KELLOGG EXECUTIVE EDUCATION

DIVERSE OFFERINGS FOR LEADERS LIKE YOU
At the Kellogg School of Management, we offer a myriad of intensive, content-rich programs to support your professional growth. We equip you with the tools and skills you need to maximize your impact in your organization. Collaborate with like-minded peers while you learn from our outstanding faculty, including groundbreaking researchers, renowned scholars and leading practitioners.

The majority of our Executive Education programs are offered in the unique living-and-learning environment of the James L. Allen Center,* situated on the beautiful Lake Michigan lakefront on the campus of Northwestern University in Evanston, Illinois. A short drive north of downtown Chicago, the Allen Center features classrooms, study group rooms, private bedrooms, dining rooms and inviting lounge areas, as well as an exercise room.

Please call 847.467.6018 to speak with an executive development advisor or email ExecEd@kellogg.northwestern.edu for more information. You can also find more information and apply online at kell.gg/kxeced.

*Unless otherwise noted, all executive education programs are held at the James L. Allen Center on the campus of Northwestern University in Evanston, Illinois.
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OPEN ENROLLMENT PROGRAMS

Kellogg Executive Education open enrollment programs are designed to equip you with the latest tools and techniques to meet the unique demands of the rapidly evolving global marketplace and position your organization for growth and sustainable competitive advantage.

With nearly 40 programs to choose from, you will find curricular offerings that cater to your specific needs as an experienced executive and leader. In each program you’ll benefit from a deeply immersive and highly collaborative learning environment that balances academic theory with practical, real-world application.

Led by globally recognized scholars and award-winning practitioners, open enrollment programs offer powerful opportunities for engagement with industry experts as well as benchmarking with peers.

Please contact our Executive Education team for assistance:
847.467.6018
kell.gg/kxeceed
ExecEd@kellogg.northwestern.edu

CUSTOM PROGRAMS

Custom programs are a year-round option for organizations seeking a focused, world-class learning experience for a group of executives. A custom program ensures a uniform learning experience for your group and gives you the opportunity to tailor the curriculum to your organization’s needs.

This offering is particularly appealing for organizations facing cultural, strategic or organizational challenges that require collective learning in real time.

For assistance in customizing a program for your organization, contact:
847.467.7200
kell.gg/kxcustominfo
custom-programs@kellogg.northwestern.edu

NONPROFIT EXECUTIVE EDUCATION

Kellogg’s Center for Nonprofit Management provides outstanding academic programs for nonprofit practitioners to hone their skills and to develop additional competencies to take their enterprises to even greater success.

These programs are directed at senior managers — executives who have direct impact on their organizations’ goals. Board members and trustees will also gain valuable insights. In addition to lectures and cases, instructors use problem-solving and role-playing exercises to promote group learning and they invite leading practitioners to share their experiences with participants.

You will find a complete listing of Kellogg’s Nonprofit Executive Education programs at:
847.491.3415
kell.gg/kxnonprofit
nonprofit@kellogg.northwestern.edu

COMBINED PROGRAMS. SPECIAL DISCOUNTS.

Expand your learning opportunities and take advantage of fee discounts when you enroll in the following Executive Education program combinations as a series of consecutive sessions.

OPERATIONS MANAGEMENT WEEK
APRIL 8–13, 2018
Supply Chain Management &
The Science of Lean Operations
This combination of programs offers you an executive-level overview of the innovative approach to operations management.
Whatever your professional goal, whether you want to reposition yourself in your company, refresh prior education or sharpen a specific skill, the Kellogg Executive Scholar certificate provides a practical, flexible and academically rigorous pathway for achieving it. With a choice of nearly 40 programs, you can customize a curriculum perfectly aligned with your vision of your professional future.

Upon completion of a selected track of Kellogg Executive Education programs, you will join the ranks of Kellogg Executive Scholars and be awarded a Certificate of Professional Achievement in one of the following subject areas:

- Finance
- General Management
- Growth & Innovation
- Leadership
- Marketing & Sales
- Nonprofit Management*
- Operations & Technology
- Strategy
- Build Your Own

* To learn more about our programs for nonprofit executives, see the previous page.

** The Certificate of Professional Achievement in Nonprofit Management has separate criteria.

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RECOGNIZING YOUR COMMITMENT TO PROFESSIONAL DEVELOPMENT

Finance
General Management
Growth & Innovation
Leadership
Marketing & Sales
Nonprofit Management*
Operations & Technology
Strategy
Build Your Own

KELLOGG EXECUTIVE EDUCATION ALUMNI BENEFITS

As a Kellogg Executive Scholar, you will receive select lifelong learning and networking benefits, including:

- 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 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

MAKING THE COMMITMENT

Kellogg awards a Certificate of Professional Achievement to participants who meet the following criteria:

- Complete four or five selected Executive Education programs for a total of at least 13 days in the classroom, including a combination of core and elective programs within a chosen track**
- Fulfill Executive Scholar certificate requirements within five years from the start date of your first program

You may attend your selected programs in any order you choose. To review a complete listing of qualifying programs and certificate requirements or to download a curriculum guide to help you plan your track, please visit our website at kell.gg/kxscholars.

