

WHY GOOD COMPANIES GO BAD

Seven questions every executive team should ask

Based on the work of Professor Don Sull

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1. Do you miss opportunities that others spot?

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2. Are your organisational hydraulics broken?

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3. Do you reward mediocrity and call it teamwork?

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4. Are your core values a joke?

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5. Are you talking about the wrong things?

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6. Have your Vikings become farmers?

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7. Do you rely on heroic leadership?

Which warning sign is most visible in your organisation today?
How are you contributing to it?