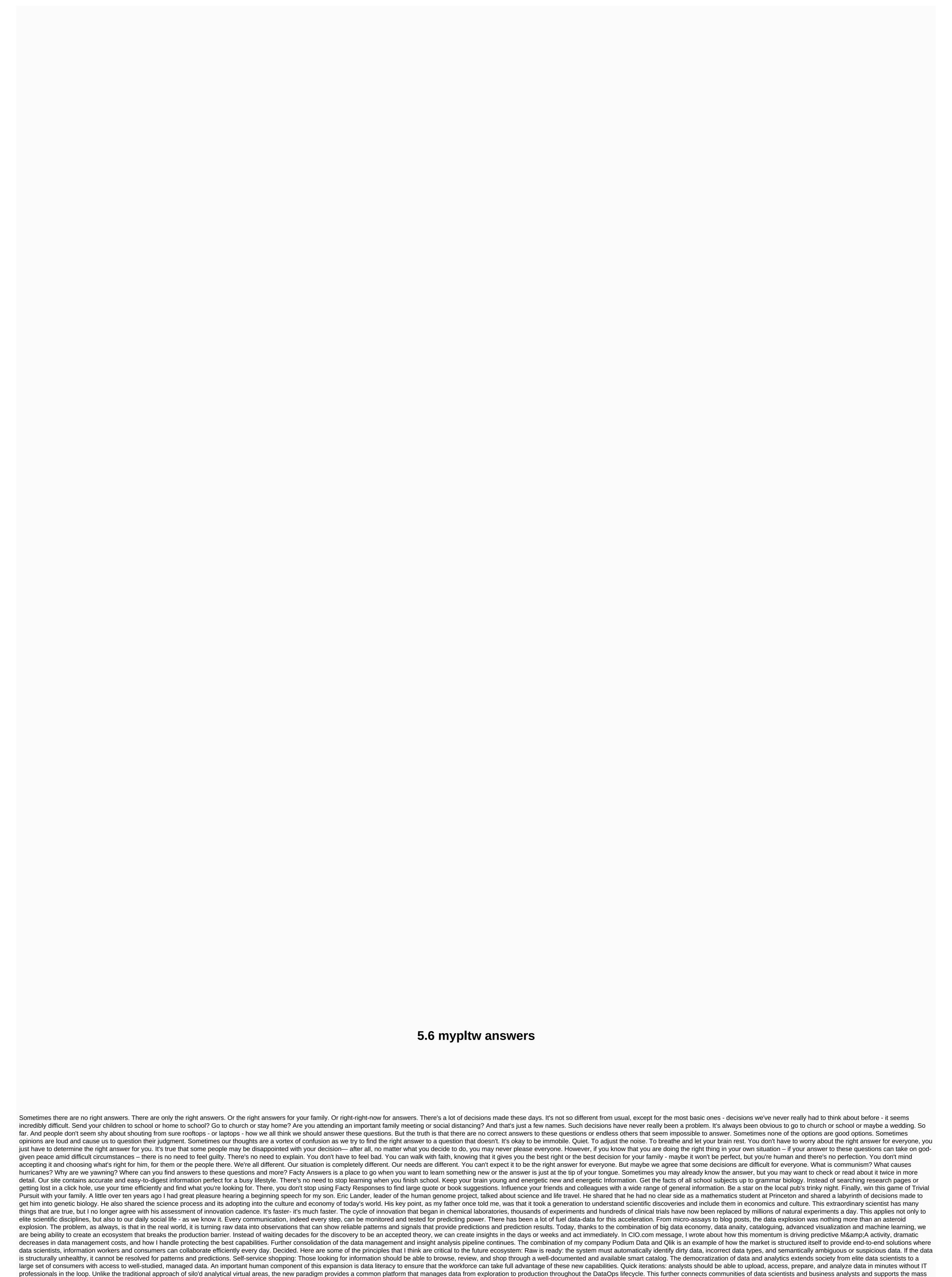
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use of information such as the most popular or trusted datasets. These policies serve to optimize a basic analytical metric that I defined 10 years ago: What is your response time? We know that companies that can deliver answers within hours instead of days (and months instead of days) are not only saving time and money - they are actually converting business. Analytics begins to inform urgent business decisions, processes become new products. Just take a look at how companies attacking traditional markets (insurance, banking, retail) in rich data and agile analytics (Amazon, Google). Company boards and C-suite executives are launching strategic digital transformation programs to compete in this new world. The lifeblood of these programs is an agile, integrated data and analytical ecosystem that accelerates time-to-response and provides a fast cycle of testing and learning. Copyright © 2018 IDG Communications, Inc. In an in-depth interview, we asked Collins about the effects of his research and ideas on the nature of the economy, the stock market and executive leadership. The good-big companies today? First of all, I want to make a big misunderstanding. The stock market is not in decline. What does it look like in 1990? The stock market is not in decline. The

market did not go wild in an irrational way — we did not have a stock market; We had a speculative casino. Technology bubble New economy that has been going on for years. But the brutal truth is that the companies at the top of the tech bubble didn't get results. You can't claim to make zero profit and get results. For companies that had good results before the bubble burst, they are now in a period of decline, but so what? In the bottom line of a company like Cisco, we don't know the answer yet. These companies can only be in a very difficult period of 6-12 months. Let me make an analogy. Let's say there's a big basketball dynasty like the UCLA Bruins under John Wooden. This team will win 10 NCAA championships in 12 years. It's a team that goes from good to great team? We're going to have to take a long look. The same is true of companies caught in balloons. It was a very short period of time. It will take more time to tell which companies currently in trouble are going through only a momentary period and will be flexible to return. For many business people, however, the current slowdown is a sign of the collapse of the new economy. This is one of the best times in history. What was the biggest complaint we heard two or three years ago? It's hard to find good people! With our ad- and with our ad- and with our ad- Today, we have a great opportunity to have a boat load - not a busload, but a boat load - for decades to busk a boatload of great people. And who do big companies always start with, not what. We can finally get to the right people, there can be no company or it remains large. It's one of those timeless facts that transcends technology and the economy. Now, instead of trying to save capital, we can accumulate people. If I were running a company today, I would have a priority before the others: to get the best people I can. If I could afford it, I would postpone everything but everything but everything but everything - buildings, new projects, R& D - to fill my bus. Because everything to be okay. My flywhe's going to start spinning, And the biggest constraint of growth and the success of my organization is not markets, not technology, not opportunity, not stock market. If you want to be a big company, the only biggest limitation of your ability is the ability to get and hold on to the right people's enough. This is also a great time to force yourself to look back. Probably let a lot of the wrong people get on the bus while you're breaking packard law. This It's a good time to get them out. Actually, it's a little easier to do now. Under the circumstances, we can blame him. What else would you do to take advantage of this revaluation period? And this is a great time to ask yourself some really tough questions. At a time of unreasonable prosperity, when the market would give you money, many companies had not answered questions in three