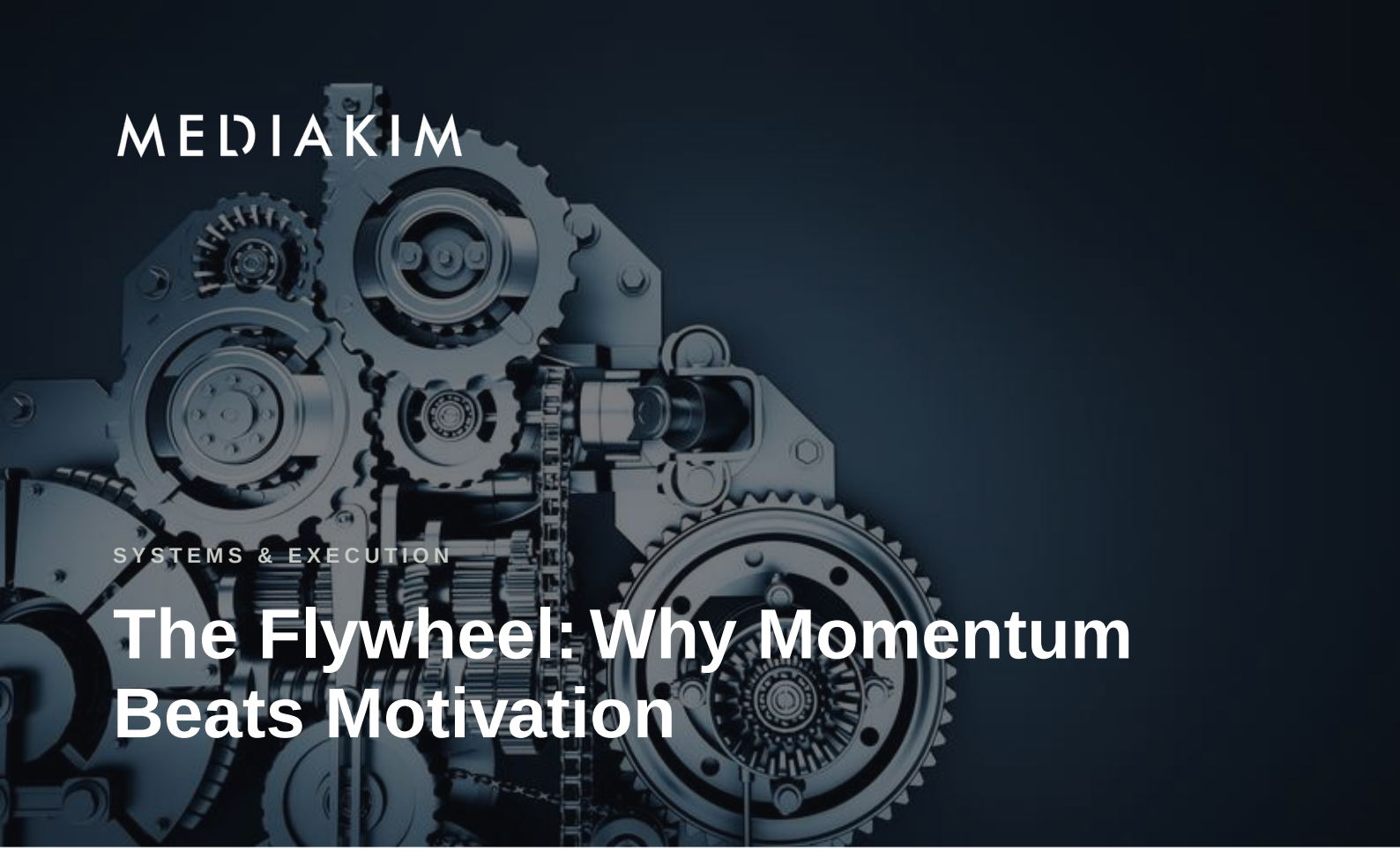
MEDIAKIM



SYSTEMS & EXECUTION

The Flywheel: Why Momentum Beats Motivation

Great results rarely come from one dramatic push. They come from turning the same wheel, in the same direction, until momentum does the heavy lifting for you.

A MEDIAKIM INSIGHTS RESOURCE PACK

Published 18 February 2026

We love a dramatic turning point — the viral moment, the big launch, the single decision that changed everything. Jim Collins studied great companies looking for those moments and found they mostly do not exist. Instead, he found a flywheel: a heavy wheel that turns a little with each push, slowly at first, until accumulated momentum makes it almost unstoppable.

> **“There was no single defining action, no grand program, no one killer innovation... It was a quiet, deliberate process of pushing the flywheel turn upon turn.”**
>
> **— Jim Collins, Good to Great**

The unglamorous truth about momentum

The first turns of a flywheel are the hardest, and the least rewarding. You push with everything you have and it barely moves. This is exactly where most people quit — they mistake slow early progress for no progress. But each turn makes the next easier, and effort that felt wasted was actually building the momentum that later looks like overnight success.

FIGURE

Each consistent push builds on the last. Momentum, not motivation, is what eventually carries the business.

Build your flywheel

Find the handful of things that, done consistently, reinforce each other: do good work, which earns trust, which wins referrals, which fund better work. Then push that same loop, turn after turn, instead of constantly chasing new tactics. Consistency in one direction beats brilliance in ten.

- Identify the loop where each step feeds the next.
- Push the same wheel consistently — resist the lure of constant reinvention.
- Do not quit in the heavy early turns; that is where momentum is born.
- Let compounding, not adrenaline, do the long-term work.

A QUIETER THOUGHT

Scripture has a word for the heavy early turns: let us not grow weary of doing good, for in due season we will reap, if we do not give up (Galatians 6:9). The harvest comes in its season — to those who kept pushing the wheel when it was hard and slow.

The bottom line

Stop waiting for the one big break and start turning your flywheel. Do the right things consistently, push through the slow early turns, and let momentum compound. The businesses that look like overnight successes were simply turning the same wheel long after others stopped.

Sources

- Jim Collins, Good to Great — the flywheel effect.
- Galatians 6:9 — do not grow weary in doing good.

TAKE YOUR BRAND TO THE NEXT LEVEL

Want this done properly?

You can absolutely build on this yourself — that's why we wrote it. But if you'd rather have your brand, website and profile built as one considered system, that's exactly what we do. No obligation — just a conversation.

www.mediakim.co.za
info@mediakim.co.za
+27 72 925 2470

Mediakim (Pty) Ltd