

## **Good-to-Great: Myth or Reality by Vandana Goyal, CEO, Akanksha Foundation**

*“Great leaders become leaders to achieve something not to be someone.”*

Jim Collins wrote the book, "Good to Great" to describe companies that were historically mediocre and which became great, and discusses the commonalities among companies that led to these changes. According to the author's research, exceptional leadership rather than an exceptional idea puts a company on the path to greatness. Leaders who are humble, fearless, with a resilient professional will, and responsible were found to contribute immensely to a company's success in the long run. They train successors, do what needs to be done, give credit, and propel their people to greater heights. At the recent InspirED conference, Vandana Goyal, CEO, Akanksha Foundation brainstormed with a lively audience on some of the thought-provoking questions raised in the book. The book is a brilliantly researched corporate leadership guide, which dispels some of the common myths about many star companies.

She shared some wonderful excerpts from the book **Good to Great**:

1. **It is a myth that it takes a great idea to start a great company.** *Think Starbucks. Coffee! Really? Hardly a novel idea, right? But it is a global coffeehouse chain spread across 50 countries with US\$ 10.71 billion in revenue. Belief, conviction and phenomenal people are the stuff great companies are made of.*
2. **It is a myth that visionary companies need charismatic leaders.** *In order to build a company that can prosper far beyond the presence of any single leader, vision is a greater imperative than mere charisma.*
3. **It is a myth that visionary companies are great places to work for everyone.** *If you do not believe in the core values that a visionary organization espouses, its adherence to processes, or its work culture for that matter, you may not enjoy working there.*
4. **It is a reality that the only constant at a great company is change.** *The core values that define a great company, can and often do last more than 100 years. Change, in all other respects, is an all encompassing, omnipresent phenomenon. In the business world it is more so, due to an increased focus on a globally competitive economic environment, constant innovations, wider out-reach, and the rapidity with which technologies are changing.*