

Business IV Capstone Project, *Great By Choice*, by Jim Collins

***Great By Choice* is available to check out at the SRA library**

After reading *Great By Choice*, by Jim Collins you will complete the following prompts:

Chapter 1

Who are 10Xer's?

Choose one case study in the chapter to summarize and describe what sets the company apart from others.

Chapter 2

Describe how 10Xer's distinguish themselves through the triad of core behaviors.

What is Level 5 Ambition?

Rank in order the core 10Xr's behavior from strongest to weakest. What can you do to turn YOUR weakest into YOUR strongest?

Chapter 3

What characteristics do 20 Mile Marchers have?

Why do 20 Mile Marchers have an edge in volatile environments?

Describe the 7 characteristics of a good 20 Mile March.

What is YOUR 20 Mile March? (Something you can commit to achieving in the next 10-15 years with as much consistency as the 10Xer's)

Chapter 4

How is a bullet described in chapter 4?

What is meant by "firing a cannon ball"?

Which of the following behaviors do you most need to increase?

- Firing enough bullets
- Resisting the temptation to fire uncalibrated cannonballs
- Committing, by converting bullets into cannonballs once you have empirical valuation

Chapter 5

Describe the 3 key dimensions of productive paranoia.

Give an example of each of the 3 categories of risk.

Use your imagination to write a case study where, whether short or long term decisions need to be made, a rigorous and deliberate decision produces a better outcome than rushing a decision. (Be sure the company and characters are fictitious)

Chapter 6

What does SMaC stand for and how is it used to help an organization unify and organize its efforts?

Describe how Howard Putnam's 10 points at Southwest perfectly illustrates the point.

Chapter 7- Conclusion

The leadership concepts in this book – fanatic discipline, empirical creativity, productive paranoia, Level 5 ambition, 20 mile march, fire bullets, then cannonballs, and SMaC – all contribute directly to being able to lead in an uncertain and chaotic world. How will you use these concepts in your future growth as a college student and then professional business person?