

From Good to Great

Jim Collins's 6 disciplines for builders who want enduring greatness, not just a good quarter.

980

Combined years of data analyzed

11

Companies made the cut

6

Years of rigorous analysis

THE RESEARCH

Greatness Is a Choice

980

Years of Data

Combined company history studied

11

Companies

Met the strict criteria for greatness

15

Years Required

Sustained stock breakout to qualify

6

Years of Study

Dozens of researchers, one conclusion



Finding: Greatness is a choice, not circumstance.



DISCIPLINE 1

Level 5 Leadership



Humility

Ambition channeled into the cause, not the self. Often the last to speak in the room.



Ferocious Will

Relentless drive toward the mission. The company keeps winning after they leave.

First Who, Then What

Get the right people on the bus before deciding where to drive it.

→ Hire Slow

Right people are self-motivated. No management overhead needed.

→ Fire Fast

Stop trying to motivate the wrong people. It never works.

→ People First

Strategy follows talent. Not the other way around.



DISCIPLINE 3

Confront the Brutal Facts

The Stockdale Paradox: Unwavering faith you will prevail, paired with the discipline to face reality.

Optimists

Died of a broken heart. Refused to see reality.

Survivors

Faced brutal facts. Kept faith. Found a way through.

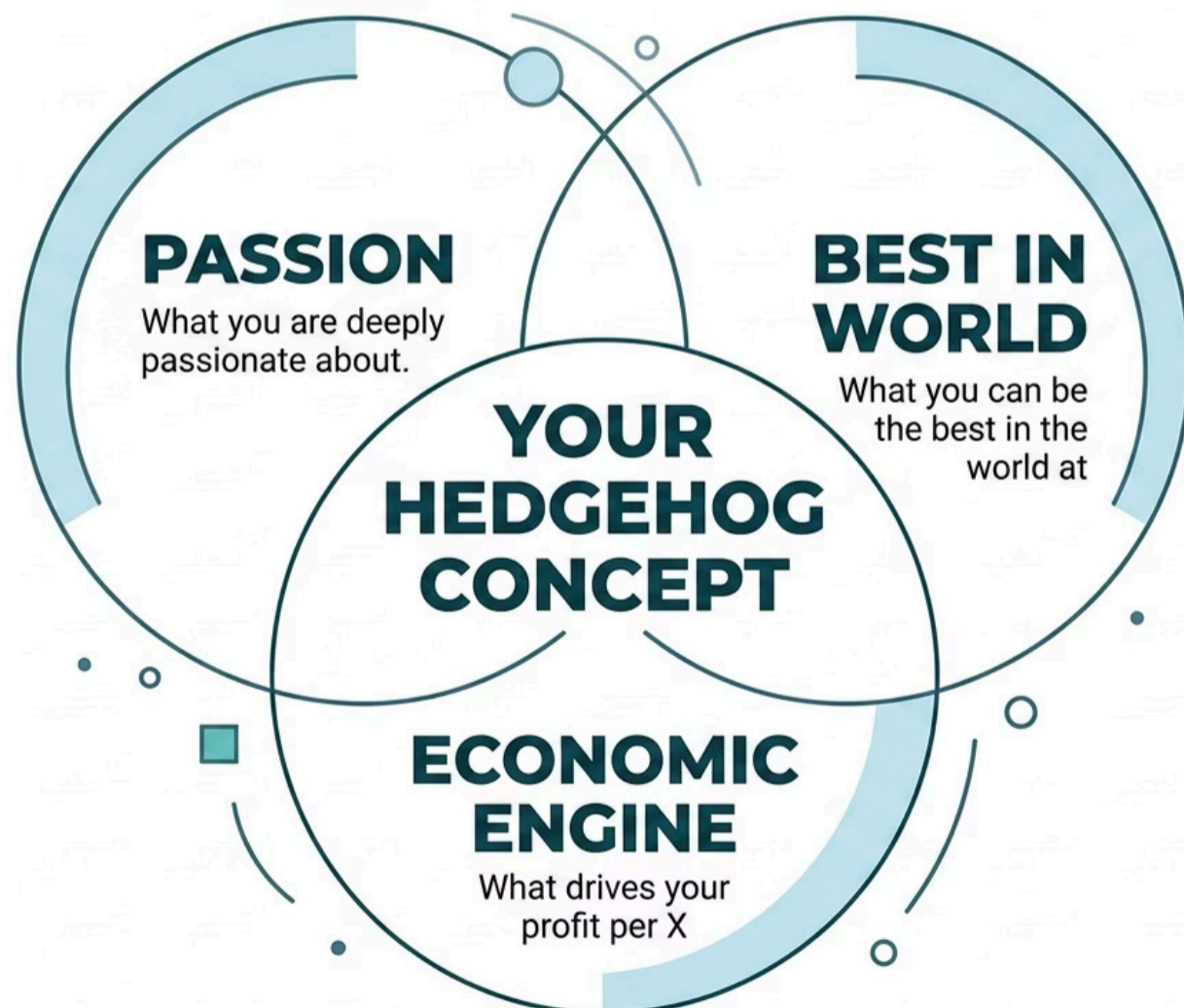


Honest conversations unlock honest solutions.

DISCIPLINE 4

The Hedgehog Concept

Find the intersection of 3 circles. That is your one thing.



The Flywheel Effect



Small Push

Consistent effort, no single defining moment



Momentum Builds

Each turn makes the next one easier



Breakthrough

Compounding results that look like overnight success



Amazon: Video drives Prime. Prime drives shoes. Shoes fund video. Momentum beats motivation.

Greatness Is a Choice

Pick Your Flywheel

Find the one thing worth compounding

Turn It

Small pushes. Every day. No shortcuts.

Keep Turning

Momentum is the strategy. Consistency is the edge.

Greatness is not a function of circumstance. Greatness is largely a matter of conscious choice. – Jim Collins, Good to Great

