

Great is the Enemy of Good

Category: Planning

“Good to Great” is a terrific book that should be in the library of every small business owner. While the principles enshrined in the book are universally valid, for so many small businesses owners the journey that they need to take can be more accurately described as “mediocre to good”.

What you're looking for is a book that offers a simple, step-by-step way of developing a plan and the drawing board. It's not a complex, multi-page document that you have to read and understand. This is one of the few areas in business where mediocrity can be your friend, but mediocrity in the execution of the plan is the enemy. Mediocrity in the plan may be acceptable, but mediocrity in the execution of the plan is the enemy.