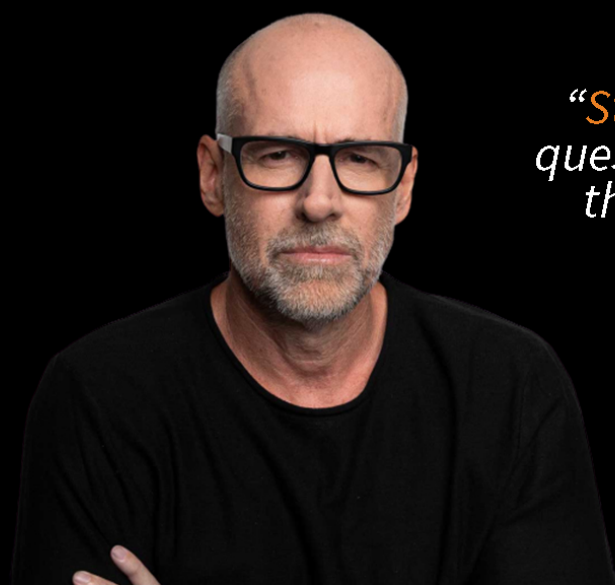


LEADER'S DIGEST



*“**Strategy** answers one question: what can we do that is really hard for everybody else.”*

Scott Galloway

FROM GOOD TO GREAT

“Great does not equal big, and big does not equal great”, says **Jim Collins**, a world-renowned researcher and author. So what then is a great company? According to Collins, to be a great organization you need to achieve three outputs:

- 1. Superior results.** You have to find a way to win at your chosen game. If you don’t deliver exceptional results, you can’t be considered great.
- 2. Distinctive impact.** If your company went away, who would miss you? You don’t need to be big, but you need to be irreplaceable.
- 3. Lasting endurance.** The ability to have great results and a distinctive impact over a long period of time comes down to not being dependent on any single leader; your organization needs to be great with and without you.

And how to then build a great company? Collins has come up with a set of 12 questions to help build a great organization, and he explained them in his ‘Good to Great’ keynote at Nordic Business Forum 2014. Registered users can now watch the entire speech [here](#), or you can read a summary [here](#).

WATCH THE KEYNOTE

READ THE SUMMARY

PREPARING FOR THE FUTURE

“There were plenty of early warnings about the current pandemic but it wasn’t taken seriously”, said **Rita McGrath**, world’s top expert in business strategy in uncertain environments, in our webinar a few weeks ago. During the webinar, she shared her framework to help create early warning scenarios to prepare for the future.

You can watch the recording of the webinar [here](#) (until 30 June), or you can read a summary [here](#).



WATCH THE RECORDING

READ THE SUMMARY

LATEST ARTICLES BY

NORDIC Business Report



Entering the Emotion Economy

According to **Dr. Rana el Kaliouby**, technology should be redesigned in a way that closes the current empathy gap and addresses the fact that technology today has a high IQ, but no EQ, or emotional intelligence.

Nordic Business Report interviewed Dr. Kaliouby recently, and you can read a full recap of the interview [here](#).

READ THE ARTICLE

FREE UPCOMING WEBINAR

Webinar with **Aswath Damodaran**

Damodaran, a professor at the Stern School of Business, will talk to us about *The Illusion of Smart Money* - the assumption that there are smart people with access to better tools and more data who get into and out of markets at the right time, pick the right stocks and walk away with huge profits.

Join us on 24 June, at 6:00 pm (UTC+3) to learn more! Sign up [here](#).



SIGN UP