** The Certificate of Professional Achievement in Nonprofit Management has separate criteria.
ADVANCED MANAGEMENT PROGRAM (AMP)
Kellogg’s Advanced Management Program will help you reexamine and refine your thinking about what it means to be a growth-minded leader. You will ask yourself powerful questions and gain an expanded perspective essential for success at the top. You will leave equipped to thrive in today’s fast-paced, interconnected economy with the tools, insights and frameworks you need to ignite growth and propel your organization forward.

MODULAR FORMAT:
JULY 8–20, 2018 (Module 1)
SEPTEMBER 16–21, 2018 (Module 2)

CONTIGUOUS FORMAT:
OCTOBER 14, 2018 – NOVEMBER 2, 2018
kell.gg/kxintnsv

BUSINESS FOR SCIENTISTS AND ENGINEERS
Develop the business acumen to advance your life’s work. In this collaborative program, you will gain skills in marketing, leadership, finance and other management areas to build on your expertise in science or engineering.

JULY 9–13, 2018
Chicago Campus
kell.gg/kxbussci

EXECUTIVE DEVELOPMENT PROGRAM
This program equips high-potential middle and senior managers with the business knowledge and leadership skills needed to succeed in general management. Explore theory-driven knowledge and concrete strategies across all business areas and return to your workplace energized to continue your advancement as a leader, decision maker and change agent.

JUNE 10–29, 2018
SEPTEMBER 23, 2018 – OCTOBER 12, 2018
kell.gg/kxedp

WOMEN’S SENIOR LEADERSHIP PROGRAM
With an emphasis on practical learning and talent development, this four-part program — strategically paced over the course of a year — equips women with the knowledge and tools needed to elevate themselves to the C-suite and beyond. Strengthen and broaden your leadership talents through this rigorous program of intensive classroom instruction, individual career appraisals, personal coaching, case studies and simulations.

WEEK 1: OCTOBER 17–19, 2018
WEEK 2: FEBRUARY 6–8, 2019
WEEK 3: MAY 1–3, 2019
WEEK 4: OCTOBER 16–18, 2019
kell.gg/kxwslead

“The Kellogg AMP has been a life-changing experience for me. The creative use of business principles to drive home leadership skills was amazing and unique. The learning approach provided exposure to top, published experts and hands-on work with the teams. The group’s diversity gave me perspectives that I could experience only by developing relationships with leaders from around the globe.”

DIRECTOR, QUALITY ASSURANCE, H-E-B
CORPORATE FINANCE
Strategies for Creating Shareholder Value
Learn the latest techniques — and their real-world application — for analyzing and valuing financial decisions. Find answers as to what investments you should make, what should be divested and the impact financing strategy can have on your bottom line.
NOVEMBER 4–9, 2018
kell.gg/kxcorpfin

FINANCE FOR EXECUTIVES
Claim Your Seat in Financial Discussions
Dramatically improve your knowledge and fluency as well as your confidence in the decisions you influence and make. This immersive program will give you hands-on experience interpreting financial reports, evaluating investments, applying valuation methods and exploring the implications of strategic decisions on cash flow and stock price.
APRIL 22–27, 2018  / /  SEPTEMBER 9–14, 2018
kell.gg/kxfinexec

CORPORATE GOVERNANCE
Effectiveness and Accountability in the Boardroom
This program will improve your understanding of the responsibilities of board membership and develop the skills and strategic insight needed to become a more effective director. You’ll orient yourself to the shareholders’ perspective and gain an understanding of the interests of multiple constituencies. You’ll also learn frameworks that can move the board beyond compliance to the creation of opportunities for long-term value.
APRIL 22–25, 2018  //  NOVEMBER 4–7, 2018
kell.gg/kxcorpgov

FAMILY ENTERPRISE BOARDS
A Program for Current and Prospective Directors
Designed for current and future directors of family-controlled organizations, this program empowers you to navigate the uniquely complex system of a family enterprise. Participants will learn to design, engage and lead family business boards to leverage the strategic advantages of their organizations.
SEPTEMBER 23–27, 2018
kell.gg/kxfamboard

MERGER WEEK
Creating Value Through Strategic Acquisitions and Alliances
Learn how to evaluate M&A from all angles — and then implement a process that leads to the greatest value generation for your organization. This program will teach you how to take a multifaceted approach to any restructuring deal, considering how finance, leadership, negotiations and strategy each contribute to your success.
APRIL 15–20, 2018  //  OCTOBER 14–19, 2018
kell.gg/kxmweek

GOVERNING FAMILY ENTERPRISES
Develop new governance and leadership skills and learn to differentiate the roles and responsibilities of owners, family members, independent directors and executives. This collaborative program will equip you to define your family enterprise’s future and move toward that future with confidence.
MARCH 4–8, 2018  //  OCTOBER 7–11, 2018
kell.gg/kxfamgov

