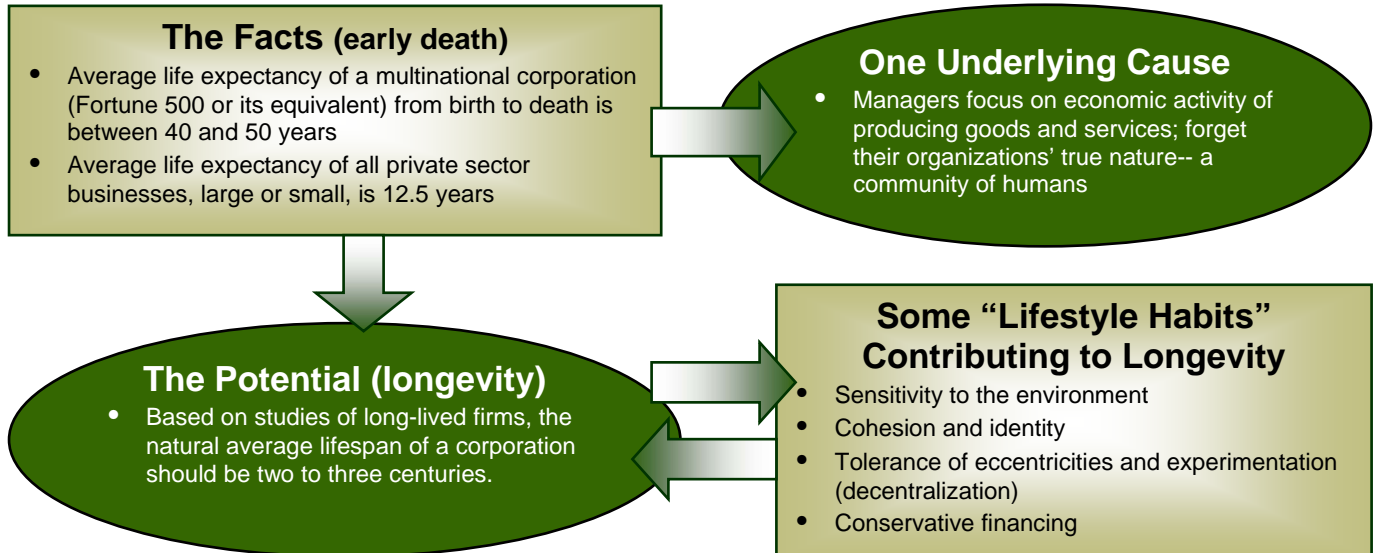


## Great Organizations Quick Reference (1)

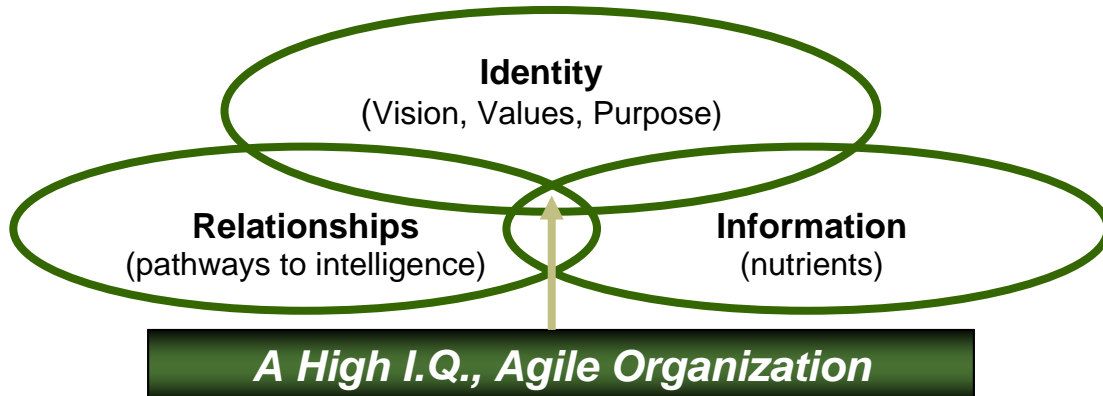
### *The “Living” Company Outsurvives Competitors*

**Like all organisms, the living company exists primarily for its own survival and improvement: to fulfil its potential and to become as great as it can be. (p.11)**



Source: A. DeGeus. (1997). **The Living Company: Habits for Survival in a Turbulent Business Environment**, Boston: Harvard Business School Press.

### *An Enabling Environment is Key to Performance Success*



Source: M.J. Wheatley and M. Kellner-Rogers. (July/August 1996). *The irresistible future of organizing*, **Strategy & Leadership**.

