

Beyond Entrepreneurship Turning Your Business Into An Enduring Great Company

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Every great company, no matter how large or small, has as its core a compelling vision. Beyond Entrepreneurship explains step by step how any firm can develop this vision and achieve enduring greatness. It provides a complete blueprint for steering your company to success. Packed with real-world examples of firms that have grown and attained corporate greatness—including Nike, L.L. Bean, Mrs. Fields' Cookies, Sony, and FedEx—this inspirational yet practical book . . .

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Beyond Entrepreneurship. Turning Your Business into an Enduring Great Company. by James C. Collins and William C. Lazier. March 1992. When we first met Jim Gentes he was sleeping with his inventory. Launching a new company out of his cramped, stuffy one bedroom apartment in San Jose, he had turned his bedroom into a warehouse for finished goods. His garage, packed tight with parts and equipment, was staffed with four youths working frantically in 100-degree heat to build bicycle helmets.

Jim Collins - Books - Beyond Entrepreneurship

Beyond Entrepreneurship: Turning Your Business Into an Enduring Great Company. This inspiring work provides entrepreneurs with building blocks to help their companies sustain high performance, play a leadership role in their industries, and remain great for generations.

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Nine years before the publication of his epochal bestseller Good to Great, Jim Collins and his mentor, Bill Lazier, answered this question in their bestselling book, Beyond Entrepreneurship. Beyond Entrepreneurship left a definitive mark on the business community, influencing the young pioneers who were, at that time, creating the technology revolution that was birthing in Silicon Valley.

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Beyond Entrepreneurship shows how to turn your business into an entity that "sustains high performance, rises to the status of role model, and remains great for generations," in the words of the authors.

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Beyond Entrepreneurship: Turning Your Business Into an ...

Beyond Entrepreneurship: Turning Your Business Into an Enduring Great Company Paperback – 16 April 1999 by Collins (Author)

If you head a small to mid-sized enterprise or one within a larger firm, here is a remarkable book that can help you build an extraordinary organization capable of long-term health and success. Beyond Entrepreneurship shows how to turn your business into an entity that "sustains high performance, rises to the status of role model, and remains great for generations," in the words of the authors. Step by step, Collins and Lazier reveal how to lay a foundation for greatness, while a company is still small and adaptable enough to fully embody the values of its leaders. Drawing on their many years of first-hand experience working in private industry and serving as business consultants, Collins and Lazier cover all the essential aspects of attaining corporate greatness--supported by dozens of real-life examples of firms as diverse as Mrs. Fields Cookies, Continental Cablevision, and Giro Sport Design. In Beyond Entrepreneurship they provide these tested ideas and methods for developing the most effective leadership style for your personality characteristics... and developing the 7 key elements of a leadership style to inspire real loyalty and dedication. Then, they move on to an often overlooked function of leadership: catalyzing a vision. Every great company has at its core a compelling vision. You'll discover a clear and useful framework for setting corporate vision--a framework that removes the confusion about this important and elusive topic, yet retains the "spark" that's an essential quality of a motivating and effective overall vision. Collins and Lazier also discuss and illustrate the four key principles of setting business strategy, and explain how to resolve critical strategic issues--like whether to lead a market or follow--faced by every small to mid-sized firm. The authors present a set of concepts and practical suggestions for stimulating creativity and keeping your company innovative as it evolves. Finally, they spell out how to translate vision and strategy into effective business tactics, the day-to-day details of producing consistent excellence. Here is a comprehensive, how-to-do-it blue print for becoming the best in your industry; crafting an entity that's highly profitable and respected by people outside its walls.

