



ANITA ELBERSE

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Anita Elberse is the Lincoln Filene Professor of Business Administration at Harvard Business School. An award-winning teacher and scholar, Professor Elberse develops and teaches an MBA course covering the “Businesses of Entertainment, Media, and Sports,” which ranks among the most sought-after courses in the School’s curriculum, and chairs a short executive education program, also named “The Business of Entertainment, Media, and Sports.” In her research, Professor Elberse primarily aims to understand what drives the success of products in the entertainment, media, sports, and other creative industries, and how firms can effectively manage products and talent in such sectors. She is acclaimed for her work on digital-media strategies. Professor Elberse has conducted case studies on dozens of entertainment companies and personalities, including The Walt Disney Studios, Live Nation, NBC Universal, NFL, Nike, and Spotify. Several of these are described in her first book, *Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment*. Professor Elberse is one of the youngest female professors to have been promoted to full professor with tenure in Harvard Business School’s history.

Leading HIGH-PERFORMANCE TEAMS

What does it take to foster a winning culture in any organization? To provide answers, researcher Anita Elberse turned to Formula One, a motorsport often decided by margins measured in thousands of seconds, and where every team member needs to perform at their very best to produce a victory. Drawing on her in-depth case study of the Mercedes team (that holds one of the greatest winning streaks in all of sports!) and her decades of research on other sports and media sectors, you’ll walk away with six powerful transferable leadership lessons relevant to anyone hoping to cultivate a high-performance team.

Outline

- A “winning” culture
- Set the highest standards – for everyone
- Put people front and center
- Analyze mistakes — even when winning
- Foster an open, no-blame culture
- Trust superstars but maintain authority
- Relentlessly battle complacency
- Tailor your approach

LEADING HIGH-PERFORMANCE TEAMS



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1. Anita Elberse presented 6 lessons for leading high-performance teams. Assess how your organization has been performing in each of them:

	We have not experienced this aspect at all.	We have experienced it, but there is room for improvement.	We have experienced this aspect satisfactorily
1. Set the highest standards for everyone			
2. Put people front and center			
3. Analyze mistakes even when winning			
4. Foster an open, non-blame culture			
5. Trust superstars but maintain authority			
6. Relentlessly battle complacency			

2. Which of the lessons do you perceive to be the most strategic to develop first, considering the current challenges of your organization?

3. What actions can you, as a leader, implement within your team to apply this lesson?

TAKING ACTION

What will be your first step to elevate your team's performance through your leadership?