ERIN MEYER

■ **PROFESSOR, INSEAD**

■ **BEST-SELLING AUTHOR**

YouTube: **@ErinMeyerINSEAD**
Twitter: **@ErinMeyerINSEAD**
LinkedIn: https://www.linkedin.com/in/erin-meyer-paris/

Erin Meyer is the co-author, with Netflix CEO Reed Hastings, of the *New York Times* best-selling book and FT nominated best business book of 2020, *No Rules Rules: Netflix and the Culture of Reinvention*. She is also the author of *The Culture Map* and a professor at INSEAD. Her work has appeared in *Harvard Business Review*, *The New York Times*, and Forbes.com. In 2021, Erin was selected for the third time by *Thinkers50* as one of the 50 most influential business thinkers in the world.

Fostering a Culture
OF REINVENTION

How can you create an organizational culture that weathers the storms of disruption, economic uncertainty, and the chaos of a rapidly changing world? Join Erin Meyer, as she provides practical insights from her latest research, conducted with Netflix founder Reed Hastings, exploring how to develop a work environment that fosters creativity and adaptability. You will learn to value people over process, emphasize innovation over efficiency, and lead with context, not control. Through unorthodox principles such as Talent Density, Radical Candor, Freedom and Responsibility, and The Keeper Test, Erin will lay out a proven, systematic method for building and enhancing a corporate culture that breeds high performance, speed, and flexibility throughout the organization.

Outline

• **Articulating an organizational culture**

• **Managing on the edge of chaos**

• **Three steps to employee freedom**

• **Increasing talent density**

• **Offering more freedom**

• **Give freedom to get responsibility**

1. How has the current level of control within your organization impacted the performance of its teams?

2. How do the leaders within your organization handle the presence of average and below-average individuals in their teams? How does this impact high-performing individuals? Furthermore, how does it influence the overall outcomes of the organization?

3. How can you and your group influence the cultural change within your organization aiming to reduce control, increase trust, and consequently enhance people's performance?

4. What controls or practices are you, as a leader, prepared to relinquish in order to increase trust in your team, enhance its talent density, and elevate its performance?

TAKING ACTION

What initial steps do you plan to take?