Advanced Management Program
Unleashing the Power and Potential of Exceptional Leaders

**MODULAR FORMAT**
Module 1: July 8–20, 2018
Module 2: September 16–21, 2018

**CONTIGUOUS FORMAT**
October 14–November 2, 2018
TRANSFORMATIONAL IN APPROACH. POWERFUL IN IMPACT.
Kellogg has one goal for participants in — or moving into — the top leadership positions in your organization: helping you live what you learn. Our world-class faculty teach and collaborate with you and your organization. It’s a multifaceted, dynamic experience for the multifaceted, dynamic executive.

At Kellogg Executive Education, our emphasis is on connections — with us, with yourself, and with your organization. Senior leadership capabilities are built throughout a career. To attain the level you’ve reached, you’ve already amassed a portfolio of experience and learning. We help you derive insight through reflection and interaction with Kellogg faculty and other program participants. Complete personal and professional growth does not come from relying only on yourself, which is why Kellogg works with you every step of the way in the Advanced Management Program (AMP).

In three weeks, we take you from immersion, to reflection, to action.

PROFESSIONAL DEVELOPMENT. PERSONAL GROWTH.
Kellogg’s Advanced Management Program promises an unparalleled educational experience marked by immersive, rigorous academics, engaging real-time cases and simulations with fellow executives and Kellogg’s world-class faculty.

Among the many design elements and features that elevate the Kellogg AMP from similar programs offered at other business schools is our multi-disciplinary approach to leadership development; an unrivaled emphasis on experiential learning; the introduction of executive and peer-to-peer coaching; an emphasis on establishing effective routines to enhance leadership agility and resilience; the use of small groups and self-reflection; and a focus on creating an action plan.

“[A]n invaluable executive-learning experience. The combination of best-in-class teaching, outstanding facilities and hands-on experiences makes the AMP very valuable to senior executives. [It] will help you assess your leadership journey to make you more effective in your work and life. I am forever grateful for the opportunity to attend.”

EVP, CHIEF CUSTOMER OFFICER AND GENERAL MANAGER INTERNATIONAL, PHARMAVITE

CONNECTION. COLLABORATION. CONTINUITY.
THIS IS EXECUTIVE EDUCATION AT ITS FINEST.
As a participant in Kellogg’s Advanced Management Program, you will:

**DEVELOP** frameworks for customer and market insights, tools for strategic collaboration and models for innovation and entrepreneurship.

**HONE** personal leadership agility and resilience through multidisciplinary and experiential approaches.

**DEEPEN** your understanding of macroeconomic issues, stakeholder management and organizational health, and explore the role of market transformations in strategic decision making.

**MASTER** agendas for driving change and apply strategies to your current role while preparing for future responsibilities.

**COLLABORATE** with faculty and peers to apply what you’ve learned.

**EXPLORE** new methods for developing thoughtful collaborations with CEOs, boards of directors and corporate partners.
With the rise of the global, technology-driven, 21st-century economy, traditional forms of economic might, social status and political hierarchy no longer hold. And the rules for effective leadership in organizations have changed. This program offers distinctive opportunities for senior leaders to reflect on, master and integrate the newest tools and frameworks for leading strong, transformational organizations in this dynamic, ever-evolving environment. 

SALLY BLOUNT ’92, DEAN
A HOLISTIC APPROACH: A UNIFIED YOU

Just as the same pen can be used to edit a proposal or calculate return on investment, an executive skill set should allow you to understand and improve a new product concept as well as project its future earnings and profits. A true leader must master both left- and right-brain techniques and present a complete, three-dimensional strategy.

The Advanced Management Program embraces and addresses the total professional. Whatever your business or career goal, Kellogg Executive Education’s approach will teach you to visualize it and advance it — on a schedule that fits yours.

“This program has, by far, exceeded my expectations. I have gained insights into my behavior that I will use across all the areas of my life.... [I was] exposed to a wide range of once-in-a-lifetime experiences to see leadership in action, and in the process, I have gained a whole new group of friends. This program was the best learning experience in my professional life.... It left me confident and energized.”

CHIEF INFORMATION OFFICER, JERÓNIMO MARTINS
THE ADVANCED MANAGEMENT PROGRAM: A PERSONAL AND PROFESSIONAL JOURNEY

THE FIRST WEEK: YOU
Week One intensely focuses on you as a leader. Guided by faculty, participants examine and reflect upon what drives them as leaders, where they are strongest and how they can improve to reach desired goals.

What are your stand-out traits? How strong is your executive judgment? Does your resilience run deep? How much do you excel as a leader, not only in your own right but as a coach for others?

True leaders are reflective, and the first week targets reflection as a critical tool for unleashing the leader within.

THE SECOND WEEK: YOUR ORGANIZATION
Week Two examines you and your leadership in context. No matter how strong your own qualities, your endeavors and the efforts of those you oversee will be limited if you don’t understand your relationship with the structure of your company and those who report to you.

