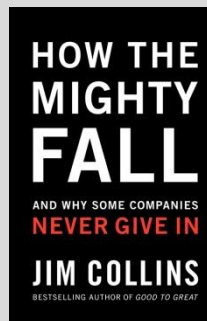
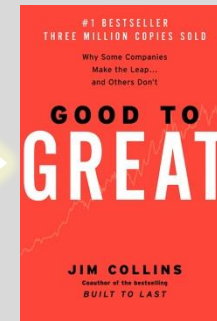
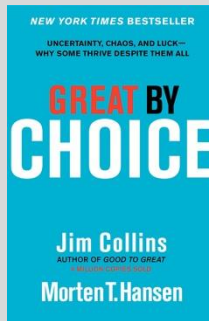


INTRO



WHY BUSINESS THINKING
IS NOT THE ANSWER

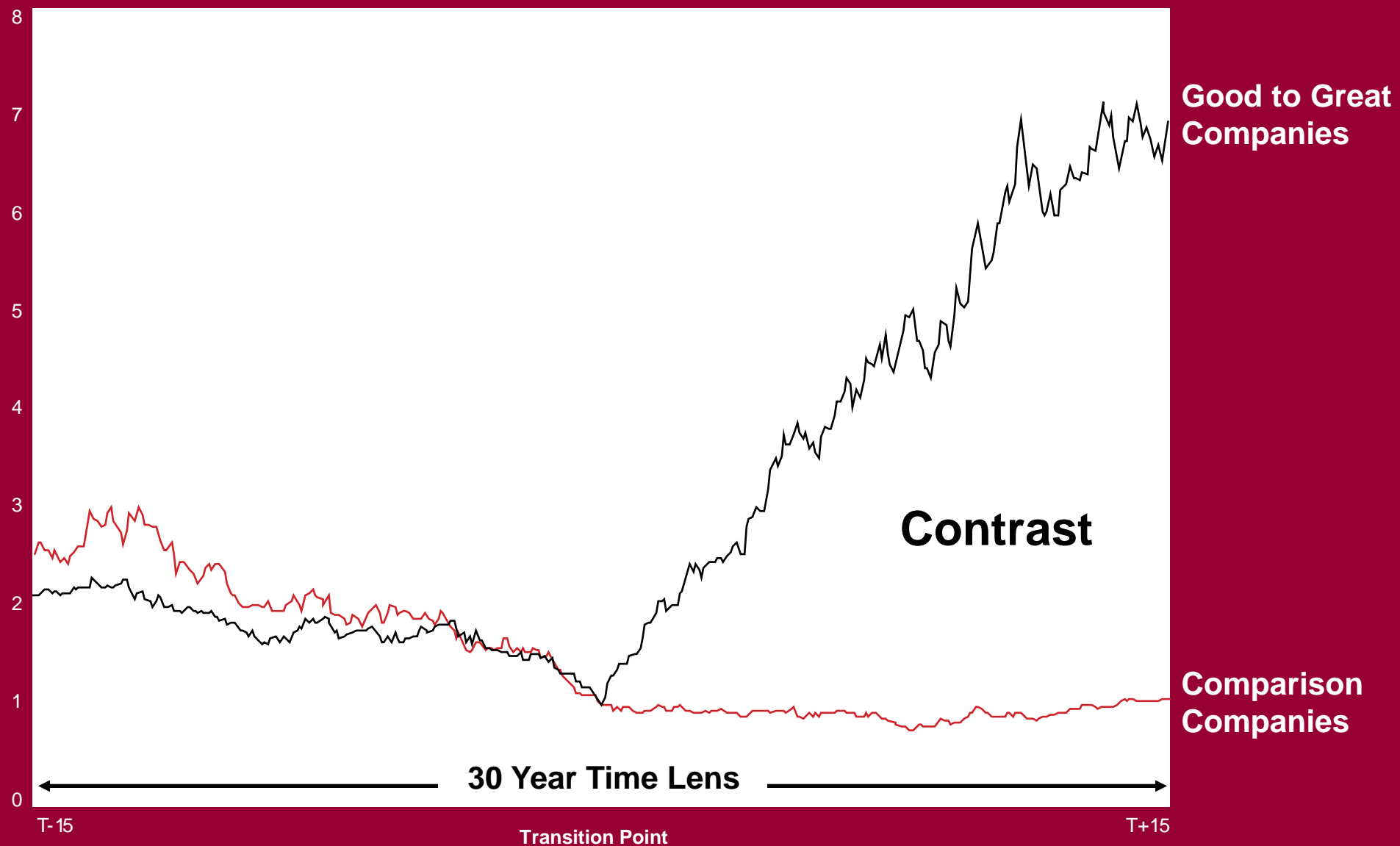
GOOD TO GREAT
AND THE
SOCIAL SECTORS

A Monograph to Accompany
Good to Great

JIM COLLINS



Ratio of Cumulative Stock Returns To General Market



LEVEL 5 LEADERSHIP

Level 5:

Level 5 Executive

Level 4:

Effective Leader

Level 3:

Competent Manager

Level 2:

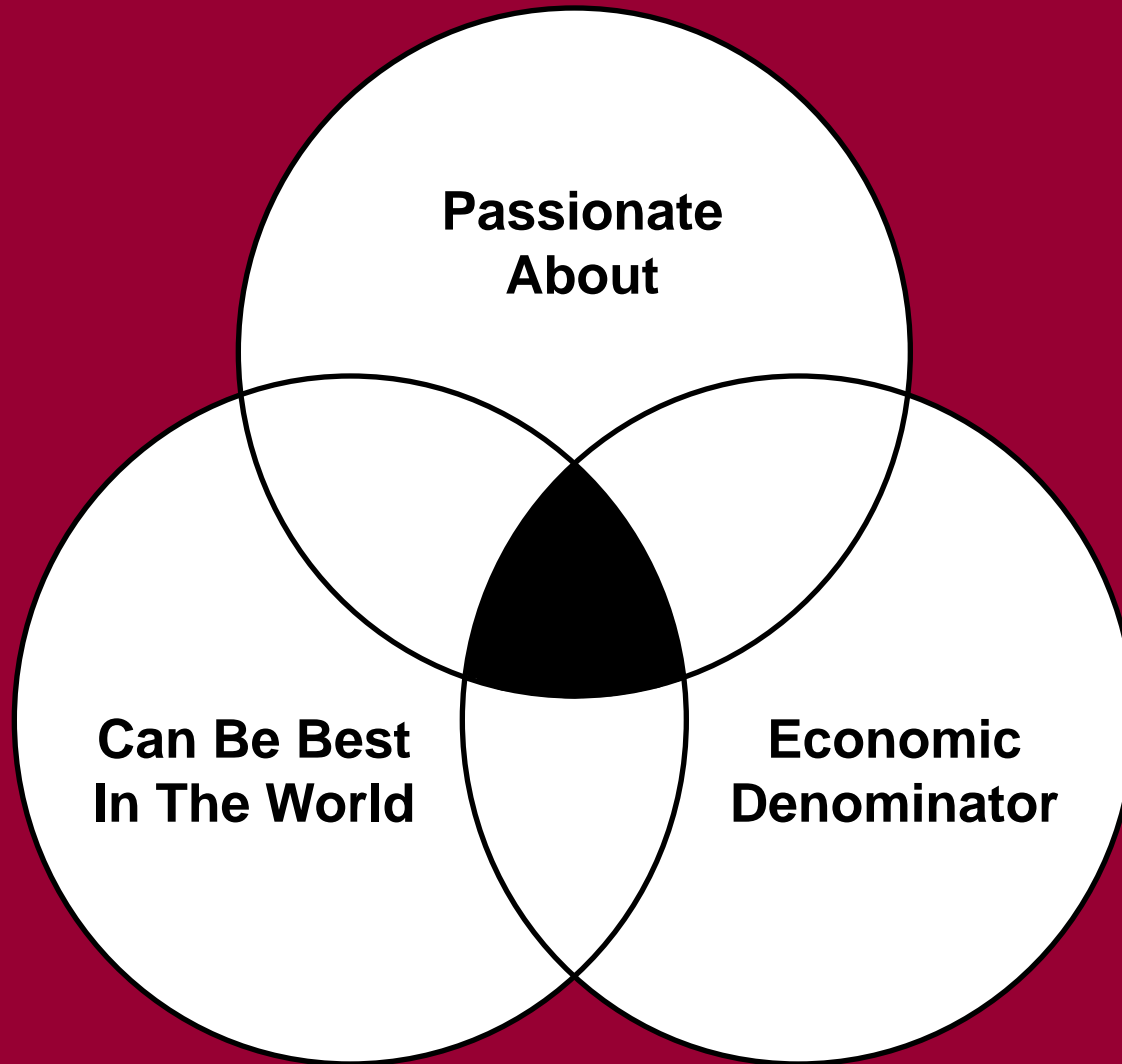
Contributing Team-Member

Level 1:

