

JIM COLLINS & JERRY I. PORRAS 著「BUILT TO LAST - SUCCESSFUL HABITS OF VISIONARY COMPANIES - 」Harper Business1994年刊を読む

CLOCK BUILDING, NOT TIME TELLING

- 1 . (1) Imagine you met a remarkable person who could look at the sun or stars at any time of day or night and state the exact time and date:
 - (2) “ It's April 23, 1401, 2:36 A.M., and 12 seconds. ”
 - (3) This person would be an amazing time teller, and we'd probably revere that person for the ability to tell time.
 - (4) But wouldn't that person be even more amazing if, instead of **telling the time**, he or she built a clock that could tell the time forever, even after he or she was dead and gone?
- 2 . (1) Having a great idea or being a charismatic visionary leader is “ time telling ”
 - (2) building a company that can prosper far beyond the presence of any single leader and through multiple product life cycles is “ clock building. ”
 - (3) In the first pillar of our findings — and the subject of this chapter — we demonstrate how the builders of visionary companies tend to be clock builders, not time tellers.
 - (4) They concentrate primarily on building an organization — building a ticking clock — rather than on hitting a market just right with a visionary product idea and riding the growth curve of an attractive product life cycle.

(5)And instead of concentrating on acquiring the individual personality traits of visionary leadership they take an architectural approach and concentrate on building the organizational traits of visionary companies.

(6)The primary output of their efforts is not the tangible implementation of a great idea, the expression of a charismatic personality, the gratification of their ego, or the accumulation of personal wealth.

(7)Their greatest creation is *the company itself* and what it stands for.

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[コメント]

「時を告げる」のではなく、「時を刻む時計をつくること」が企業のみならずあらゆるリーダーの「使命」(命を使って行うべきこと)であることをよく示してくれるコリンズ先生の名著の「ビジョナリー・カンパニー」第1巻である。

立派な翻訳書も出ているが、英語が読める人は翻訳書を参照しながら英語のテキストにも挑戦することをお勧めした。極めて標準的で、わかりやすい英語であるので英語学習にも最適。「うんなるほど」とよく内容を「理解」したところは、「音読練習」をすると生きた英語が身につく。「音読」にも耐えるテキスト。

- 2010年8月12日 林 明夫記 -