to Great: What Defines a Level V Leader? Jim Collins: Being Great Is a Matter of Choice and Discipline | Nordic Business Forum 2014 Book of the Week - Good to Great by Jim Collins Jim's Seven Questions: Learning From Young Leaders Full Talk Good to Great by Jim Collins (Detailed Book Summary) Good to Great by Jim Collins: Animated Summary Becoming Great by Choice with Jim Collins How To Become A Great Leader → LEVEL 5 LEADERSHIP from Good To Great by Jim Collins Start with why -- how great leaders inspire action | Simon Sinek | TEDxPugetSound Never Split The Difference | Chris Voss | TEDxUniversityofNevada How to become 37.78 times better at anything | Atomic Habits summary (by James Clear) Good to Great by Jim Collins: Book Summary Jim Collins — Good to Great — The Knowledge Project #67 GOOD TO GREAT (by Jim Collins) Top 7 Lessons | Book Summary How A Good Company Can Become A Great Company With GOOD TO GREAT By Jim Collins - Book Summary #29 Good to Great

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BE 2.0 (Beyond Entrepreneurship 2.0)

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Summary, Analysis, and Review of Jim Collins's Good to Great

Eat Sleep Work Repeat

Hacking Leadership

Jim Collins' Good to Great Summary

Good to Great

*Good To Great Jim Collins*

OMB No. 2037137659540 edited by

### FRANKLIN FERNANDA

*Good to Great* Penguin

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the verybeginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

*Guide to Jim Collins's Good to Great* Good to Great

This inspiring and yet eminently practical guide shows entrepreneurs how to steer a company to enduring greatness. Leadership style, vision, corporate strategy, innovation, tactical excellence and other key elements are all explored in depth.

*Joan Garry's Guide to Nonprofit Leadership* Harper Collins

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the verybeginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock

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**No Rules Rules** Harper Collins

For a complete understanding of Jim Collins's Good to Great, we strongly encourage you to purchase the original book titled Good to Great: Why Some Companies Make the Leap ... and Others Don't by HarperBusiness. What does it take for a company, large or small, to make the leap from merely being good to being great? Can the principles of greatness in business be universally applied outside the corporate world? In his multimillion selling blockbuster Good to Great: Why Some Companies Make the Leap ... and Others Don't, Jim Collins surveys eleven of America's most successful companies and attempts to answer why they are so great. Good to Great in 30 Minutes is a concise guide to understanding Jim Collins's theory that good companies transcend their limitations to becoming great through discipline; focused, ambitious leadership; and use of technology to accelerate growth. This expert guide details: \* Jim Collins's background as a research-based business strategist \* Critical analysis of Collins's methodology for determining truly great companies and how they became industry leaders \* A chapter-by-chapter synopsis explaining the main principles in Good to Great \* Collins's key concepts of assembling the right team, overcoming adversity, and achieving and sustaining greatness \* Key Terms and definitions covering concepts such as a "doom loop" and "Level 5 Leaders." \* Recommended Reading and a Bibliography for further research into this fascinating business theory. Good to Great in 30 Minutes is an introduction to the key concepts of Good to Great and a detailed look at how Jim Collins and his colleagues arrived at their conclusions. Good to Great appeals not only to business leaders but also to anyone interested in taking an organization from good to great. About the 30 Minute Expert Series Offering a concise exploration of a book's ideas, history, application and critical reception, the 30 Minute Expert Series is designed for busy individuals interested in acquiring an in-depth understanding of seminal works. More than just a summary, the 30 Minute Expert Series offers detailed analysis, critical presentation of key ideas and their application, extensive reading lists for additional information, and a contextual understanding of the work of leading authors. Designed as a companion to the original work, the 30 Minute Expert Series enables readers to develop expert knowledge of an important work ... in 30 minutes.

*Summary - Good to Great* John Wiley & Sons

Introduction -- The height requirement -- Secure your shoulder harness -- Fuel for the motor -- Filling your empty seats -- Riding in the front seat -- Picking up speed -- Hands in the air -- Smile for the

camera -- Epilogue -- Final word -- Acknowledgements -- Additional resources.

