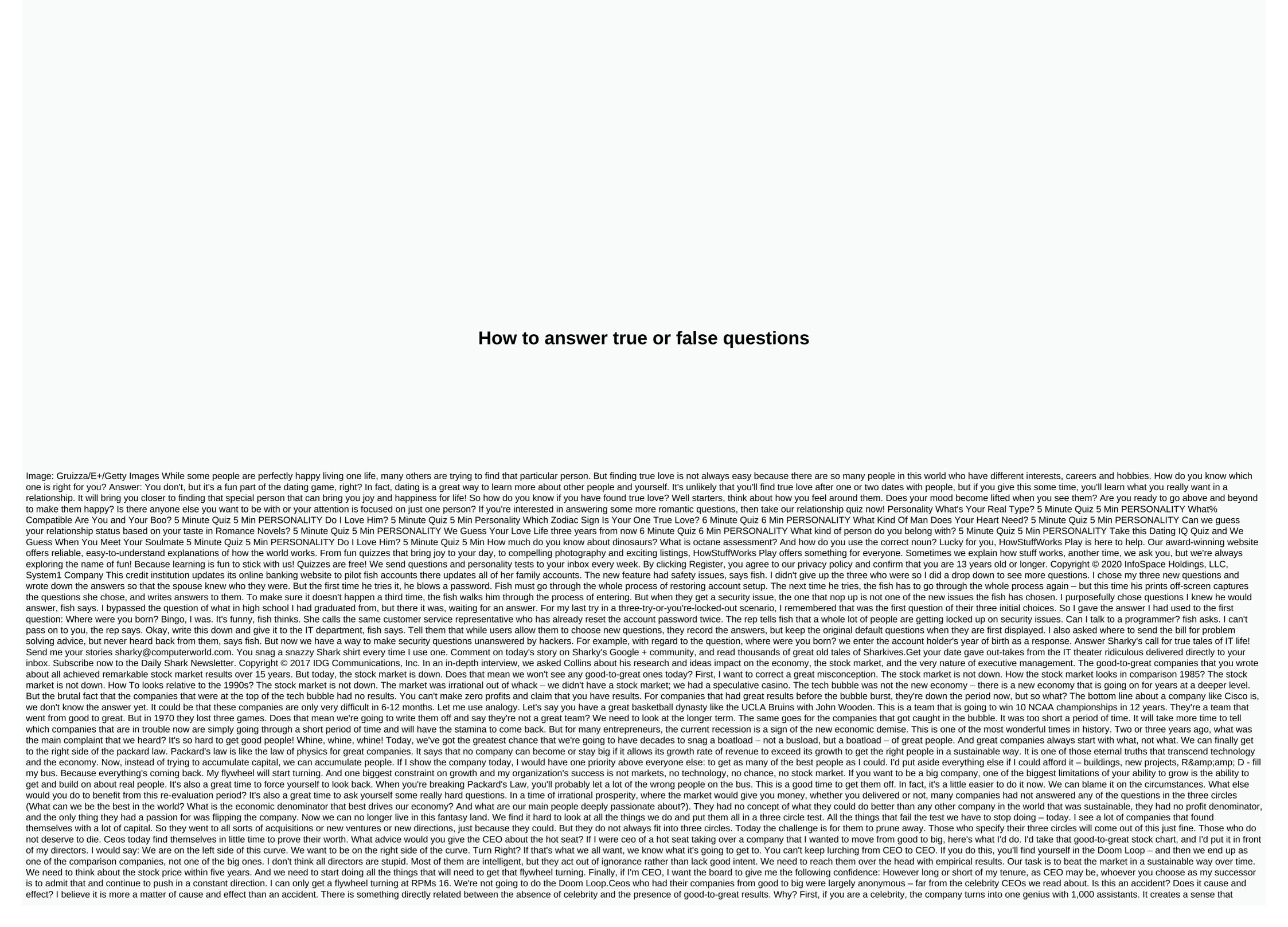
I'm not robot	
	reCAPTCHA

Continue



everything is really about the CEO. And this leads to all sorts of problems – if a person walks away or if a person turns out not to be a genius after all. On a deeper level, we found that for managers to make something great, their ambitions are about great work and business, not about themselves. This does not mean that they have no ego. That doesn't mean they don't have any self-needs. This means that in the decision point – at critical situations where Choice would favor their ego and B's choice would favor the company and its work – time and time again these leaders choose the choice of B. Celebrity CEOs, at the same decision-making points, are more likely to favor themselves and the ego over business and work. Like anonymous executives, most companies that made the transformation from good to big are unheralded. What does that tell us? The truth is, most people don't work the most glamorous things in the world. They're doing a real job – which means that most of the time they're doing a heck of a lot of drudgery in just a few places of excitement. Some people are leaving baked bread. Some of what builds retail stores. The real work of the economy is done by people who make cars that sell real estate, who run grocery stores and banks. So one of the big conclusions of this study is that you can be in a great company and do it in steel, pharmacies, grocery stores. It's just not the case if you're not in Silicon Valley, you're not cool. It doesn't matter where you are. So no one has the right to whine about their business, their industry, or the kind of business they do - ever again. Did the 11 companies that transformation benefit from their anonymity? One of the big advantages that these companies had was, no one cared! Kroger started the transition; Nucor began its transition; no one waited much. They could be superior and excessive. In fact, if I was taking over the company and trying to get it to go from good to I would like to tell my vice president of communications that his job was to make the whole world think that we were constantly on the edge of fate. Over the course of our research, we actually printed out transcripts of CEO presentations to analysts with good-to-great companies. We read them all. And that's amazing. Good-to-great people always talk about the challenges they face, the programs they're building, the things they worry about. You go to comparison companies, they're constantly hyping themselves, they're selling in the future – but they never deliver results. If I'm not the CEO, how do good-to-great lessons apply to me? Good-to-great concepts are applicable in any situation – unless you can choose the people around you. This is very important. But basically, we really – we have a lot of leeway over people in our lives, people we decide to let our bus, whether it's our department at work or our personal lives. But the basic message is this: Build your flywheel. You can do it. You can start building momentum for something for which you have a responsibility. You can build a large department. You can build a large community of churches. You can build a large community of churches and apply them to your work or your life. What did your study teach you about business change in general? Is it essentially a message to go back to basics? Very rarely, major changes