

Find the loop that makes your growth compound.

Background

Jim Collins · Good to Great · 2001 · popularised by Amazon and HubSpot

A flywheel is a reinforcing loop – where each part of the system produces outputs that feed back to accelerate the next cycle. Jim Collins identified this pattern in enduring great companies. Amazon, Spotify, and Airbnb all operate on flywheel logic.

How to Run This

- 1 Map the 4 components – start with the core activity, then trace each link.
- 2 Check each connection – is the handoff strong, developing, or unproven?
- 3 Find the bottleneck – which connection loses the most energy?
- 4 Write your acceleration plan – 90-day goal and 48-hour first step.

Facilitator Tips

Common mistake

Describing a funnel as a flywheel. A funnel converts – a flywheel compounds. If there's no feedback loop, it's not a flywheel.

What good looks like

Every connection is named and rated. The bottleneck is clearly identified. The 48-hour first step is specific enough to act on today.

When to move on

When you can describe the loop in one sentence and you have a concrete first action to strengthen the weakest link.

About Wade Institute

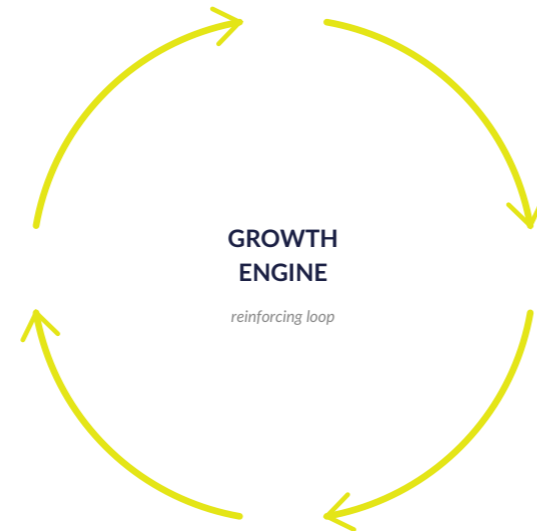
Wade Institute of Entrepreneurship is Australia's leading centre for entrepreneurial education, based at the University of Melbourne. The Studio is Wade's free, AI-powered innovation workshop platform – making 24 structured frameworks available to anyone, each one facilitated by Pete, an AI coach trained in Wade's methodology.

Try this interactively in The Studio

Pete will help you trace your reinforcing loop, assess each connection, find the bottleneck, and build your acceleration plan.

studio.wadeinstitute.org.au →

Map 3-5 components of your flywheel around the loop.
 Each component should directly enable the next. The last feeds back to the first.



CONNECTION STRENGTH

How strong is each link in the chain?

LINK	STRENGTH	MECHANISM
1 → 2	<input type="checkbox"/> Strong <input type="checkbox"/> Developing <input type="checkbox"/> Unproven	_____
2 → 3	<input type="checkbox"/> Strong <input type="checkbox"/> Developing <input type="checkbox"/> Unproven	_____
3 → 4	<input type="checkbox"/> Strong <input type="checkbox"/> Developing <input type="checkbox"/> Unproven	_____
4 → 5	<input type="checkbox"/> Strong <input type="checkbox"/> Developing <input type="checkbox"/> Unproven	_____
5 → 1	<input type="checkbox"/> Strong <input type="checkbox"/> Developing <input type="checkbox"/> Unproven	_____

THE BOTTLENECK

Which connection loses the most energy? Where is the weakest link?

ACCELERATION PLAN

What will you do to strengthen the flywheel?

90-day plan

48-hour first step