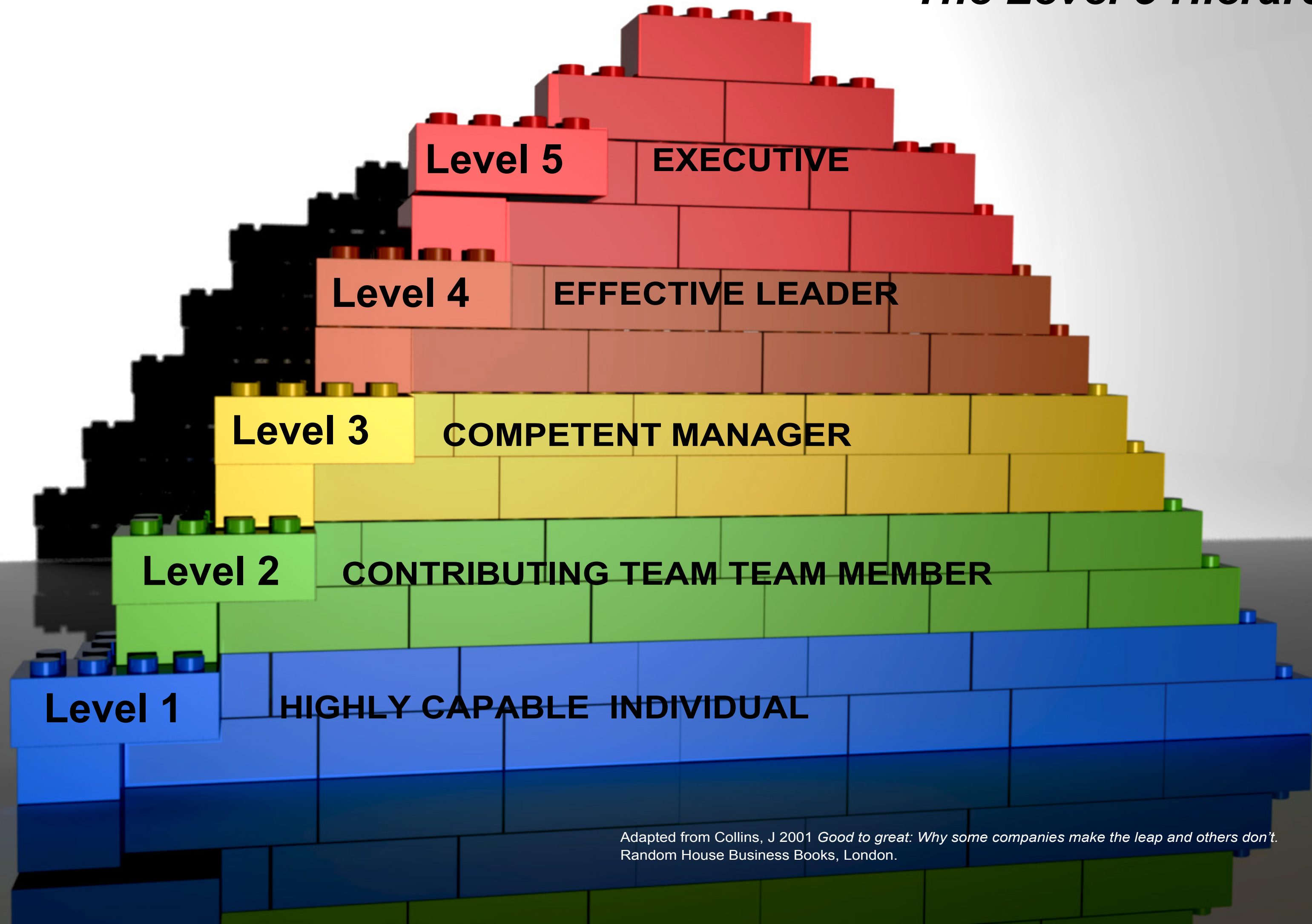


The Level 5 Hierarchy



Adapted from Collins, J 2001 *Good to great: Why some companies make the leap and others don't*.
Random House Business Books, London.