How do your decisions have an impact on your organization? What is the flow from you to your reports, to those who plan and execute on the ground? How do they affect change at both the local and enterprise levels? Are you communicating clearly through the entire structure, and are you being heard and understood?

Week Two examines and strengthens the ties between you and your enterprise.

THE THIRD WEEK: YOUR CALL TO ACTION
Week Three connects your work and learning from the previous two weeks, emphasizing effective action.

How do you implement your plans and accomplish your goals at the enterprise level? Are you ready to make the transition from reflection to results?

During Week Three, the Advanced Management Program faculty members work with you to prepare for your re-entry into your own professional environment, providing you with the resources needed to communicate your newfound knowledge and goals with your management team.
ADVANCED MANAGEMENT PROGRAM OVERVIEW

PROGRAM HIGHLIGHTS

Leadership Topics
- Executive judgment
- Change management
- The leader as coach
- Emerging trends in the global economy
- Building agility in and adapting to the evolving world of business
- Values-based leadership
- Internal and external communication strategies

Additional Enrichment
- Exploration of functional topics in finance, operations, marketing, data analytics, M&A, and strategy execution
- Engagement with leading practitioners and guest speakers
- Executive Spotlight sessions offering conversation with current and former CEOs from globally recognized companies

IN-RESIDENCE COACHING

Coaching is an integral component of the Kellogg AMP experience. During the course of your three weeks at Kellogg, you will engage in two types of coaching: executive coaching, facilitated by a highly experienced, world-class executive coach; and peer coaching, consisting of meaningful interactions with a program participant who will serve as your learning partner during the course of the program and beyond.

Individual Executive Coaching
- Three one-hour sessions

Peer-to-Peer Coaching
- Participants share learning and experience to help guide one another
The Advanced Management Program features Kellogg’s top faculty, world-class researchers and teachers in their respective disciplines who are also deeply grounded in the real world with hands-on experience working with senior executives. In addition to close interaction with these thought leaders, participants will have the opportunity to interact with CEOs, board members and other senior executives of major multinational companies.
“All the faculty members have been really impressive: deep experts in their fields and great presenters of the information. They know how to translate the work they’ve done into something that we can take away very quickly and succinctly. There’s also a great diversity in the level of people in the group, which helps to bring different perspectives and approaches.”

SVP, SAP IMAGINEERING AND SAP SCREEN PERSONAS
“This program goes well beyond the tools and techniques that regular programs provide to immerse you in a journey of self-discovery that triggers all the qualities a true leader needs in today’s business world. An amazing and rich experience that will shape my family and professional life!”

EXECUTIVE MANAGER, ECONOMIC ANALYSIS AND MARKET RESEARCH DIVISION, PANAMA CANAL AUTHORITY

**Thomas O’Toole**  
Expert in marketing and customer loyalty  
*Clinical Professor of Marketing; Senior Fellow*

**Holly J. Raider**  
Expert in leadership, management and organizational change  
*Associate Dean for Academic and Faculty Initiatives; Clinical Professor of Management; Managing Director of Executive Education*

**Sergio Rebelo**  
Expert in emerging markets, globalization, international finance and macroeconomics  
*Tokai Bank Chair in International Finance; Professor of Finance*

**Mohanbir Sawhney**  
Expert in business innovation, technology marketing and new media  
*McCormick Foundation Chair of Technology; Clinical Professor of Marketing; Director of the Center for Research in Technology & Innovation*

**David Schonthal**  
Expert in new venture creation, design thinking, innovation and creativity  
*Clinical Associate Professor of Innovation and Entrepreneurship*

**Joel Shapiro**  
Expert in data analytics and policy analysis  
*Clinical Associate Professor; Executive Director for the Program on Data Analytics at Kellogg*

**Leigh Thompson**  
Expert in team leadership, negotiations and organizational behavior  
*J. Jay Gerber Professor of Dispute Resolution and Organizations; Director, Kellogg Team and Group Research Center (KTAG)*

**Brian Uzzi**  
Expert in innovation, networks and behavioral finance  
*Richard L. Thomas Professor of Leadership and Organizational Change; Co-Director, Northwestern Institute on Complex Systems (NICO); Faculty Director, Kellogg Architectures of Collaboration Initiative (KACI)*

**Brooke Vuckovic**  
Expert in leadership coaching  
*Adjunct Lecturer of MBA Leadership Coaching*

**Robert Wolcott**  
Expert in corporate innovation, globalization and corporate entrepreneurship  
*Clinical Professor of Innovation and Entrepreneurship; Co-Founder and Executive Director, Kellogg Innovation Network (KIN)*

**Jim Woodrum**  
Expert in leadership and corporate governance  
*Clinical Professor of Executive Education*

**Edward Zajac**  
Expert in competitive strategy and corporate governance  
*James F. Beré Professor of Management and Organizations; Director, Kellogg’s Center for Strategic Alliance Research*

