



# Performance at the Limit: Business Lessons from Formula 1® Motor Racing

By Mark Jenkins, Ken Pasternak, Richard West

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The world of Formula 1® is a powerful mirror to the world of management, where high performance relies on strong leadership, clear goals, selfless teamwork, innovation through constant learning and a winning culture. Performance at the Limit: Business Lessons from Formula 1® Motor Racing uses the case of Formula 1® to demonstrate how business can achieve optimal performance in highly competitive and dynamic environments. This third edition has been extensively updated, including a powerful new framework, 'The Performance Pyramid', recent interviews with leading figures in the industry, and a wide range of lessons for improved business practice. It will be an invaluable guide for managers and students of business alike.

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**Performance at the Limit: Business Lessons from Formula 1® Motor Racing** By Mark Jenkins, Ken Pasternak, Richard West **Bibliography**

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### **Editorial Review**

#### Review

"Performance at the Limit translates Formula 1® team leadership into high-performance principles for use in your organization. Learn how to test your own limits from the people who do it every day."

Marshall Goldsmith, Thinkers 50 #1 Leadership Thinker in the World and author of What Got You Here Won't Get You There and Triggers

"Formula 1® is the most demonstrable example where continuous improvement and excellence in teamworking are critical for success. If you are not constantly improving, then you are going backwards both on the starting grid and in business today. Metro Trains Melbourne has enormous challenges in meeting the mobility demands of a growing city. Increasing capacity whilst improving reliability requires excellent teamwork, improved processes and great leadership throughout. Performance at the Limit principles and a specific training program are at the centre of our 'Fit for Future' transformation initiative and have given us rapid and highly effective results."

Andrew Lezala, CEO, Metro Trains Melbourne PTY Ltd

"Performance at the Limit is a captivating exploration of Formula 1® racing teams whose dynamics are as relevant to the business world as they are to racing. Through the lens of one of the most competitive and innovative industries in the world, readers will learn competition, culture, teams and high performance. It's a must-read for today's corporate leaders!"

Bonnie Hagemann, CEO, Executive Development Associates

"Performance at the Limit not only inspires one to achieve excellence but combines exceptional case studies on Formula 1® leadership, teamwork and business processes with proven management practices. This is a leadership book that articulates innovative design and system thinking needed to succeed in Formula 1® where split-second decision making, exceptional teamwork and continuous performance improvement are required. While our business is operating hospitals, the management insights provided are well suited to our industry. Performance at the Limit is a must-read for managers and executives who want their company to not only reach the top, but remain there!"

Brad Hollinger, Chairman and CEO, Vibra Healthcare, and shareholder in the Williams F1 Team

#### About the Author

Mark Jenkins is Professor of Business Strategy at Cranfield School of Management. He has 28 years' experience as a teacher, researcher and consultant in the areas of competitive strategy and innovation. He has undertaken research on the performance of Formula 1® teams since 1997.

Ken Pasternak has lived in six countries and worked with executives from over 100 different cultures. Building on his management and banking experiences at Citibank and the European Bank for Reconstruction and Development, he delivers executive development seminars covering leadership, teamwork and multicultural communication. He is based in both Finland and the USA.

Richard West has held senior commercial roles with the McLaren, Williams and Arrows Formula 1® teams and the Jaguar Sports Car team. Having raised in excess of US \$165m in commercial sponsorship, today he works as an international keynote speaker and runs high performance management training programmes across a broad range of business sectors throughout the world.

## **Users Review**

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#### **Stanley Roman:**

This Performance at the Limit: Business Lessons from Formula 1® Motor Racing book is not really ordinary book, you have after that it the world is in your hands. The benefit you obtain by reading this book is actually information inside this publication incredible fresh, you will get information which is getting deeper a person read a lot of information you will get. This kind of Performance at the Limit: Business Lessons from Formula 1® Motor Racing without we recognize teach the one who examining it become critical in considering and analyzing. Don't end up being worry Performance at the Limit: Business Lessons from Formula 1® Motor Racing can bring whenever you are and not make your tote space or bookshelves' become full because you can have it in the lovely laptop even mobile phone. This Performance at the Limit: Business Lessons from Formula 1® Motor Racing having very good arrangement in word as well as layout, so you will not really feel uninterested in reading.

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like to wide open a book and study it. Beside that the guide Performance at the Limit: Business Lessons from Formula 1® Motor Racing can to be a newly purchased friend when you're truly feel alone and confuse with the information must you're doing of their time.

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