

# Purposeful Leadership

## How Individuals Go From Good to Great

Transforming a business from “good to great” is a journey well-documented in the book “Good to Great” by James Collins. This session will examine the fundamental principles of this research and apply the lessons to our business. This will include a determination of our Hedgehog Concept and our Culture of Discipline. We will confront the Brutal Truths of our current situation and clarify why we have faith in the eventual outcome of our efforts. The good-to-great journey is worth the time and energy required.

### **PURPOSE:**

Renew our commitment to continuously travel from good to great as an organization.

### **LEARNING OBJECTIVES:**

- Identify our Hedgehog concept
- Confront the Brutal Truths of today's business
- Develop a Culture of Discipline at all levels