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Strategic Focus

Jim Collins in “Good to Great” coined the phrase ‘Hedgehog concept’. A Hedgehog has a simplistic and uncluttered perspective. It knows one big thing and sticks to it: ie how to safely obtain food.

This translates in business to:

- See what is essential, and ignore the rest.
- The essence of profound insight is simplicity.
- Stay focussed on developing your core business or product.
- Fanatical adherence to the hedgehog concept and shun opportunities that fall outside specific criteria.
- Start a “Stop Doing” List.
- Persistent pushing in a consistent direction over a long period of time, the flywheel builds momentum, eventually hitting a point of breakthrough.

Your core business should meet these 3 criteria:

- What you are deeply passionate about;
- What you can be the best in the world at;
- What drives your economic engine;

National Marketing Office

ask@supertrac.com T 1800 700 111 F 1800 700 222

PO Box 5403, Maroochydore Q 4558

Supertrac Pty Ltd - ABN 19 080 853 694 - AFSL 340753

SUPERTRAC.COM