

DATA-DRIVEN TEAMS: THE ART AND SCIENCE OF WINNING



WHEN

Apr 29–May 1, 2024 (Live Online)
Jun 13–14, 2024 (In Person)
Sep 12–13, 2024 (In Person)

PRICE

\$4,500

WHERE

Live Online or Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Management
and Leadership

Every executive, regardless of their industry, is trying to build a winning team—one that can deliver results in high pressure situations, again and again, despite the competition and external market forces. As we endeavor to build such teams, lead them through adversity, and sustain wins over the long term, we can look to superior sports teams for inspiration and answers.

Data-Driven Teams: The Art and Science of Winning examines how high-performing teams differ from their competitors across four main dimensions: talent, system, leadership, and culture. Drawing on best practices from the sports industry, this new course explores how data can be applied across each of these factors, from identifying talent to measuring your team's culture.

Please visit our website for the most current information.

executive.mit.edu/dwt

FACULTY*



Ben Shields

**Please note, faculty may be subject to change.*

Tap into best practices from the sports industry's analytics revolution. Sports can teach us about the power and limitations of data and analytics, especially when it comes to making game-changing predictions and decisions. There is a considerable amount of strategies to learn from the parallels drawn between the sports industry and analytics.

TAKEAWAYS

You will learn:

- Why teams win—how high-performing teams differ from their competitors
- A data-driven approach to talent identification and evaluation
- Techniques to measure your current team's talent base relative to your business needs
- How to design a system that maximizes the potential of the talent on your team
- Mechanisms for feedback and iteration to continuously improve your team's system
- The role of the leader in fostering a winning culture over the long-term
- Techniques to better define and optimize your team's culture
- Data-informed insights on how to optimize your system to win more consistently

You will also actively engage in action-learning exercises that will help you apply the concepts and tools to your own team.

WHO SHOULD ATTEND

This program is designed for senior leaders in any industry who seek to build, lead, or enhance the performance of teams. If you are interested in learning how data and system design can help your team win consistently over time, then this course is for you.

CONTACT INFORMATION

MIT Sloan Executive Education

P +1-617-253-7166 | **E** sloanexeced@mit.edu

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