

**GOOD TO GREAT:
BUILDING AND
SUSTAINING LONG-TERM
BUSINESS SUCCESS**



GENTEX[®]
TRAINING CENTER



Introduction

Good to Great: Building and Sustaining Long-Term Business Success examines the practices that separate organisations which perform well once from those that keep performing for decades. Sustained success rarely comes from a single bold move; it comes from consistent discipline in who you hire, what you focus on, and how you execute. This Good to Great: Building and Sustaining Long-Term Business Success Training Course explores those practices and how to embed them. Participants examine leadership character, disciplined talent selection, confronting reality, strategic focus, execution routines, and long-term measurement. Furthermore, the course covers the Hedgehog Concept, the Stockdale Paradox, the flywheel effect, and the Level 5 Leadership model. It also addresses succession, culture, and avoiding complacency. As a result, participants leave able to build business success that endures.

Good to Great: Building and Sustaining Long-Term Business Success Course Objectives

- Apply Level 5 Leadership characteristics of humility and professional will.
- Build disciplined talent selection and succession practices.
- Confront the brutal facts while retaining faith in eventual success.
- Define a Hedgehog Concept at the intersection of passion, best-in-world skill, and economic engine.
- Establish a culture of discipline with clear accountability and freedom.
- Apply the flywheel concept to build compounding momentum.
- Use technology as an accelerator rather than a substitute for strategy.
- Set long-term performance benchmarks and comparison measures.
- Build routines that sustain results beyond individual leaders.
- Create a personal and organisational plan for enduring success.



Course Methodology

The course applies interactive, practice-based methods:

- Facilitated workshops on live long-term performance challenges.
- Case studies of enduring companies and failed transitions.
- Self-assessment against Level 5 Leadership characteristics.
- Group exercises on the Hedgehog Concept and flywheel mapping.
- Simulation of difficult talent and accountability conversations.
- Action planning that converts each principle into a lasting business practice.

Who Should Take This Course

- Senior managers and executives.
- Business unit and function heads.
- Strategy and performance leaders.
- HR and organizational development leaders.
- Talent management and succession specialists.
- Consultants supporting long-term performance programmes.

Good to Great: Building and Sustaining Long-Term Business Success Course Outlines

Day 1: Foundations of Lasting Business Success

- Defining lasting success and distinguishing it from a good quarter.
- Reviewing the research behind the good-to-great findings.
- Understanding the three disciplines: people, thought, and action.

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- Assessing your organisation's position honestly.
- Identifying what sustains results and what erodes them.
- Reviewing examples of plateau, decline, and recovery.
- Establishing your organisational performance baseline.

Day 2: Disciplined People and Level 5 Leadership

- Understanding the five levels of leadership.
- Applying humility and professional will as leadership characteristics.
- Getting the right people on the bus and the wrong people off.
- Building disciplined talent selection and succession practice.
- Developing leaders through challenge and coaching.
- Building culture that rewards contribution over personality.
- Assessing leadership and talent capability in your organisation.

Day 3: Disciplined Thought and Strategic Focus

- Confronting the brutal facts without losing faith.
- Applying the Stockdale Paradox to organisational reality.
- Building dialogue and psychological safety for honest debate.
- Defining the Hedgehog Concept across three circles.
- Applying the stop-doing list to protect strategic focus.
- Resisting opportunity overload and distraction.
- Drafting a Hedgehog Concept statement.

Day 4: Disciplined Action and the Flywheel

- Building a culture of discipline with clear accountability.



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- Applying the flywheel concept to consistent execution.
- Avoiding the doom loop of reactive restructuring.
- Using technology as an accelerator, not a solution.
- Setting benchmarks and peer comparison measures.
- Building routines that compound results over years.
- Mapping your organisation's flywheel.

Day 5: Continuity, Measurement, and Sustaining Success

- Linking lasting success to governance and strategy.
- Building succession and continuity for sustained performance.
- Measuring long-term performance with leading and lagging indicators.
- Reinforcing culture through rituals, recognition, and review.
- Avoiding complacency after success.
- Building personal commitment to disciplined leadership.
- Finalizing a personal and organisational success action plan.

Conclusion

By successfully completing Good to Great: Building and Sustaining Long-Term Business Success, participants will have acquired practical knowledge of enduring success, Level 5 Leadership, disciplined people, thought and action, the Hedgehog Concept, and the flywheel effect. They will have gained skills in long-term performance diagnosis, Level 5 leadership practice, talent and succession building, and disciplined execution with momentum building, plus a personal action plan. Gentex Training Center designed this program to help organisations build success that lasts.





FAQs

Q1 What is the "Good to Great: Building and Sustaining Long-Term Business Success" course about?

It examines what allows organisations to keep performing over decades. Participants study Level 5 Leadership, disciplined talent selection, confronting hard facts, the Hedgehog Concept, the flywheel effect, and long-term execution discipline.

Q2 What are the key benefits of the "Good to Great: Building and Sustaining Long-Term Business Success" course?

Participants gain a clearer view of what drives lasting performance, stronger talent decisions, and more consistent execution. Organisations also protect strategic focus, reduce reactive restructuring, and build momentum that continues after individual leaders move on.

Q3 What skills will I gain from the "Good to Great: Building and Sustaining Long-Term Business Success" course?

You will develop four core skills: long-term performance diagnosis, Level 5 leadership practice, talent and succession building, and disciplined execution with momentum building.



Q4 What tools, methods, or standards are covered in the "Good to Great: Building and Sustaining Long-Term Business Success" course?

The course covers the five levels of leadership, Level 5 Leadership characteristics, disciplined talent selection and succession practice, the Stockdale Paradox, the Hedgehog Concept and its three circles, the stop-doing list, the flywheel and doom loop concepts, technology-as-accelerator practice, benchmark setting, and leading and lagging performance indicators.

Q5 How is the "Good to Great: Building and Sustaining Long-Term Business Success" course applied in real-world practice?

Participants apply the methods to live organisational tasks, such as assessing leadership capability, reviewing a talent decision, drafting a Hedgehog Concept, mapping a flywheel, and building a stop-doing list. Each module ends with an action commitment, so learning transfers directly into long-term business practice.