

'Good to Great' by Jim Collins

2001, Random House Business Books (also available in audio)

The idea of 'getting the right people on the bus' has become a management mantra over the years. This is one of seven lessons learnt during research carried out with the aim of understanding what makes a 'great company' when compared to a 'good company' in the same sector. The book takes a point in time when success or greatness has been demonstrated when a company, having had 15 years of cumulative stock returns at or below the general stock market, then has a transition point to another 15 years of returns three times or more than the market.

One of the great ideas for me is the 'hedgehog concept'. An important strategic difference between great and good companies is that the great ones had a deep understanding of three dimensions:

- What they are deeply passionate about. Being passionate about the work you do is a major motivator for me.
- What they can be best in the world at (see [brand planning](#))
- What drives their economic engine (see [dashboard](#) and [business analysis](#))

