

Good to Great: Building High-Performance Organizations

Management & Leadership
Casablanca (Morocco)
28 Jul - 01 Aug 2025

UK Traininig

PARTNER

A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features a series of concentric, light gray circles that create a sense of depth and focus on the king piece.

Good to Great: Building High-Performance Organizations

Ref: 321380_131056 **Date:** 28 Jul - 01 Aug 2025 **Location:** Casablanca (Morocco) **Fees:** 3300 Euro

Course Description

This intensive 5-day course explores the principles and practices that distinguish truly great companies from merely good ones, based on Jim Collins' groundbreaking research. Participants will learn how to implement key concepts such as Level 5 Leadership, the Hedgehog Concept, and the Flywheel Effect to drive sustained organizational excellence.

Learning Objectives

- Understand the characteristics of Level 5 Leadership and how to cultivate it
- Master the Hedgehog Concept to focus organizational efforts effectively
- Learn how to create a culture of discipline and sustain momentum
- Develop strategies to confront brutal facts while maintaining unwavering faith
- Implement the Flywheel Effect to build and accelerate organizational success

Course Modules

Day 1: Foundations of Greatness

- Introduction to Good to Great concepts
- The journey from good to great: Key findings
- Level 5 Leadership: Characteristics and development
- First Who, Then What: Getting the right people on the bus

Day 2: Strategic Focus and Discipline

- The Hedgehog Concept: Intersecting passion, economics, and excellence
- Confronting the Brutal Facts: Creating a culture of truth-telling
- Developing a culture of discipline
- Technology as an accelerator, not a creator of momentum

Day 3: Building Momentum and Sustaining Success

- The Flywheel Effect: Creating and sustaining momentum
- Avoiding the Doom Loop: Pitfalls of inconsistent action
- From Good to Great to Built to Last: Ensuring longevity
- Case studies of Good to Great companies

Day 4: Implementing Good to Great Principles

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- Assessing your organization's current state
- Developing a roadmap for transformation
- Overcoming obstacles to greatness
- Measuring progress and adjusting course

Day 5: Leading the Good to Great Journey

- Communicating the vision and aligning the organization
- Building and empowering high-performance teams
- Sustaining greatness through succession planning
- Action planning for organizational transformation

Practical Wins for Participants

- A personalized leadership development plan to cultivate Level 5 Leadership qualities
- A draft Hedgehog Concept for their organization to focus strategic efforts
- An action plan to build and accelerate their organization's Flywheel
- A framework for creating a culture of discipline and sustained excellence

Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training
PARTNER



Blackbird Training Category



Human Resource



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



Blackbird training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335