

Concurrent Session – Book Club Style!

Presenters Cathy Sandeen and Janet Kendall invite all interested participants to join their concurrent session. It is not necessary to read the book, but it is strongly recommended. Please read below for information about the session and for links to Amazon.com.

UCEA West Regional Conference 2008 – Missoula, Montana
Session takes place Thursday, October 16 from 2:00-3:00 p.m.

Book Review:

Title: Taking Your CE Organization from Good to Great: Applying Lessons Learned from the Book, *Good to Great*, by Jim Collins

Facilitator:

Presenters: Cathy Sandeen, Dean UCLA Extension
University of California Los Angeles

Janet Kendall, Director
Center for Distance and Professional Education
Washington State University

Description: Appearing regularly on top ten lists of great business books is Jim Collin's 2001 classic, *Good to Great: Why Some Companies Make the Leap and Others Don't*. If you have always wanted to know more about this book, now is your opportunity. Learn about the "hedgehog concept," "getting the right people on the bus," and how these and other concepts apply to the world of continuing higher education. This session will employ an interactive book club-like format, reviewing and applying major concepts from *Good to Great* and the 2005 supplement, *Good to Great and the Social Sectors: A Monograph to Accompany Good to Great*, also by Jim Collins.

Session participants are encouraged (but not required) to read one or both of these books and contribute to the discussion. Even if you have not read the books, you will benefit from attending this lively and enlightening session.

Links to Amazon.com:

Good to Great: Why Some Companies Make the Leap and Others Don't
[http://www.amazon.com/Good-Great-Companies-Leap-
Others/dp/0066620996/ref=sr_1_1?ie=UTF8&s=books&qid=1219775598&sr=1-1](http://www.amazon.com/Good-Great-Companies-Leap-
Others/dp/0066620996/ref=sr_1_1?ie=UTF8&s=books&qid=1219775598&sr=1-1)

Good to Great and the Social Sectors: A Monograph to Accompany Good to Great
[http://www.amazon.com/Good-Great-Social-Sectors-
Monograph/dp/0977326403/ref=sr_1_3?ie=UTF8&s=books&qid=1219775663&sr=1-3](http://www.amazon.com/Good-Great-Social-Sectors-
Monograph/dp/0977326403/ref=sr_1_3?ie=UTF8&s=books&qid=1219775663&sr=1-3)