surroundings (What can we be the best in the world? What is the economic denominator that best drives our economic engine? And what are our core people deeply passionate about?). They had no concept of what they could do better than other companies that were sustainable in the world, they had no dividends, and the only thing with passions was to turn the company around. We can't live in that fantasy world anymore. We need to take a look at everything we've done and put them all to the three-apartment test. Anything that fails the test we have to stop doing - today. I see a lot of companies that find themselves with a lot of capital. So they went around all kinds of purchases, new ventures or new directions, because they were able to. But it didn't fit in three circles will come out of this very well. Those who don't deserve to die. CEOs find themselves in little time to prove their worth today. What advice would you give a CEO in a hot seat? If I were a CEO in a hot seat taking over a company I wanted to move from good to great, here's what I'd do. I'll take that good-good stock file and fire it in front of my directors. I'd say we're on the left side of this curve. We want to be on the right side of the curve. Right? If that's what we all want, we know what it's going to take to get it. You do that, you'll find vourself in Doom Loop and we'll be one of the comparison companies, not one of the big companies. I don't think all directors are stupid. Most of them are smart, but they act out of ignorance rather than a lack of goodwill. We have to hit them over time. We need to think about the stock price over a five-year period. And we have to start doing everything necessary to make the flywhe's turn. Finally, if I am the CEO, I want the board to give me the following assurance: no matter who you choose as my successor, it is needed to take this flywheever in the middle and continue to push in a consistent direction. I can only dial the Flywhe's at 16 RİV. But my successor has to get him up to 100 Rif. Successor To the successor to 500 RVRS and 1.000 RGT. This is not about me as CEO - it's about commitment to a consistent schedule. We're not going to make a Doom Loop. CEOs who could grow their companies from good were largely anonymous — very different from the famous CEOs we read about. Is this an accident? Or cause and conclusion? I believe this is more of a cause-and-cause issue than an accident. There is something directly relevant between the absence of celebrities and the presence of good-to-great results. Why? First, when he becomes a celebrity, the company becomes the only genius with 1,000 assistants. There's a sense that it's really all about the CEO. And this causes all kinds of problems - if the person goes or the person ultimately turns out not to be a genius. On a deeper level, we found that to do something great with leaders, their ambition means that these leaders' Election B. Famous CEOs, at these same decision points, are more likely to favor the smos and egos on the company and the business. Like anonymous CEOs, most companies that are transformed from good to great are unawares. What does that tell us? The truth is that most people don't work the most glamorous things in the world. They are doing real work - which means that most of the time the excitement is doing a lot of in the chore with just a few points. Some people put out bread in the oven. Some are building retail stores. The real business of the economy is done by people who make cars, sell real estate, run groceries and banks. One of the biggest findings of this study is that you can be in a large company and do it in steel, pharmacies, grocery stores. It's not like you're not in Silicon Valley. It doesn't matter where you are. That's why no one has the right to whin about their company, industry or the type of work they're in. Did the 11 companies that made the transformation benefit from their anonymity? One of the biggest advantages that no one cared! Kroger launches transition in; No one expected much. They can promise and over-surrender. In fact, if I were to take on a company and try to go from good to great, I would say that the task of vice president of communications is to make the whole world think that we