

Contents

Prologue	1
The Art of Possibility	5
Medtronic—Restoring People to Full Life	16
Grameen Bank—Micro Lending for the Poor	26
Southwest Airlines—Being Whole	34
The Art of Timing	57
Royal Dutch/ Shell—Using Scenario Analysis to Create Future Memories	66
Intel—Leaping Into the Future with Moore’s Law	77
Southwest Airlines—Strike With the Force and Alacrity of a Puma	90
The Art of Leverage	101
Wal-Mart—An Agent for Customer	110
Dell Inc. —The Direct Connection	122
Southwest Airlines—Think Small	139
The Art of Mastery	159
Singapore—Thinking Schools, Learning Nation, and Gracious Society	172
The UCLA Bruins—Be Quick but Don’t Hurry	186
Southwest Airlines—Lean, Fit, and Ready	195
The Art of Leadership	207
John Wooden—Success is Peace of Mind	215
Earl Bakken—Ready, Fire, Aim	226
Herb Kelleher—Making a Difference While Having Fun	236
In the Footsteps of Giants	259
Epilogue	265
Notes	266
Index	274