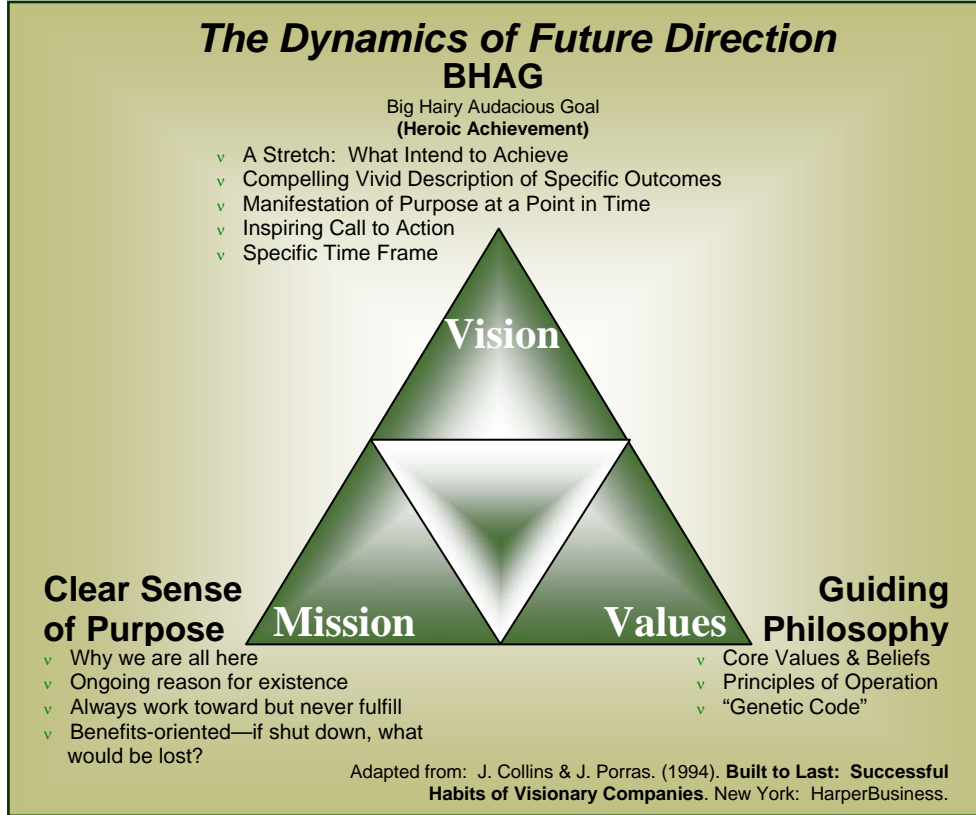
### *New Mass Collaboration Must Become Part of Every Leader’s Playbook*

The new art and science of wkinomics is based on four powerful ideas: openness, peering, sharing, and acting globally...companies that make their boundaries porous to external ideas and human capital outperform those that rely solely on internal resources and capabilities.

Source: D. Tapscott & A. Williams. (2007). **Wikinomics**. Toronto: Penguin Gp, p. 21.

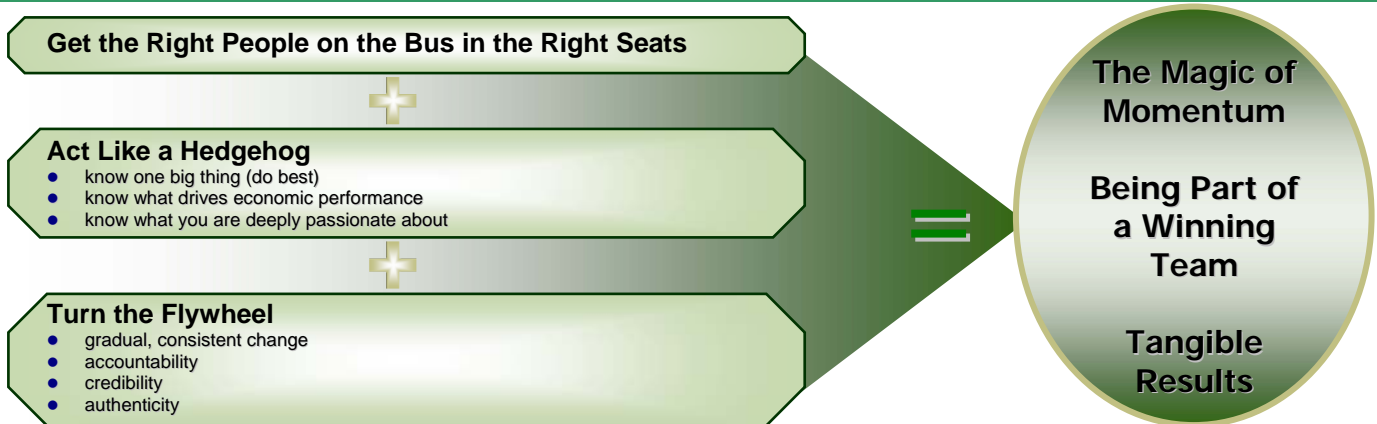
## Great Organizations Quick Reference (2)

### Great Organizations Know Who They Are and Where They Are Going



In Swedish,  
the oldest term  
for "business"  
is *närings liv*  
meaning  
"nourishment  
for life".

### Going From Good to Great



Source: J. Collins. (October 2001). *Good to great*. **Fast Company**, pp. 90-104.

### Getting Rid of Habitual Ways of Interpreting a Situation

When people who are actually creating a system start to see themselves as the source of their problem, they invariably discover a new capacity to create results they truly desire.

Source: P. Senge, et al. (2004). **Presence: Human Purpose and the Field of the Future**. Cambridge: Society for Organizational Learning, p. 45.