## SUMMARY OF JIM COLLINS' GOOD TO GREAT

Business & Professional Division

The New York Times bestseller Shortlisted for the 2020 Financial Times & McKinsey Business Book of the Year Netflix cofounder Reed Hastings reveals for the first time the unorthodox culture behind one of the world's most innovative, imaginative, and successful companies There has never before been a company like Netflix. It has led nothing short of a revolution in the entertainment industries, generating billions of dollars in annual revenue while capturing the imaginations of hundreds of millions of people in over 190 countries. But to reach these great heights, Netflix, which launched in 1998 as an online DVD rental service, has had to reinvent itself over and over again. This type of unprecedented flexibility would have been impossible without the counterintuitive and radical management principles that cofounder Reed Hastings established from the very beginning. Hastings rejected the conventional wisdom under which other companies operate and defied tradition to instead build a culture focused on freedom and responsibility, one that has allowed Netflix to adapt and innovate as the needs of its members and the world have simultaneously transformed. Hastings set new standards, valuing people over process, emphasizing innovation over efficiency, and giving employees context, not controls. At Netflix, there are no vacation or expense policies. At Netflix, adequate performance gets a generous severance, and hard work is irrelevant. At Netflix, you don't try to please your boss, you give candid feedback instead. At Netflix, employees don't need approval, and the company pays top of market. When Hastings and his team first devised these unorthodox principles, the implications were unknown and untested. But in just a short period, their methods led to unparalleled speed and boldness, as Netflix quickly became one of the most loved brands in the world. Here for the first time, Hastings and Erin Meyer, bestselling author of The Culture Map and one of the world's most influential business thinkers, dive deep into the controversial ideologies at the heart of the Netflix psyche, which have generated results that are the envy of the business world. Drawing on hundreds of interviews with current and past Netflix employees from around the globe and never-before-told stories of trial and error from Hastings's own career, No Rules Rules is the fascinating and untold account of the philosophy behind one of the world's most innovative, imaginative, and successful companies.

*A Joosr Guide To... Good to Great by Jim Collins* Random House

PLEASE NOTE: This is a key takeaways and analysis of the book and NOT the original book. Start Publishing Notes' Summary, Analysis, and Review of Jim Collins's Good to Great: Why Some Companies Make the Leap... and Others Don't includes: Summary of the book A Review Analysis & Key Takeaways A detailed "About the Author" section Preview: In Good to Great: Why Some Companies Make the Leap...and Others Don't, Jim Collins posits that most American entities (from the federal government and multi-national corporations all the way down to individuals) are hindered by being good, and thus not rising to being great. "That good is the enemy of great is not just a business problem," he writes. "It is a human problem"(16). As such, the question naturally arises: Can a good enough government, company, organization, or person become a great one? If so, is there a discrete methodology that might consistently yield a transformation from good to great? "Or is the disease of 'just being good' incurable?"(5). To answer this question, Collins and his team executed a massive research project (spanning five years and totaling a combined 15,000 hours of research for its twenty-one-person team). Rather than beginning with a hypothesis and drilling down for confirmation or falsification, Collins and his team started by collecting, coding, and analyzing raw data and existing writing and research. From there they worked their way up to a set of core practices among organizations that move from good to great, ultimately working up a linear roadmap any organization can follow to make such a transformation.

**Good to Great** HarperCollins

Nonprofit leadership is messy Nonprofits leaders are optimistic by nature. They believe with time, energy, smarts, strategy and sheer will, they can change the world. But as staff or board leader, you know nonprofits present unique challenges. Too many cooks, not enough money, an abundance of passion. It's enough to make you feel overwhelmed and alone. The people you help need you to be successful. But there are so many obstacles: a micromanaging board that doesn't understand its true role; insufficient fundraising and donors who make unreasonable demands; unclear and inconsistent messaging and marketing; a leader who's a star in her sector but a difficult boss... And yet, many nonprofits do thrive. Joan Garry's Guide to Nonprofit Leadership will show you how to do just that. Funny, honest, intensely actionable, and based on her decades of experience, this is the book Joan Garry wishes she had when she led GLAAD out of a financial crisis in 1997. Joan will teach you how to: Build a powerhouse board Create an impressive and sustainable fundraising program Become seen as a 'workplace of choice' Be a compelling public face of your nonprofit This book will renew your passion for your mission and organization, and help you make a bigger difference in the world.

