



**Great by Choice: Summary of the Key Ideas -
Original Book by Jim Collins, Morten T. Hansen:
Uncertainty, Chaos and Luck - Why Some Thrive
Despite Them All**

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Companies often have to face difficult conditions, due to the unpredictability and uncertainty of events. In “Great by Choice”, the author examines how some companies manage to survive through chaotic and turbulent times while others don’t. He gives insights into the strategies of great organizations and their recipes for success.

Who should read this book:

- Entrepreneurs who want to establish a successful company.
- Leaders and businesspeople who are eager to find out how to survive through challenges.

In this summary:

Chapter 1: Great companies observe to adapt to changes in the environment

Chapter 2: Anything that can go wrong needs to be factored in during preparation

Chapter 3: Leaders have to be both innovative and disciplined

Chapter 4: 10X companies keep closely to their targets

Chapter 5: Innovation becomes less important after reaching a threshold

Chapter 6: 10X companies only make bold moves after validation

Chapter 7: Small moves can lead up to a great innovation

Chapter 8: 10X leaders always expect the worst and are prepared for it

Chapter 9: Clear principles are important for continuous good performance

Chapter 10: Success does not depend solely on luck, but also on hard work and determination

Chapter 11: Final Summary

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