From Jim Collins, the most influential business thinker of our era, comes an ambitious upgrade of his classic, Beyond Entrepreneurship, that includes all-new findings and world-changing insights. What's the roadmap to create a company that not only survives its infancy but thrives, changing the world for decades to come? Nine years before the publication of his epochal bestseller Good to Great, Jim Collins and his mentor, Bill Lazier, answered this question in their bestselling book, Beyond Entrepreneurship. Beyond Entrepreneurship left a definitive mark on the business community, influencing the young pioneers who were, at that time, creating the technology revolution that was birthing in Silicon Valley. Decades later, successive generations of entrepreneurs still turn to the strategies outlined in Beyond Entrepreneurship to answer the most pressing business questions. BE 2.0 is a new and improved version of the book that Jim Collins and Bill Lazier wrote years ago. In BE 2.0, Jim Collins honors his mentor, Bill Lazier, who passed away in 2005, and reexamines the original text of Beyond Entrepreneurship with his 2020 perspective. The book includes the original text of Beyond Entrepreneurship, as well as four new chapters and fifteen new essays. BE 2.0 pulls together the key concepts across Collins' thirty years of research into one integrated framework called The Map. The result is a singular reading experience, which presents a unified vision of company creation that will fascinate not only Jim's millions of dedicated readers worldwide, but also introduce a new generation to his remarkable work.

NEARLY THIRTY YEARS AGO, Stanford University faculty members Jim Collins and Bill Lazier showed you how to turn an entrepreneurial business into an enduring great company. Beyond Entrepreneurship became a leadership staple, particularly among small and early-stage companies. And while Collins would go on to write a series of famous bestsellers that have sold more than ten million copies worldwide, this lesser-known early work remains the favorite of many of his loyal readers. Now, with Beyond Entrepreneurship 2.0, Collins re-shares the timeless insights in Beyond Entrepreneurship alongside new perspectives gleaned after decades of additional research into what makes great companies tick. In Beyond Entrepreneurship 2.0, you'll learn how to turn your company into the 2.0 version of itself. You'll be challenged to grow your own leadership as your company grows, from 1x to 2x to 5x to 10x. You'll learn Collins's newest reflections on people decisions, insights that extend beyond his seminal "first who" principle about getting the right people on the bus. You'll learn why luck favours the persistent, and what it means to look for "who luck." You'll learn about the origins of the "BHAG" (Big Hairy Audacious Goal), and why even a small business needs a galvanising BHAG to have a complete and inspiring vision. You'll also unlock what Collins calls "The Map." The Map is a road map that pulls together the key concepts developed from thirty years of research and writing into one integrated framework for building a company that delivers superior results, makes a distinctive impact, and achieves lasting endurance. Finally, you'll learn the lessons that Jim Collins himself learned from the most influential mentor in his life, Bill Lazier. Beyond Entrepreneurship 2.0 is the ambitious upgrade to a classic. In Beyond Entrepreneurship 2.0, you'll discover that the goal to turn your business into an enduring great company is as relevant - and as within your reach - as ever.

Beyond Entrepreneurship 2.0 (2020) updates Jim Collins and Bill Lazier's essential 1992 business handbook, Beyond Entrepreneurship for the entrepreneurs, visionaries, and innovators of today. This new edition combines the timeless business advice and strategy of the original text, supplemented with cutting-edge insights and case studies pertinent to today's business world.

"This is not a book about charismatic visionary leaders. It is not about visionary product concepts or visionary products or visionary market insights. Nor is it about just having a corporate vision. This is a book about something far more important, enduring, and substantial. This is a book about visionary companies." So wrote Jim Collins and Jerry Porras in this groundbreaking book that shatters myths, provides new insights, and gives practical guidance to those who would like to build landmark companies that stand the test of time. Drawing upon a six-year research project at the Stanford University Graduate School of Business, Collins and Porras took eighteen truly exceptional and long-lasting companies -- they have an average age of nearly one hundred years and have outperformed the general stock market by a factor of fifteen since 1926 -- and studied each company in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from other companies?" What separates General Electric, 3M, Merck, Wal-Mart, Hewlett-Packard, Walt Disney, and Philip Morris from their rivals? How, for example, did Procter & Gamble, which began life substantially behind rival Colgate, eventually prevail as the premier institution in its industry? How was Motorola able to move from a humble battery repair business into integrated circuits and cellular communications, while Zenith never became dominant in anything other than TVs? How did Boeing unseat McDonnell Douglas as the world's best commercial aircraft company -- what did Boeing have that McDonnell Douglas lacked? By answering such questions, Collins and Porras go beyond the incessant barrage of management buzzwords and fads of the day to discover timeless qualities that have consistently distinguished out-standing companies. They also provide inspiration to all executives and entrepreneurs by destroying the false but widely accepted idea that only charismatic visionary leaders can build visionary companies. Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organizations that will prosper long into the twenty-first century and beyond.