**Florian Zettelmeyer**  
Expert in marketing and information technology  
*Nancy L. Ertle Professor of Marketing; Faculty Director, Program on Data Analytics at Kellogg (PDAK)*
A WORLD-CLASS TEAM
FOR TOP-TIER EXECUTIVES

Diana Cordova
Co-Academic Director, AMP;
Clinical Professor of Executive Education;
Academic Director, Kellogg Executive Leadership Institute (KELI)

Fred Harburg
Co-Academic Director, AMP;
Clinical Professor of Executive Education

Robert Hughes
Co-Academic Director, AMP;
Clinical Assistant Professor of Executive Education;
Senior Program Director of Executive Education

EXECUTIVE MENTORS

David Friedman
Clinical Assistant Professor of Executive Education

Thomas O’Toole
Clinical Professor of Marketing; Senior Fellow

Jim Woodrum
Clinical Professor of Executive Education
INVESTING IN EXECUTIVE LEADERS

Join a growing number of organizations that have invested in the
development and advancement of their most promising senior executives
by sponsoring their participation in the Advanced Management Program.

Arotech Corporation
Banco Itau International
Bush Brothers & Company
The Charles Schwab Corp.
Cisco Systems, Inc.
Copersucar S.A.
EXL Service
Experian
GE Energy Management
Gloria Jean’s
GM Financial
Hall Capital Partners LLC
H-E-B
Homburger AG
Illinois Tool Works Inc.
Jerónimo Martins
Komatsu Ltd.
Marathon Petroleum Corp.
Merz Pharma GmbH & Co.
Microsoft
Mitsubishi
Norfolk Southern Corp.
Panama Canal Authority
Pellas Development Group
Pharmavite
Raytheon Co.
SAP
Ronald McDonald
House Charities
Siam Commercial Bank
SoEnergy International
Stevanato Group S.p.a.
Suntory Holdings Ltd.
Titan America
UBS Swiss Financial
Advisers AG
ULTA Beauty
Unilever
U.S. Army
W.W. Grainger Inc.

North
America
53%
South
America
8%
Africa
3%
Europe
12%
Asia
21%
Australia
3%
“The Kellogg AMP is a wonderful balance of learning that enhances overall life as well as career. The professors are absolutely outstanding intellectually. Even more important, they show great care and passion for each individual.”

PRESIDENT & CEO, RONALD MCDONALD HOUSE CHARITIES
The James L. Allen Center on Northwestern University’s Evanston campus will serve as your headquarters for learning and living.

Designed specifically for executive education and personal comfort, the Allen Center houses classrooms along with study, dining and recreational facilities and sleeping accommodations.
APPLY TODAY

ADMISSION CRITERIA
An admissions committee thoroughly reviews each application and considers the nature and scope of the applicant’s responsibilities. For the benefit of class members and sponsoring organizations and the integrity of the program, the committee seeks to admit individuals with comparable management responsibilities but with diverse skills and experiences. Kellogg expects participants to attend all sessions, immerse themselves completely in the experience and free themselves of all other obligations while the programs are in session.

Proficiency in reading, writing and speaking English is part of the admission criteria. Strong English-language skills are essential to comprehend the reading materials and to contribute meaningfully to classroom and small group discussions.

SPONSORSHIP REQUIRED
To enroll in the Advanced Management Program, most applicants must have a sponsor from their organization, someone familiar with their background and motivations for attending. This could be the person to whom they report, the organization’s chief human resources officer or the person responsible for management development in the organization. An alternative option is reserved for entrepreneurs and executives in transition, in which they represent themselves and self-fund the desired program.

ENROLL ONLINE
Our Executive Education advisors are here to help. Contact us with any questions or concerns or for assistance in selecting a program that best supports you and your career. Our goal is to provide you with an exceptional educational experience that is personally fulfilling and professionally rewarding.

WEBSITE: kell.gg/kxamp2
EMAIL: j.wuellner@kellogg.northwestern.edu
PHONE: 847.467.6018

RECOGNIZED. CONNECTED. INVOLVED.

ADVANCED MANAGEMENT PROGRAM ALUMNI BENEFITS
Upon completion of the Advanced Management Program, you will be awarded the Kellogg School of Management Certificate of Professional Achievement and Executive Education alumni status. More than symbolic, it’s the gateway to select benefits that accrue to program alumni:

• Membership in the global Kellogg alumni network
• Access to the online alumni network, including a network directory, discussion groups and other tools
• Opportunities to participate in alumni clubs
• 30 percent discount on all Executive Education programs
• Access to cutting-edge research and content from Kellogg faculty and leading practitioners
• A subscription to Kellogg magazine
• Invitations to attend Kellogg-sponsored conferences on relevant issues in management