

Jim Collins' Twelve Questions for Leadership Teams ©Jim Collins

- 1. Do we want to build a great company, and are we willing to do what it takes?**
 - Reading: *Great by Choice*, Chapter 2, *Built to Last*: Chapter 2
- 2. Do we have the right people on the bus and in the key seats?**
 - Reading: *Good to Great*, Chapter 3
- 3. What are the brutal facts?**
 - Reading: *Good to Great*, Chapter 4
- 4. What is our hedgehog: What *can* we be the best at, with an economic engine, and for which we have unbounded passion?**
 - Reading : *Good to Great*: Chapter 5
- 5. What is our 20 Mile March, and are we hitting it?**
 - Reading: *Great by Choice*: Chapter 3, *Good to Great*: Chapter 8
- 6. Where should we place our big bets, based on empirical validation (bullets-to-cannonballs)?**
 - Reading: *Great by Choice*, Chapter 4
- 7. What are the core values and core purpose on which we want to build this enterprise for 100 years?**
 - Reading: *Built to Last*: Chapters 4, 11
- 8. What is our 15 to 25 year BHAG?**
 - Reading: *Built to Last*: Chapter 5, *Good to Great*: Chapter 9
- 9. What could kill us, and how can we protect our flanks (productive paranoia)?**
 - Reading: *Great by Choice*: Chapter 5, *How the Mighty Fall*
- 10. What should we stop doing to increase our discipline and focus?**
 - Reading: *Good to Great*: Chapter 6, *Great by Choice*: Chapter 6
- 11. How can we increase our Return on Luck (ROL)?**
 - Reading: *Great by Choice*: Chapter 7
- 12. Are we becoming a Level 5 Leadership team and cultivating a Level 5 management culture?**
 - Reading: *Good to Great*: Chapter 2, *Great by Choice*: Epilogue

These questions can be discussed, one per month, to fill out an entire year of disciplined thought. The most powerful results will come from repeating the cycle, rigorously hitting each question at least once a year.