Good to Great Organisations

1 – 5 February 2027
Amsterdam (Netherlands)



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Introduction

In today's business world, traditional success is no longer enough to set outstanding organizations apart. To achieve true excellence, inspiring leadership and robust strategies are essential. This course explores how to enhance effective leadership and build a strong organizational culture that supports innovation and sustainable growth. We will review successful strategies and case studies that demonstrate how to turn ideas into tangible results. Join us to learn how to lead your organization toward extraordinary achievements. Whether you're looking to enhance leadership skills or gain insights on transforming organizations, this course offers invaluable knowledge.

Course Objectives

By the end of this course, participants will be able to:

- Enhance leadership skills using advanced tools and techniques.
- Define strategic goals to align with organizational vision.
- Build a strong organizational culture that fosters innovation.
- Achieve excellence in performance at every organizational level.
- Leverage growth strategies for sustainable success.
- Analyze success case studies to understand practical applications of leadership.
- Drive notable results through effective leadership practices.

Course Outlines

Day 1: Introduction to the Book

- "Good is the enemy of great": Exploring the difference between good success and great success.
- Level 5 leadership: Understanding leadership that combines humility with fierce resolve.
- Leadership self-assessment: Tools to assess and enhance your personal leadership skills.

Day 2: Confront the Brutal Facts

- Being Stoic: Learning to deal with challenges and maintain high standards.
- The hedgehog strategy: Simplifying focus for long-term success.
- The three circles of simplicity: Identifying key factors that drive success.



Day 3: A Culture of Discipline

- Consistency and responsibility: Building high-performance teams through disciplined management.
- Technology accelerators: How leveraging technology helps organizations scale and innovate.
- Technology examples: Real-world applications of technology in leadership and strategy.

Day 4: The Flywheel

- The doom loop: Understanding the pitfalls that prevent organizations from advancing.
- Simplicity & breakthrough: Simplifying processes to unlock breakthrough results.
- From good to great, to build to last: Strategies for creating lasting organizational success.

Day 5: Good to Great Best Practices

- Lessons learned and what went wrong: Analyzing mistakes to learn and improve leadership practices.
- Workshop: Applying the course concepts to your organization for tangible improvements.

Why Attend This Course: Wins & Losses!

- Develop leadership skills: Learn to lead at the highest level with effective leadership development strategies.
- Build a strong organizational culture that promotes growth, excellence, and innovation.
- Learn to leverage growth strategies that ensure sustainable organizational success.
- Analyze real-world success case studies to understand the practical application of leadership principles.
- Gain insights on business transformation and how to lead an organization through change.
- Master the art of leading high-performing teams that consistently deliver outstanding results.

Conclusion

If you are looking to transform your organization and develop the leadership skills needed to create a culture of excellence, this course is the perfect opportunity. Through leadership development, strategic goal setting, and learning from success case studies, you will gain the knowledge to turn your organization from good to great. Apply the strategies taught in this course to lead your team, drive business transformation, and achieve sustained success. Join us and start your journey towards creating a truly remarkable and high-performing organization.