Harper Collins

This is a SHORTENED VERSION of the original book; to help you understand the book faster and better! Good to Great: Shortened Version(Into 35 Pages or Less)! Why Some Companies Make the Leap...And Others Don't Good to Great is a book written by American author, business consultant and lecturer on the subjects of company sustainability and its economic growth, Jim Collins. Collins enrolled Stanford University and studied Mathematic and managed to obtain his MBA, which was followed by eighteen months of working as a consultant with McKinsey and Co. Afterwards he worked as a product manager for Hewlett and Packard. Besides writing this book, Collins also wrote or co-authored all together six books and all of them were based on his research. One of the books he wrote was built to Last, a book that was best-seller for more than six years and a book that was also translated into twenty-five languages. Good to Great: Why Some Companies Make the Leap...And Others Don't talks about what makes crucial difference between companies that do good and companies that do great business. There the author continues and explains that even though initially there is nothing wrong with 'good', but later that 'good' can and often does, prevent us from achieving more of our potential. Good will keep us satisfied with current situation, but because of this satisfaction we will be unable and unwilling to try to achieve something more. Things are similar in business. While there are many companies that are good, there are only a few companies that exceed at what they do, which means that there are many companies that are somewhat 'stuck' in being good. This book offers ways how to understand what distinguishes good and great companies and what each company should do in order to achieve being 'great', which makes it excellent literature for businessmen. Here Is A Preview Of What You Will Get: In Good to Great, you will get a shortened version of the story In Good to Great, you will find the book analyzed to further strengthen your knowledge. In Good to Great, you will get some fun multiple choice quizzes, along with answers to help you learn about the novel. Click the Buy Now With One Click Button, and learn everything about Good to Great .

*Good to Great* Createspace Independent Publishing Platform

From Jim Collins, the most influential business thinker of our era, comes an ambitious upgrade of his classic, Beyond Entrepreneurship, that includes all-new findings and world-changing insights. What's the roadmap to create a company that not only survives its infancy but thrives, changing the world

for decades to come? Nine years before the publication of his epochal bestseller Good to Great, Jim Collins and his mentor, Bill Lazier, answered this question in their bestselling book, Beyond Entrepreneurship. Beyond Entrepreneurship left a definitive mark on the business community, influencing the young pioneers who were, at that time, creating the technology revolution that was birthing in Silicon Valley. Decades later, successive generations of entrepreneurs still turn to the strategies outlined in Beyond Entrepreneurship to answer the most pressing business questions. BE 2.0 is a new and improved version of the book that Jim Collins and Bill Lazier wrote years ago. In BE 2.0, Jim Collins honors his mentor, Bill Lazier, who passed away in 2005, and reexamines the original text of Beyond Entrepreneurship with his 2020 perspective. The book includes the original text of Beyond Entrepreneurship, as well as four new chapters and fifteen new essays. BE 2.0 pulls together the key concepts across Collins' thirty years of research into one integrated framework called The Map. The result is a singular reading experience, which presents a unified vision of company creation that will fascinate not only Jim's millions of dedicated readers worldwide, but also introduce a new generation to his remarkable work.

Great by Choice Createspace Independent Publishing Platform

Good to Great: Why Some Companies Make the Leap... And Others Don't by Jim Collins - Book Summary - Readtrepreneur (Disclaimer: This is NOT the original book, but an unofficial summary.) What are the variables that distinguish a good company from a great one? Can your company become great? Knowing how to do it is the most important step and Good to Great will be essential on covering that gap. Good to Great does its absolute best on providing the knowledge you need to know to make your company distinguish itself from its competition. There is no need to settle on "good" when it can be great and having the best guide at your disposal is the best way to aim for the top. (Note: This summary is wholly written and published by Readtrepreneur. It is not affiliated with the original author in any way) "Great vision without great people is irrelevant" - James C. Collins Being the #1 bestselling book with more than 2 million copies sold, Good to Great is the best way to learn how the best companies triumph over others and how your company can be the successful one. This book is not meant for settlers, it teaches you how to improve your position even if you are not in a bad one. Do you want to always strive to the highest mountain? Then this book is for you. Jim Collins stresses the importance of knowing that your company doesn't have to be "born with great DNA" to be one of the greats because what's necessary is knowing when to act and when not to. P.S. Good to Great is an extremely useful book that will help your company excel among others. In order to succeed, you need to be competitive, you need to be vicious, and you need to be ambitious. The Time for Thinking is Over! Time for Action! Scroll Up Now and Click on the "Buy now with 1-Click" Button to Download your Copy Right Away! Why Choose Us, Readtrepreneur? ● Highest Quality Summaries ● Delivers Amazing Knowledge ● Awesome Refresher ● Clear And Concise Disclaimer Once Again: This book is meant for a great companionship of the original book or to simply get the gist of the original book.

