

James C. Collins

Quotes

People, Business, Organization, Greatness, Leader, Good To Great, Leadership, Discipline, Needs, Decision, Goal, Keys, Vision, Important, Dream, Opportunity, Mediocrity, Work, Signatures, Passion

Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice, and discipline.

~James C. Collins

Great vision without great people is irrelevant.

~James C. Collins

Managing your problems can only make you good, whereas building your opportunities is the only way to become great.

~James C. Collins

The moment you feel the need to tightly manage someone, you've made a hiring mistake. The best people don't need to be managed. Guided, taught, led-yes. But not tightly managed.

~James C. Collins

Building a visionary company requires one percent vision and 99 percent alignment.

~James C. Collins

Good is the enemy of great. That's why so few things become great.

~James C. Collins

True leadership has people who follow when they have the freedom not to.

~James C. Collins

The difference between a good leader and a great leader is humility.

~James C. Collins

If you have more than three priorities then you don't have any.

~James C. Collins

The purpose of bureaucracy is to compensate for incompetence and

lack of discipline.

~James C. Collins

Bad decisions made with good intentions, are still bad decisions.

~James C. Collins

Don't take care of your career. Take care of your people. They will take care of your career.

~James C. Collins

Focusing solely on what you can potentially do better than any other organization is the only path to greatness.

~James C. Collins

We are not imprisoned by circumstances, setbacks, mistakes or staggering defeats, we are freed by our choices.

~James C. Collins

Great companies foster a productive tension between continuity and change.

~James C. Collins

The only way to remain great is to keep on applying the fundamental principles that made you great.

~James C. Collins

It is more important to know who you are than where you are going, for where you are going will change as the world around you changes.

~James C. Collins

Good is the enemy of great. And that's one of the key reasons why we have so little that becomes great.

~James C. Collins

For, in the end, it is impossible to have a great life unless it is a meaningful life. And it is very difficult to have a meaningful life without meaningful work.

~James C. Collins

Profit is like oxygen, food, water, and blood for the body; they are not the point of life, but without them, there is no life.

~James C. Collins

An organization is not truly great, if it cannot be great without you.

~James C. Collins

Get the right people on the bus, the wrong people off the bus, and the right people in the right seats...

~James C. Collins

Consider the idea that charisma can be as much a liability as an asset. Your strength of personality can sow the seeds of problems, when people filter the brutal facts from you.

~James C. Collins

A culture of discipline is not a principle of business, it is a principle of greatness.

~James C. Collins

Mediocrity results first and foremost from management failure, not technological failure.

~James C. Collins

That good is the enemy of great is not just a business problem. It is a human problem.

~James C. Collins

People are not your most important asset....the right people are.

~James C. Collins

The only mistakes you can learn from are the ones you survive.

~James C. Collins

Change your practices without abandoning your core values.

~James C. Collins

Smart people instinctively understand the dangers of entrusting our future to self-serving leaders who use our institutions, whether in the corporate or social sectors, to advance their own interests.

~James C. Collins

The signature of mediocrity is chronic inconstancy. The signature of greatness is a disciplined and consistent focus on the right things.

~James C. Collins

The signature of mediocrity is not an unwillingness to change. The signature of mediocrity is inconsistency.

~James C. Collins

The drive for progress doesn't wait for the external world to say "It's time to change."

~James C. Collins

The critical question is not whether you'll have luck, but what you do with the luck that you get.

~James C. Collins

A visionary company doesn't simply balance between idealism and profitability: it seeks to be highly idealistic and highly profitable.

~James C. Collins

Most people will look back and realize they did not have a great life

because it's just so easy to settle for a good life.

~James C. Collins

Don't be interesting - be interested.

~James C. Collins

The essence of profound insight is simplicity.

~James C. Collins

In a world of constant change, the fundamentals are more important than ever.

~James C. Collins

The challenge is not just to build a company that can endure; but to build one that is worthy of enduring.

~James C. Collins

A company should limit its growth based on its ability to attract enough of the right people.

~James C. Collins

In a truly great company profits and cash flow become like blood and water to a healthy body: They are absolutely essential for life but they are not the very point of life

~James C. Collins

Level 5 leaders are a study in duality: modest and willful, humble and fearless.

~James C. Collins

Faith in the endgame helps you live through the months or years of buildup.

~James C. Collins

How can you succeed by helping others succeed? We succeed at our very best only when we help others succeed.

~James C. Collins

By definition, it is not possible to everyone to be above the average.

~James C. Collins

It occurs to me, Jim, that you spend too much time trying to be interesting. Why don't you invest more time being interested?" Collin's advice from John Gardner that he took to heart.

~James C. Collins

Not all time in life is equal. How many opportunities do you get to talk about what your life is going to add up to with people thinking about the same question?