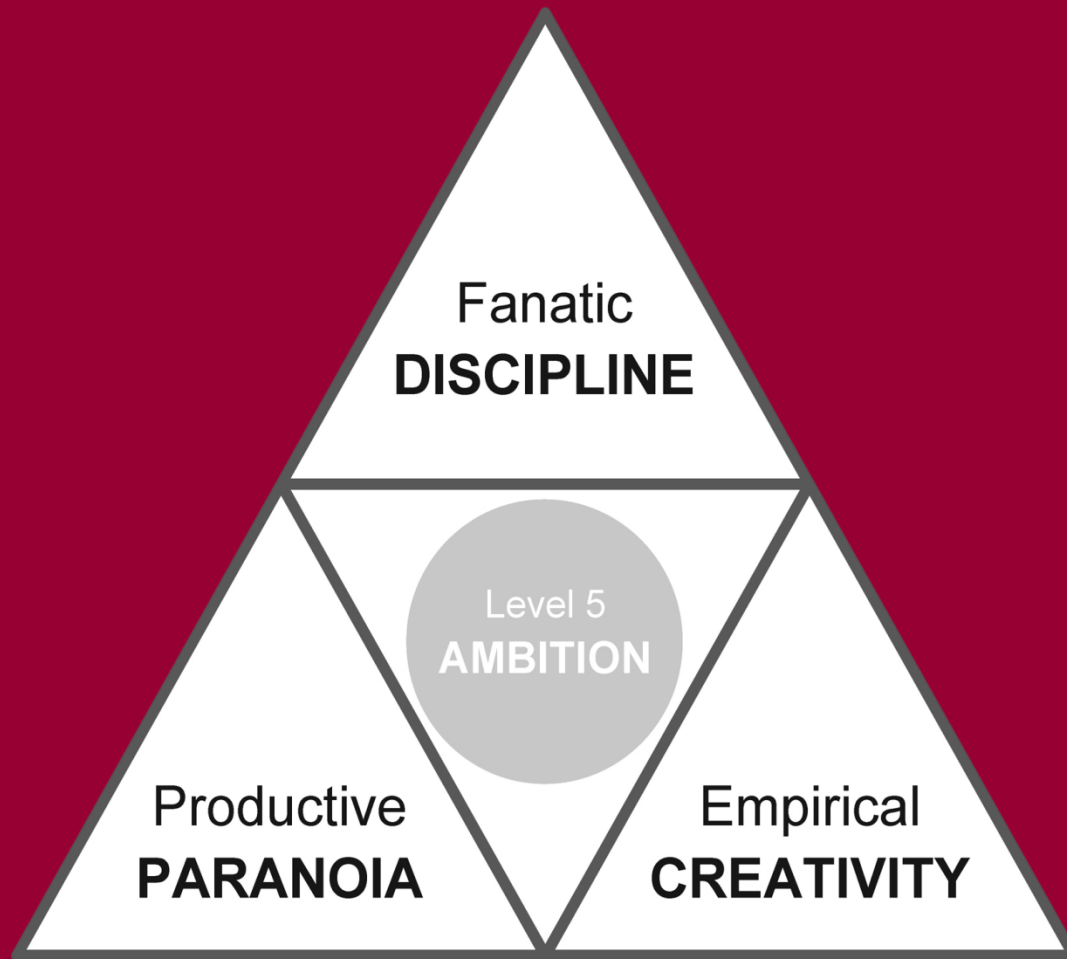
Highly Capable Individual

THE THREE CIRCLES

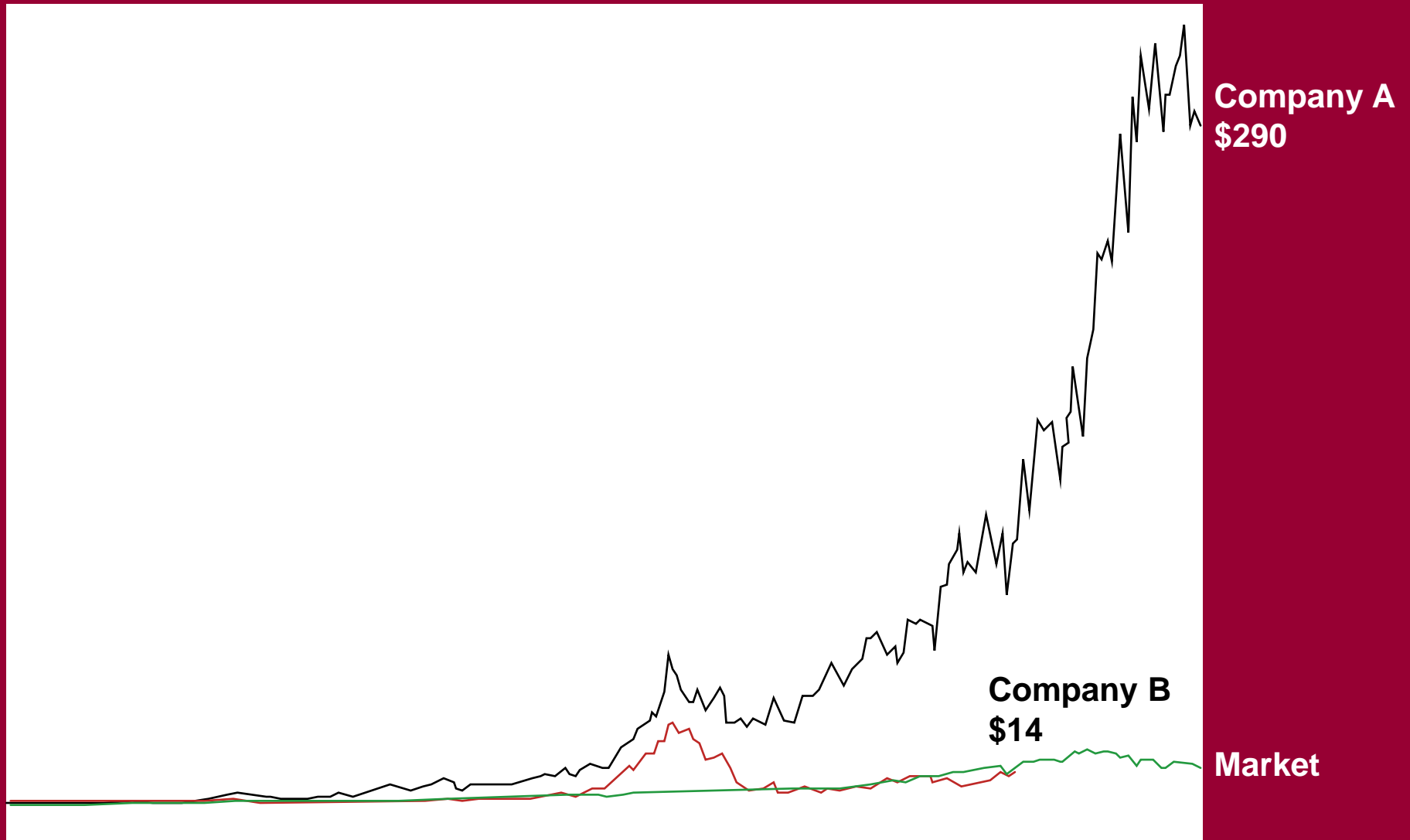
of the Hedgehog Concept







Cumulative Value of \$1 Invested 1978-2002





**Preserve
The Core**

**Stimulate
Progress**



PRESERVE

Core Values

Core Purpose

CHANGE

Cultural & Operating Practices

Specific Goals & Strategies

Five Stages of Decline