*Book Review: Good to Great by Jim Collins* HarperCollins

Please note: This is a companion version & not the original book. Sample Book Insights: #1 Good is the enemy of great. And that is one of the main reasons why we have so little that becomes great. We don't have great schools, governments, or companies because it is just so easy to settle for a good life. #2 The good-to-great examples that made the final cut attained extraordinary results. #3 The quest to find the secrets of greatness began with a single company, Walgreens, and its transformation from a mediocre company to a great one. The five-year study yielded many insights, many of which were surprising and contrary to conventional wisdom. #4 I began to assemble a team of researchers. We found eleven good-to-great examples, including Fannie Mae and Walgreens, which surprised us. It is possible to turn good into great in the most unlikely of situations.

Free to Focus Readtrepreneur Publishing

This is a Summary of Jim Collins' Good to Great: Why Some Companies Make the Leap ... And Others Don'tThe ChallengeBuilt to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning.But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness?The StudyFor years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great?The StandardsUsing tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck.The ComparisonsThe research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good?Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't.The FindingsThe findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include:Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness.The Hedgehog Concept (Simplicity within the ThreeCircles): To go from good to great requires transcending the curse of competence.A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology.The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap."Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people."Perhaps, but who can afford to ignore these findings?Available in a variety of formats, this summary is aimed for those who want to capture the gist of the book but don't have the current time to devour all 300 pages. You get the main summary along with all of the benefits and lessons the actual book has to offer. This summary is not intended to be used without reference to the original book.

Good To Great And The Social Sectors Harper Collins

Good to Great: Why Some Companies Make the Leap...And Others Don't - A Complete Summary Good to Great is a book written by the American author Jim Collins. Jim is a lecturer and business consultant. His lectures focus on the subjects of business sustainability and economic growth. Collins attended Stanford University where he received his MBA in Mathematics. He then spent eighteen months working as a consultant for McKinsey and Co. before becoming a product manager for Hewlett Packard. Collins has also written or co-authored six other books in addition to Good to Great, all of which are based on his research. One of these books, Built to Last, was a best-seller for more than six years and has been translated into twenty-five languages. Good to Great: Why Some Companies Make the Leap...And Others Don't talks about the crucial differences between companies

that do passably good business and those that do exceptionally great business. After this initial discussion, the author explains that even though there is nothing wrong with "good," that "good" can, and often does, prevent us from achieving more of our potential. Good will keep us satisfied with the current situation, and because of this satisfaction we may be unable and unwilling to try to achieve something better. This concept applies in business as well. While there are many companies that are good, there are only a few companies that excel at what they do. This means that there are many companies that are "stuck" with being "good." This book offers ways to understand what distinguishes between good and great companies and what each company should do in order to achieve being "great." The research and suggestions make it excellent literature for businessmen. Here Is A Preview Of What You Will Get: - In Good to Great, you will get a summarized version of the book. - In Good to Great, you will find the book analyzed to further strengthen your knowledge. - In Good to Great, you will get some fun multiple choice quizzes, along with answers to help you learn about the book. Get a copy, and learn everything about Good to Great

[Jim Collins' Good to Great Why Some Companies Make the Leap ... and Others Don't Summary](#)  
BookSummaryGr

Good To Great: by Jim Collins | Summary & Analysis A Smarter You In 15 Minutes... What is your time worth? Humility is the cornerstone of any successful business! The author of Good to Great skilfully outlined all the challenges it takes for a business to sustain long-term meaningful growth. Jim Collins meticulously outlined that great leaders are not over-indulgent or self-absorbent, but are rather focus on the overall success, and growth of their organizations. Great leaders are capable of identifying the best possible solution that can optimize even bad, or mediocre companies. Primarily with effective management skills, they have the capabilities to efficiently, and effectively transition any company from Good to Great. Collins stated that with optimal thinking, anyone can identify their strength and weaknesses, then effectively used the information to reconstruct, and transform a faltering organization to one of greatness. Collins Hedge concept - beautifully outlined the process of self-discovery. Most importantly, it teaches that you should find something that you are passionate about, once you have discovered that one thing - you can put all your passion into it, and work assiduously to create your very own success story. Detailed overview of the book Most valuable lessons and information Key Takeaways and Analysis Take action today and download this book for a limited time discount of only \$6.99! Written by Elite Summaries Please note: This is a detailed summary and analysis of the book and not the original book. keyword: Good To Great, Good to Great by Jim Collins, Good To Great book, good to great why some companies make the leap...and others don't, Good To Great kindle, Good To Great paperback, Jim Collins

*The Four Obsessions of an Extraordinary Executive* Harper Collins

Detailed summary and analysis of Good To Great.

