

## Finding Your Hedgehog

When researching organizations for his book *Good to Great*, Jim Collins (2001) found that the most successful companies came up with a straightforward, compelling vision by looking for overlap in their answers to three simple questions: What can we be the best in the world at? What drives our engine? What are we deeply passionate about? Using the graphic organizer provided here, find your building's hedgehog.

What can we be the best in the world at?	What drives our engine?	What are we deeply passionate about?
<b>Our Compelling Vision (Hedgehog)</b>		