are constantly on the brink of doom. Throughout our work, Transcript output of CEO presentations to analysts by good-to-large companies and comparison companies. We've read them all. And it's stunning. Good-good people always talk about the challenges they face, the programs they build, what they worry about. You go to companies, they constantly sning themselves, they sell the future - but they never yield results. If I'm not a CEO, how do good-good lessons apply to me? Good-good concepts apply to me? Good-good concepts apply to any situation - as long as you can choose the people around you. That's all that matters. But basically, we really do - we have a place of common sense on people in our lives, people who we decide to let on our bus, whether at work in our department or in our personal life. But the basic message is: Build your own flywhe's how. You can do it, you can do You can start gaining momentum in something where you have a responsibility. You can build a great department. You can build a great church community. You can take each of the good-good ideas and apply them to your own work or your own life. What did your work teach you about job change in general? Is going back to basics actually a message? Very rarely significant changes lead to results in a sustainable way at all. This is one of the most important findings of the book. We started with 1,435 companies. And 11 companies did that. Let's take a look at this fact for a moment. The truth is, it doesn't happen very often. Why not? Because we don't know what we're doing! And because we don't know what we're doing! campfire. What I feel strongly about is that we need some science to understand what it really is to change things. He's back to basics? No, it's advanced to understand what it really is to change things. He's back to basics? No, it's advanced to understand. Why did it go back to basics who and people make the first question and what and where is the question second? Since when does a company start with this question, why have we been terrible for 100 years and what are the cruel truths we have to face? Why did it go back to basics to say that stop-do lists are more important than to-do lists? And since when is it back to basics to say that technology is just an accelerator and not the creator of anything? I don't think these concepts go back to basics. Because if they are, we need to go back in time and find out that people are using these ideas. People didn't - so there are only 11 out of 1,435. I mean, no, it didn't go back to basics. Forward to understand. What the matter is this? evaluation of the new economy? We've seen a lot of changes that have occurred around us live by making it the most exciting time in history. It's really fun. All these changes changes in technology, globalization - are brutal realms that need to be integrated into the decisions we make. People at Walgreens didn't ignore the internet and then asked, how do the Three fit into our circle, and how can we use it to rotate our flywheyle faster? While you're never emmmmmering changes, you hit them head-on as brutal facts, or you come to them with a great sense of joy and excitement. This change, this new technology opens a path for you, to get better as a company. All good-to-big companies took the changes and often used them in their favor, with great joy. When the new pianos came, Mozart didn't hang his music. There are new pianos! The harpsi have gone awning, so I washed up as a composer! He thought it was so cool! I can do it out loud with piano forte! That's really great! He kept the discipline of writing great music and, at the same time, embraced great joy and excitement with his piano work. With all the changes around us, we have to be like Mozart. A great discipline about our music continues, but at the same time, we embrace what will allow us to make even more music. Alan M. Webber (awebber@fastcompany.com) is the founding editor of Fast Company. Jim Collins (jimcollins@aol.com) wrote The Build for Flip article in the March 2000 issue of Fast Company. His new book, The Great Good: Why Make Some Companies Leap ... And the others don't, which will go on sale in October. October.

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