

Good to Great: Building High-Performance Organizations

Management & Leadership
Amman (Jordan)
12 - 16 Oct 2025

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Good to Great: Building High-Performance Organizations

Ref: 321380_131397 **Date:** 12 - 16 Oct 2025 **Location:** Amman (Jordan) **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

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- 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

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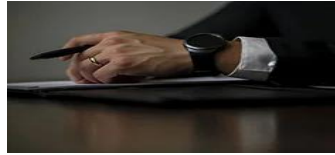
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