*Good to Great in 30 Minutes - The Expert Guide to Jim Collins's Critically Acclaimed Book (the 30 Minute Expert Series)* Diversion Books

Building upon the concepts introduced in Good to Great, Jim Collins answers the most commonly asked questions raised by his readers in the social sectors. Using information gathered from interviews with over 100 social sector leaders, Jim Collins shows that his "Level 5 Leader" and other good-to-great principles can help social sector organizations make the leap to greatness.

### GOOD TO GREAT: BY JIM COLLINS | SUMMARY & ANALYSIS

Zola Books

A gripping tale that reveals what occupies the minds of the world's best business leaders As CEO, most everything that Rich O'Connor did had something to do with at least one of the four disciplines on his famed "yellow sheet." Some of the firm's executives joked that he was obsessed with it. Interestingly, only a handful of people knew what was on that sheet, and so it remained something of a mystery. Which was okay with Rich, because no one really needed to understand it, other than him. He certainly never suspected that it would become the blueprint of an employee's plan to destroy the firm. In this stunning follow-up to his best-selling book, *The Five Temptations of a CEO*, Patrick Lencioni offers up another leadership fable that's every bit as compelling and illuminating as

its predecessor. This time, Lencioni's focus is on a leader's crucial role in building a healthy organization - an often overlooked but essential element of business life that is the linchpin of sustained success. Readers are treated to a story of corporate intrigue as Rich O'Connor, fictional CEO of technology consulting company Telegraph Partners, faces a leadership challenge so great that it threatens to topple his company, his career and everything he holds true about what makes a leader truly exceptional. In the story's telling, Lencioni deftly helps his readers understand the disarming simplicity and power of creating a healthy organization and reveals four key disciplines that they can follow to achieve it. In *The Four Obsessions of an Extraordinary Executive*, Lencioni delivers an utterly gripping tale with a powerful and memorable message for all who strive to be remarkable leaders.

### SUMMARY OF GOOD TO GREAT

Everest Media LLC

Summary of Good to Great Jim Collin's Good to Great examines companies that have not only endured over time, but who managed the transition from being good companies to becoming outstanding performers. The eleven companies found to have taken this leap managed to outperform the stock market 6.9 times over fifteen years. The author set out to understand what distinguished great organizations from a carefully selected group of companies that did not make the grade. The research team came up with some unexpected outcomes. At the time of the transition from Good to Great all eleven companies were being led by Level 5 Leaders. These people showed a unique combination of humility and professional will. They were prepared to do anything necessary for the benefit of the organization. Level 5 Leaders started out, not by plotting the direction of the company, but by ensuring that they had all the right people in the right positions. Then they confronted the brutal facts of their organization, and used this knowledge to ensure that they chose the right direction for the firm. Knowing what the organization should be doing—and equally importantly what it should not be doing—they stuck stubbornly to the plan even when they were in dire circumstances. The culture of discipline within the organization ensured that the path to excellence would eventually be met. Patience, endurance and discipline, doggedly sticking only to what the company did best, resulted in outstanding results. This investigation of what distinguished the great from the mediocre is an excellent study of what is needed to build great organizations. Here is a Preview of What You Will Get: A Full Book Summary An Analysis Fun quizzes Quiz Answers Etc Get a copy of this summary and learn about the book.

### THE AGE OF IDEAS

50Minutes.com

It can be hard for busy professionals to find the time to read the latest books. Stay up to date in a fraction of the time with this concise guide. Taking a company from being good to being great is no mean feat, but luckily Collins has outlined some interesting concepts to help business owners take the next step towards greatness. From becoming a level 5 leader to improving your way of thinking and acting, Good to Great provides all the advice you need to help your organisation flourish and grow. The book has been translated into 32 languages and has featured on many bestseller lists, including those of the Wall Street Journal and the New York Times, for several months, proving the incredible success of this business book. Collins owns his own management research centre and has often collaborated with large-scale organisations such as CNN and the Marine Corps of the United States, who have benefitted from his profound knowledge and entrepreneurial mindset. This book review and analysis is perfect for: • Anyone looking to take their organisation to the next level • Anyone who wishes to improve their leadership skills • Anyone who is interested in Collins' thought-provoking research in the management field About 50MINUTES.COM | BOOK REVIEW The Book Review series from the 50Minutes collection is aimed at anyone who is looking to learn from experts in their field without spending hours reading endless pages of information. Our reviews present a concise summary of the main points of each book, as well as providing context, different perspectives and concrete examples to illustrate the key concepts.

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