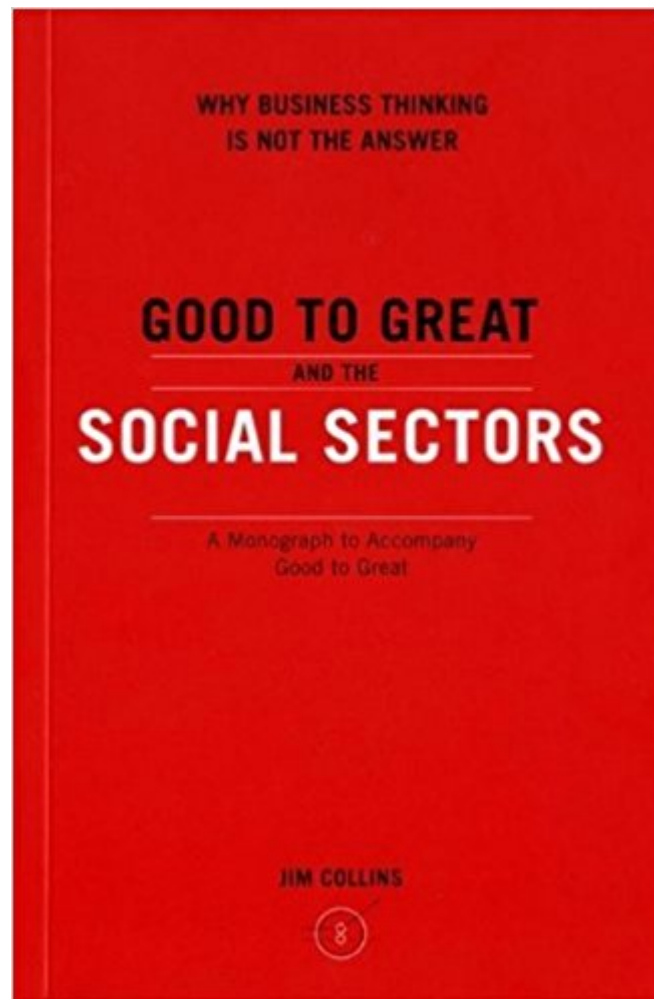


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# Good To Great And The Social Sectors: A Monograph To Accompany Good To Great



## Synopsis

Jim Collins Answers the Social Sector with a Monograph to Accompany Good to Great. 30-50% of those who bought Good to Great work in the Social Sector. This monograph is a response to questions raised by readers in the social sector. It is not a new book. Jim Collins wants to avoid any confusion about the monograph being a book by limiting its distribution to online retailers. Based on interviews and workshops with over 100 social sector leaders. The difference between successful organizations is not between the business and the social sector, the difference is between good organizations and great ones.

## Book Information

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## Customer Reviews

I have direct experience in the social sector with over twenty-five years as an advisor or board member of several, varied non-profits. "Good to Great and the Social Sectors" resonated with me as it fills a very deep void in social sector leadership guidance. Recently, one executive newcomer to a non-profit called to tell me she was being told to back off by other executives. She was being perceived as "too businesslike"; she did not understand the non-profit world. I asked her to have these people define "businesslike." She learned that "businesslike" meant expecting people to complete assignments on time and be accountable!! This attitude, which permeates many non-profits, is one of several targets in "Good to Great and the Social Sectors." In fact, due to the diffuse power structure that exists for most social sector organizations, non-profits need even greater discipline - disciplined planning, disciplined people, disciplined governance, disciplined

allocation of resources. And the culture of discipline is not a principle of business; it is a principle of greatness. Non-business leaders in the social sector must operate differently as they do not have the concentrated power of a business CEO. They have a thousand points of no. It is Collins' observation that they require two skill sets - leadership skills and legislative skills - to be successful. And, he believes you will find more true leadership in the social sector as a result. The book is organized around five issues that need to be addressed for greatness. These are: Issue One - How do you define great without business metrics? Issue Two - What is "Level 5 Leadership" in the social sector? Issue Three - How can you get the right people on the bus?

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