~James C. Collins

First figure out your partners, then figure out what ideas to pursue. The most important thing isn't the market you target, the product you develop or the financing, but the founding team.

~James C. Collins

Resiliency, not perfection, is the signature of greatness.

~James C. Collins

The greatest leaders build organizations that, in the end, don't need them.

~James C. Collins

Be rigorous about your HR decisions. There is a difference between rigorous and ruthless.

~James C. Collins

Good-to-great companies set their goals and strategies based on

understanding; comparison companies set their goals and strategies based on bravado.

~James C. Collins

The x factor of a great leader is humility combined with will.

~James C. Collins

Not one of the good-to-great companies focused obsessively on growth.

~James C. Collins

People need BHAGs - big hairy audacious goals.

~James C. Collins

Those who turn good organizations into great organizations are motivated by a deep creative urge and an inner compulsion for sheer unadulterated excellence for its own sake.

~James C. Collins

Discipline should amplify creativity rather than stifle it.

~James C. Collins

How can we do better tomorrow than we did today?

~James C. Collins

Get keep right people.

~James C. Collins

Genuine confidence is what launches you out of bed in the morning, and through your day with a spring in your step.

~James C. Collins

It's what you do before you are in trouble, so that you can be strong when people most need you.

~James C. Collins

Creative leadership impact increases in your 50's. When I turn 50 I want to say, "Nice start!"

~James C. Collins

The secret to a successful retirement is to find your retirement sweet spot. The sweet spot is where your passions, what you do best, and what people will pay you to do overlap.

~James C. Collins

Those fortunate enough to find or create a practical intersection of the three circles have the basis for a great work life.

~James C. Collins

Those who build and perpetuate mediocrity...are motivated more by the fear of being left behind.

~James C. Collins

Good is the enemy of great.. The vast majority of good companies remain just that - good, but not great.

~James C. Collins

Greatest danger is not failure, but be successful and not know why.

~James C. Collins

Not every financial company toppled during the 2008 crisis, and some seized the opportunity to take advantage of weaker competitors in the midst of the tumult.

~James C. Collins

I am completely Socratic.

~James C. Collins

It took Einstein ten years of groping through the fog to get the theory of special relativity, and he was a bright guy.

~James C. Collins

A great company will have many once-in-a-lifetime opportunities.

~James C. Collins

If your company disappeared, would it leave a gaping hole that could not easily be filled by any other enterprise on the planet?

~James C. Collins

The only way to deliver to the people who are achieving is to not burden them with the people who are not achieving.

~James C. Collins

Creativity dies in an indisciplined environment.

~James C. Collins

Leaders who led their organizations quietly and humbly, were much more effective than flashy, charismatic high profile leaders.

~James C. Collins

Just because a company falls doesn't invalidate what we can learn by studying that company when it was at its historical best.

~James C. Collins

You can't manufacture passion or "motivate" people to feel passionate. You can only discover what ignites your passion and the passions of those around you.

~James C. Collins

Start a 'Stop Doing' list. I'll leave it as an existential dilemma on whether to put that task on your To Do list

~James C. Collins

Companies that change best over time know first and foremost what should not change.

~James C. Collins

Whether you prevail or fail depends more on what you do to yourself than on what the world does to you.

~James C. Collins

You absolutely must have the discipline not to hire until you find the right people.

~James C. Collins

I am not failing - I am growing! Do you have the ability to reframe failure as growth in order to achieve your goals?

~James C. Collins

Throw leaders into an extreme environment, and it will separate the stark differences between greatness and mediocrity.

~James C. Collins

Some managers are uncomfortable with expressing emotion about their dreams, but it's the passion and emotion that will attract and motivate others.

~James C. Collins

To have a Welch-caliber C.E.O. is impressive. To have a century of Welch-Caliber C.E.O.'s all grown from the inside - well, that is one key reason why G.E. is a visionary company.

~James C. Collins

I can just let my curiosity wander unleashed.

~James C. Collins

If I'm going really, really fast, I can do a page of finished text a day, on

average.

~James C. Collins

If you have a charismatic cause you don't need to be a charismatic leader.

~James C. Collins

We learned that a former prisoner of war had more to teach us about what it takes to find a path to greatness than most books on corporate strategy.

~James C. Collins

A dream is a feeling that sticks - and propels.

~James C. Collins

The people who don't have a great life are the ones who settle for a good one.

~James C. Collins

If we only have great companies, we will merely have a prosperous society, not a great one. Economic growth and power are the means, not the definition, of a great nation.

~James C. Collins

You need self-control in an out-of-control world.

~James C. Collins

Good is the enemy of great.

~James C. Collins

Discipline is consistency of action.

~James C. Collins

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~James C. Collins

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