



BUILDING EXTRAORDINARY, HIGH-PERFORMING  
TEAMS THAT ACHIEVE LASTING SUCCESS  
with Dr. Iris Firstenberg  
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

## BUILDING EXTRAORDINARY, HIGH-PERFORMING TEAMS THAT ACHIEVE LASTING SUCCESS

In 2004, the USA Men's Olympic Basketball team, despite having an abundance of top-tier talent, experienced a shocking loss and barely secured a bronze medal. This failure revealed a critical issue faced by many organizations: success is not guaranteed by talent alone. Instead, a lack of team alignment and accountability often leads to underperformance. Four years later, under the guidance of Coach Mike Krzyzewski, the team transformed and won the gold in 2008 by implementing a robust framework for success.

In this interactive program led by UCLA's Professor Iris Firstenberg, you will explore the key elements of this framework, using the remarkable story of the basketball team's turnaround as a guide. Through practical discussions and breakout sessions, participants will learn how to build extraordinary teams that navigate challenges, foster resilience, and achieve sustainable success. Attendees will leave with actionable insights on how to apply these principles to their own teams, ensuring alignment, accountability, and high performance.

### DR. IRIS FIRSTENBERG

Dr. Iris Firstenberg is an Adjunct Professor of Psychology, UCLA and Adjunct Professor of Management at UCLA Anderson. She specializes in strategies for creative problem solving and innovative thinking. Dr. Firstenberg also conducts seminars on creativity and innovation for a wide cross-section of Fortune 500 organizations, including companies in aerospace, software, automotive, healthcare, entertainment, defense, telecommunications, energy, financial services, retail, and pharmaceuticals, as well as government agencies such as NASA. Her latest book, *Extraordinary Outcomes: Shaping an Otherwise Unpredictable Future* (John Wiley & Sons, 2014), provides a practical framework to help organizations navigate in a world of uncertainty. Dr. Firstenberg is the recipient of the 2002 UCLA Department of Psychology Faculty Distinguished Teaching Award and the 2011 UCLA Extension Distinguished Teaching Award.

# TOPICS COVERED

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## ARTICULATING PURPOSE

IN THE FIRST HOUR, WE WILL DISCUSS WHY HIRING THE BEST TALENT IS NOT ENOUGH TO GUARANTEE THE SUCCESS OF PROJECTS IN AN ORGANIZATION WE WILL DISCUSS ATTRIBUTES OF EXTRAORDINARY TEAMS, AND HOW THE FRAMEWORK CAN HELP LEADERS INCULCATE THESE ATTRIBUTES IN THEIR TEAMS WE WILL DISCUSS PART I OF THE FRAMEWORK.

## COLLABORATE AND CELEBRATE

IN THE SECOND HOUR WE WILL DISCUSS THE COMPONENTS OF THE FRAMEWORK THAT CREATE A SYSTEM FOR SUCCESS. WITH THESE COMPONENTS, WE CREATE THE MIND OF THE TEAM, ALIGNING TEAM MEMBERS IN THEIR BEHAVIORS AND MOTIVATING ACCOUNTABILITY FOR OUTCOMES.

## ACKNOWLEDGE AND CORRECT

PART OF A ROBUST SYSTEM IS TO ACKNOWLEDGE WHEN FAILURES OCCUR AND HAVE A PROTOCOL TO QUICKLY LEARN FROM AND RECOVER FROM THEM. TO ENSURE THAT PEOPLE FEEL SAFE TO ADMIT A WEAKNESS OR ASK FOR HELP, WE WILL DISCUSS STRATEGIES FOR ENSURING PSYCHOLOGICAL SAFETY ON OUR TEAMS.

FOR REGISTRATION PLEASE CONTACT: **Spiro Serpanos** - IMS Regional Director - Washington-D.C.  
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