

At The Limit Business Lessons from Formula 1® Motor Racing

Tuesday 6th and Wednesday 7th June 2017



Schedule

12 hours

Tuesday from 9.30 a.m. to 2.00 p.m.
and from 3.00 p.m. to 6.30 p.m.
Wednesday from 9.30 a.m. to 1.30 p.m.



Cost

- ▶ 395,00 €
- ▶ Alumni associated: 256,00 €
- ▶ Alumni: 335,00 €



Teaching Place

ESIC Valencia
Avda. Blasco Ibáñez 55 . 46021 - valencia



+ more information

☎ 00 34 96 339 02 33

✉ executive.valencia@esic.edu

★ Objectives

- ☆ Learn how examining the operations and mindsets of Formula 1® teams enables business leaders to focus on how to achieve high performance levels in very competitive markets.
- ☆ Understand how the key take-aways the program can be made applicable to their business and their industry.
- ☆ Experience the excitement of Formula 1® racing with the Pit-Stop Challenge.

Target Audiences

This program is about how racing teams operate in order to achieve success. Executives and managers across all industries, entrepreneurs striving to grow their businesses, and anyone who is working in a competitive and rapidly changing business environment will gain insights that can be directly applicable in their own workplace. We recommended English level B1+



Methodology

The program is inspired by the book "Performance at the Limit - Business Lessons Formula 1® Motor Racing". This highly successful book was originally published in 2005, a second edition was published in 2009 and the latest, third edition launched in June 2016. The book also inspired an eight-part BBC series in 2007 called, "Formula for Success." In addition to Mark, programs will also be co-facilitated by Richard West, Former F1 marketing chief, businessman and co-author of Performance at the Limit.

This is an interactive program using case studies, exercises, videos and lively discussions. It introduces participants to the key concepts and essential skills needed to succeed in the fast-paced business of Formula 1® and how they are relevant and transferable to their own industries and organizations.

Includes PIT STOP at Campos Racing: Pit-stop Challenge.

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Itinerary

Day 1 – Wednesday 6th June 2017.

09.30-14.00 h.: Introductions and modules:

- Maintain open and constant communication.
- Isolate the problem, not the person: the no blame culture.
- Build the organisation around informal processes, networks and relationships.
- Alignment of goals between individuals, teams and partner
- Make quick decisions and learn the results.

14.00–15.00 h.: Lunch.

15.00–15.30 h.: Transport to Campos Racing.

15.30–15.45 h.: Pit-stop Challenge briefing.

15.45–17.45 h.: Pit-stop Challenge (Factory tour*).

18.00–18.30 h.: Debrief + prizes.

18.30 - 19.00 h. Return to ESIC.

Day 2 – Thursday 7th June 2017.

09.30-13.30 h.: Modules + guest speaker (Richard West):

- Pit-stop debriefing: strategy, planning, communication, teamwork and leadership (Races can be won and lost in a pit stop).
- The real gains come at the boundaries.
- Be realistic about what can be achieved.
- Never believe you can keep winning.
- Leaders exist at all levels of the organisation.
- Measure everything.

13.30 h.: Q+A's and close.

*Timings subject to change.



Speakers

D. Mark Grimes

Mark holds a Chartered Institute in Marketing Certificate and Diploma in Marketing obtained at the Oxford College of Marketing.

Mark Grimes has worked for the Williams F1 Team for over 7 years. During his time at Williams he has worked alongside drivers, Jenson Button, Juan Pablo Montoya, Ralf Schumacher, Marc Gene, Nico Rosberg and Mark Webber. Mark worked in the Marketing and Events department working closely with all partners and sponsors that included, BMW, HP, Budweiser, Pepsi Co, FedEx, Unilever, Oris and Ranstad. He has also worked at ESIC Valencia for 4 years as an International Business and Undergraduate Marketing English trainer.

D. Richard West

Richard West has worked for the McLaren, Arrows and Williams Teams in senior commercial roles. He also held the role of main board Director of the TWR Jaguar Team, winners of the classic Le Mans and Daytona 24 hour races and latterly he was the overall Administrator of the British Touring Car Championship.

He has worked closely with racing greats such as Niki Lauda, Alain Prost, Ayrton Senna and Michael Schumacher and in his career he has raised in excess of one hundred and sixty million dollars worth of sponsorship.

Richard is a Visiting Fellow of the Cranfield School of Management and a member of the PSA and GSF.

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+ información

Gestión gratuita de la bonificación de la Fundación Tripartita, solicite más información.

Condiciones económicas especiales para profesionales en situación de desempleo o varias personas de una misma empresa. Los descuentos no son acumulables, teniendo valor el de mayor cuantía.

El precio incluye el almuerzo el día 6, en horario de 14:00 a 15:00 horas.

La realización definitiva del curso en las fechas previstas, está siempre supeditada a la configuración de un grupo mínimo de asistentes para poder desarrollarlo.

Las inscripciones se realizarán:

- Por teléfono: 96 339 02 33
- A través del formulario que aparece en www.esic.edu/executive
- Por e-mail: executive.valencia@esic.edu

CANCELACIONES: Si la persona no pudiera asistir, deberá comunicarlo a ESIC. Si dicha cancelación se notifica siete días hábiles antes del inicio del programa, se devolverá el importe abonado menos un 15% en concepto de gastos administrativos. Pasado este período, se podrá sustituir por otra persona sin coste adicional.

Formación In Company

El objetivo que perseguimos desde hace más de 20 años en este área, es el de aportar soluciones a medida dentro del ámbito de la formación y desarrollo de los equipos humanos de las organizaciones.

La diversidad de proyectos desarrollados, para más de 150 organizaciones al año, de diversos sectores económicos, nos ha dotado de gran adaptabilidad, flexibilidad y sensibilidad a la hora de entender y atender de forma confidencial y personalizada a cada uno de nuestros clientes.

Gracias a las diferentes empresas e instituciones que han confiado la formación de sus profesionales a ESIC, hoy día podemos ofrecer las siguientes actividades y servicios formativos:

- Planes de formación y proyecto especializados por áreas funcionales
- Desarrollo directivo y alta dirección
- Proyectos de formación y asesoramiento para la creación y consolidación de empresas

www.esic.edu/executive

 00 34 96 389 70 87

Próximos cursos

Guía práctica de la Sucesión en la Empresa Familiar | 13 de junio de 2017

Liderar equipos, desarrollar personas, conseguir resultados | 20 de junio de 2017

Con la colaboración de:

JCDecaux