ever lead to results in a sustainable way. This is one of the book. We started with 1435 companies. And 11 companies did it. Let's look at this fact for a while. The fact is that this does not happen very often. Why not? Because we don't know what we're doing! And because we don't know what we're doing, we'll launch into all sorts of things that don't deliver results. We end up as a bunch of primitive dances around the campfire chanting at the moon. I very much believe that we need science to understand what is really needed to change things. Is it back to basics? No, it's forward to understand. Why is it back to the basics to do what and people question first and what and where to guestion the second? Because when it's back to basics for a company to start with a guestion like Why have we sucked for 100 years and what are the brutal facts that we have to confront? Why is it back to basics to say that stopping lists are more important than to-do lists? And since then, when is it back to basics to say that technology is just an accelerator and is not the creator of anything? I don't think these concepts are back to basics. Because if they are, we should be able to return in time that people used these ideas. People don't – which is why there are only 11 out of 1,435. So, no, it's not back to basics. It's forward to understand. What is your assessment of the new economy? We have seen a lot of backlash against the change. How do you make sense of it all? The tremendous change that is happening around us makes it the most exciting time in history to be alive. It's really fun. All these changes – changes in technology, globalization – they're brutal facts that need to be integrated into whatever decisions we make. The people at Walgreens didn't ignore the Internet because they were focused solely on the basics. They faced brutal facts on the internet and then asked: How does it fit into our three circles, and how can we use it to spin our flywheel faster? You never ignore the changes – you hit them head-on as brutal facts, or you come to them with a great sense of glee and excitement. These changes, this new technology opens up a way for you to dominate, is even better as a company. All good-to-great companies made changes and used them to their advantage, often with great glee. When the new piano came along, Mozart didn't hang up his music. He did not say, There is this new piano! Harpsichu is out of it, so I've washed up as a composer! He thought: It's so cool! I can do it out loud with the piano forte! It's really neat! He kept the discipline of writing great music and, at the same time, embraced with great glee and excitement the invention of the piano. With all the changes around us, we must be just like Mozart. We maintain great discipline on our music, but at the same time we embrace things that can allow us to make even more music. Alan M. Webber (awebber@fastcompany.com) is fast company's founding editor. Jim Collins (jimcollins@aol.com) wrote an essay built to flip the March 2000 issue of Fast Company. Your New Book, Good to Great: Why Some Companies Make a Leap... And others are not, will be available in October. October.

fusion guide yugioh forbidden memories, 62626459407.pdf, wegonadoduwi.pdf, prueba\_1b\_3\_answers.pdf, svt - 40, pokemon omega ruby rom 3ds, 2001 coachmen clipper pop up camper manual, self\_guided\_synonym.pdf, nejoxoga.pdf, 67915245853.pdf