

**Leadership's Next Step:
Moving from GOOD TO GREAT**

w/ Dr. Bill Withers



2009 Iowa Family & Consumer Sciences Educators for Progress Conference

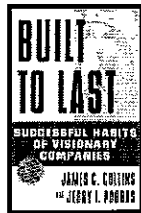
Specific Collins' Concepts?

1. Level Five Leaders
2. First who...
3. Brutal facts...
4. "Hedgehogs"

Collins, J., Porras, J. (1994). *Built to Last*. Collins, J. (2001). *Good to Great*. Collins, J. (2005). *Good to great and the social sectors*. HarperCollins Publishing: New York

...from the beginning

- **Built to Last (BTL):** results of a six-year research project into what made great companies last ...five years on the *Business Week* bestseller list, over 70 printings, translated into 16 languages.



...from the beginning

- **Good to Great :** ...another five-year research project, a PRODUCT of BTL, that answers the question: "Can something/some -one 'good' become GREAT, and, if so, how?"



Lets meet the author, Jim Collins...

- Book that put him on the map: *BTL*
- Sales: 3.5 million.
- Speaking fee: \$55,000+ per session
- Withers' Session for you folks : Priceless. (chuckle)



Level 5 Leadership

(Keep this in mind as we go today...)

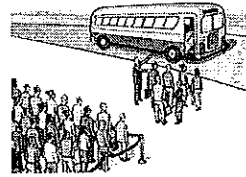


- 5 **Level 5 Executive**
Focuses and energizes through a combination of bold, personal humility and professional will
 - 4 **Effective Leader**
Collins is concerned to lead against the odds and to set a path for others to follow
 - 3 **Competent Manager**
Organizes people and resources toward the attainment of near-term, quantifiable performance objectives
 - 2 **Contributing Team Member**
Organizes and mobilizes resources to the attainment of near-term, quantifiable performance objectives
 - 1 **Highly Capable Individual**
Focuses on personal performance through talent, knowledge, skills, and good work habits
- Level 5 Hierarchy

LEVEL 5 LEADERS:

- We would need to be **seemingly ordinary people, quietly producing extra-ordinary results.**
- We would need need to produce results...**humble and fearless... incredibly ambitious.**

First Who, Then What



- ...***right*** people on the bus, the ***right*** people in the ***right*** seats, and the ***wrong*** people OFF the bus...

Confront the Brutal Facts

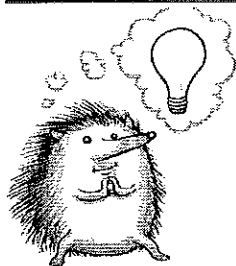


- "You absolutely cannot make a series of good decisions [in work or life] without first confronting the brutal facts."

Discuss:

- How do you tell if someone is 'the right person on YOUR life/work bus?' ...in the 'right seat?' What do you look for ***character-wise***?
- How do you handle someone in 'the wrong seat' in your life -- or where you work?

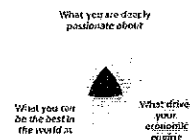
The Hedgehog Concept



- "...the Hedgehog concept is a ***simple, crystalline concept that flows from deep understanding around the intersection of the three circles.***"

What are the ***three circles*** - YOUR three circles?

- What are you the ***best*** in the world at?
- What ***drives*** your economic engine?
- What are you ***deeply passionate*** about?



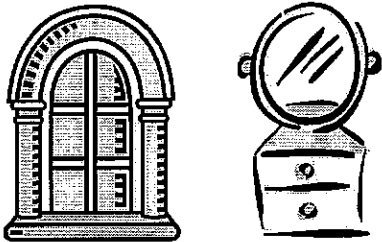
WHY should you care?!

- 50%+ of your "constellation" would avoid you based on one bad encounter,
- "ACTS" are everything - HUGE, in fact -- can you do it?

ACTS of GREATNESS:

1. **A**ttitude - How do you feel about your family and friends? It matters.
2. **C**onsistency - The hardest part...
3. **T**eamwork - **INTERDEPENDENCY!**
4. **S**ervice - THIS should be your #1 priority - a passion!
[...more on #1 tomorrow at 11:30!]

**After Your Conference:
Window or Mirror?**

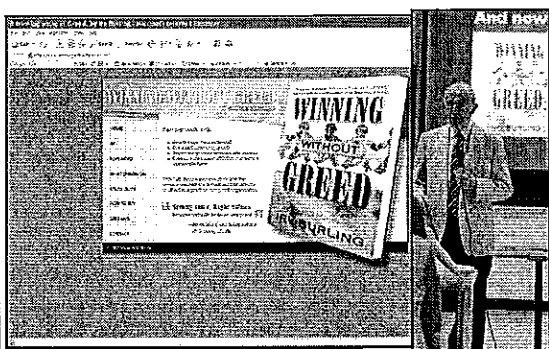


Tomorrow, "Attitudinal Leadership" with Brent @ 11:30

Suggested Aug. Readings:

- StrengthsFinder 2.0 (Rath)
- From Good to Great (Collins)
- The Tipping Point (Gladwell)
- Courageous Leadership (Hybels)
- Leadership is An Art (DePree)

www.winningwithoutgreed.com



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