Good to Great

By Jim Collins

Good is the Enemy of Great.

- 1. Not the CEO
- 2. Technology, mergers, tag lines, motivational speeches, were not the clinchers.
- 3. The institution is more important than any one person.
- 4. Focused equally on what to do, what not to do and what to stop doing.
- 5. Get the right people on the bus and the wrong people off of the bus.
- 6. Get the right people in the right seat, then drive the bus to the right place.
- 7. Window and Mirror effect. People that take the blame and complement others.
- 8. Train others to be better than themselves. So they can be replaced.

Additional note. Individuals have the innate ability to confuse themselves.