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the verybeginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

A companion guidebook to the number-one bestselling Good to Great, focused on implementation of the flywheel concept, one of Jim Collins' most memorable ideas that has been used across industries and the social sectors, and with startups. The key to business success is not a single innovation or one plan. It is the act of turning the flywheel, slowly gaining momentum and eventually reaching a breakthrough. Building upon the flywheel concept introduced in his groundbreaking classic Good to Great, Jim Collins teaches readers how to create their own flywheel, how to accelerate the flywheel's momentum, and how to stay on the flywheel in shifting markets and during times of turbulence. Combining research from his Good to Great labs and case studies from organizations like Amazon, Vanguard, and the Cleveland Clinic which have turned their flywheels with outstanding results, Collins demonstrates that successful organizations can disrupt the world around them-- and reach unprecedented success-- by employing the flywheel concept.

Entrepreneurship is the process of starting a business or other organization. The entrepreneur develops a business model, acquires the human and other required resources, and is fully responsible for its success or failure. Entrepreneurship operates within an entrepreneurship ecosystem. Contents: Preface 8 1 What Are Interpersonal Skills and Why Are They Important to Entrepreneurs? 10 1.1 What are Interpersonal Skills? 10 1.2 Soft Skills: A Topic of Study and Consideration Throughout History 10 1.3 How Does Developing Your Interpersonal Skills Make You a Better Entrepreneur? 11 1.4 Key Points From Chapter 1 12 1.5 Quiz - Reviewing Concepts From Chapter 1 13 1.6 Answers to Quiz for Chapter 1 15 2 Communication Skills That Set Business Leaders Apart 17 2.1 Why Are Communication Skills Important for a Business Owner? 17 2.2 Active Listening and How It Can Boost Your Sales 19 2.3 Common Barriers to Communication 26 2.4 Body Language: What People Are REALLY Saying 28 2.5 How to Communicate Effectively through Multi-Media Outlets 33 2.6 Key Points from Chapter 2 38 2.7 Quiz - Reviewing Concepts From Chapter 2 38 2.8 Answers to Quiz from Chapter 2 40 3 Public Speaking Tips for Business Leaders 42 3.1 Be Prepared 42 3.2 Stay Positive 43 3.3 Tell 'em a Story 44 3.4 Don't be Self-Conscious 45 3.5 Seek Professional Help 45 3.6 Key Points from Chapter 3 45 3.7 Quiz - Reviewing Concepts From Chapter 3 46 3.8 Answers to Quiz from Chapter 3 47 4 Winning Persuasion and Negotiating Skills 49 4.1 Winning Persuasion Tactics for Business Management 49 4.2 Build Stronger Relationships as You Negotiate 52 4.3 Key Points from Chapter 4 55 4.4 Quiz - Reviewing Concepts From Chapter 4 56 4.5 Answers to Quiz from Chapter 4 57 5 The Assertive Entrepreneur: How to Be Heard in Business 59 5.1 Assertion vs. Aggression 59 5.2 Timing 59 5.3 Word Choice 61 5.4 Assertive Body Language 61 5.5 Clarity 62 5.6 Key Points from Chapter 5 62 5.7 Quiz - Reviewing Concepts From Chapter 5 63 5.8 Answers to Quiz from Chapter 5 65 6 Resolving Conflict 66 6.1 Conflict Resolution in The Workplace 66 6.2 Learn and Practice: Assertive Communication Skills 66 6.3 Establish Healthy Boundaries 67 6.4 Seek First to Understand 67 6.5 Seek First to Understand 67 6.5 Key Points from Chapter 6 68 6.6 Quiz - Reviewing Concepts From Chapter 6 68 6.7 Answers to Quiz from Chapter 6 70 Executive Education-170x115-B2.indd 1 18-08-11 15:13 7 Be a Source of Inspiration 72 7.1 Integrity 73 7.2 Empathy in the Workplace 73 7.3 Validate Emotions 73 7.4 Be Part of the Solution 74 7.5 Key Points from Chapter 7 74 7.6 Quiz - Reviewing Concepts From Chapter 7 74 7.7 Answers to Quiz from Chapter 7 76 Resources 78

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