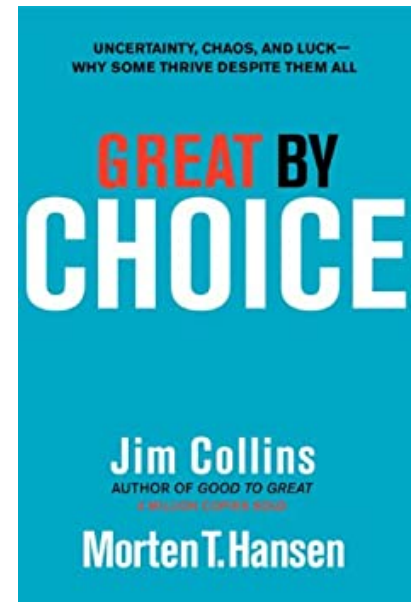


# Great By Choice Book Summary (PDF) by Jim Collins & Morten T. Hansen

Ready to learn the most important takeaways from Great By Choice in less than two minutes? Keep reading!



## Why This Book Matters:

Great By Choice explains the power behind 10x companies, the companies that shoot for goals within their reach to succeed with certainty.

## The Big Takeaways:

1. **Preparation keeps companies alive when the unknown creeps into our lives.**
  1. If Not everything goes as planned, and the companies that face that fact will be more prepared for the unknown.
2. **The businesses that will make it through tough times look at the facts and prepare with a worst-case-scenario mindset.**
  1. Some of these businesses not only make it through

tough times, they perform at their peak during tough times.

**3. 10X companies reach their goals year after year, despite what happened within that year.**

1. Though some companies love the thrill of chasing growth, companies that pace themselves to reach obtainable goals year after year do better long-term.

**4. 10X companies take their leaps when they see it's necessary.**

1. Just because 10X companies have a more "slow and steady wins the race" mentality, that does not mean they won't take risks when facts back them.

**5. 10x companies love the idea of their equation yielding the same results over and over.**

1. Predictability is a key factor in the way 10x companies move and achieve their success.

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