WOMEN’S DIRECTOR DEVELOPMENT PROGRAM
Enhance Your Effectiveness in the Boardroom
Gain the skills you need to be an effective board member as well as practical tools for landing a seat at the table. Develop a deep understanding of board responsibilities, structures and strategies and prepare yourself to reach and excel at the highest level of corporate governance.
NOVEMBER 7–9, 2018
kell.gg/kxwomen
CREATING AND LEADING A CULTURE OF INNOVATION

Cultivate a Leading Edge Organization
Learn to build a core growth strategy around innovation by focusing on the requirements: the correct approach, a process and cultural change at an organizational level.

APRIL 16–18, 2018 // SEPTEMBER 10–12, 2018
kell.gg/kxinnov

DELIVERING BUSINESS GROWTH

An Actionable Framework
Access a market-tested framework that defines and executes an agenda for profitable and sustainable growth. You will return to your organization with a greater understanding of how to implement the growth agenda and gain insights on balancing globalization with localization.

MARCH 25–28, 2018 // OCTOBER 21–24, 2018
kell.gg/kxbizgrowth

CONSTRUCTIVE COLLABORATION

Driving Performance in Teams, Organizations and Partnerships
Learn from the experts as they explain the why, what and how of collaboration — the strategic rationale, design requirements and critical insights for assessing opportunities and risks in complex environments to achieve results.

MARCH 19–22, 2018 // OCTOBER 22–25, 2018
kell.gg/kxcollab

DRIVING ORGANIZATIONAL CHANGE

Building Business and Human Resiliency
Successful leaders do not simply respond to change, they recognize that driving change is an ongoing imperative. In this innovative program you will engage in project-focused learning using real-life challenges as a testing ground for putting into practice the latest theories and tools for making your business more agile and the humans involved more resilient.

APRIL 23–26, 2018
OCTOBER 29, 2018 – NOVEMBER 1, 2018
kell.gg/kxorgchange

DRIVING ORGANIC GROWTH THROUGH INNOVATION

Discover Innovative Solutions to Sustain Growth
Whether you’re charged with a high-priority growth initiative or seeking solutions for sustainable growth in your business or company, this program will prepare you to repeatedly grow through innovation, using a proven process for market-driven growth.

APRIL 1–5, 2018 // SEPTEMBER 24–28, 2018
kell.gg/kxgrowth

ENERGIZING PEOPLE FOR PERFORMANCE

Develop People-Engagement Strategies
Ideal for leaders responsible for the performance of others, you will discover how to create and deploy people-focused strategies and initiatives to maximize bottom-line results and master processes and tools for motivating your team.

APRIL 15–18, 2018 // OCTOBER 14–17, 2018
kell.gg/kxpeople

HIGH PERFORMANCE NEGOTIATION SKILLS

Maximize Your Outcome with Proven Strategies
There is a science to negotiation. This is where you learn it. This program uses a proven approach to achieving concrete results. You’ll learn best practices and strategies that will give you a critical edge. Master the essentials of dealmaking within and between organizations, dispute resolution and negotiating in a global environment.

APRIL 30, 2018 – MAY 3, 2018
SEPTEMBER 24–27, 2018
kell.gg/kxnegotiate
LEADING FAMILY ENTERPRISES
Lead Your Family Company Forward
Manage the strategic issues and personal challenges at the heart of every dynamic family enterprise. Learn how to best lead key stakeholders and discover how to innovate while still respecting the owners’ values and traditions.
MAY 6–10, 2018
kell.gg/kxfamlead

LEADING HIGH-IMPACT TEAMS
How to Build and Lead a Powerful, Successful Team
Explore the intricacies of internal and external team dynamics and discover how you can optimize your personal performance as a team player and a team leader. This program delivers knowledge, tools and techniques you can apply immediately to the complex team challenges you face every day.
APRIL 3–6, 2018 // SEPTEMBER 18–21, 2018
kell.gg/kxteams

MANAGING INTO THE FUTURE
Managing in a Changing World
Explore the innovations in marketing, talent management, operations and leadership that formulate the leading edge of today’s rapidly changing business environment. You will come away with a clear understanding of the technology and managerial tools that will enable you to tackle tomorrow’s challenges, today.
MAY 14–18, 2018 // OCTOBER 1–5, 2018
kell.gg/kxcentury

LEADING WITH BIG DATA AND ANALYTICS
From Insight to Action
This cutting-edge program provides organizational leaders with the working knowledge of data science needed in today’s competitive environment. Gain awareness to seize opportunities that data analytics presents, tools to put data to practical use, and insight to leverage analytics for increased efficiency, productivity or new business opportunities.
APRIL 16–20, 2018 // SEPTEMBER 17–21, 2018
kell.gg/kxanalytics

NAVIGATING WORKPLACE CONFLICT
Manage conflict in the workplace and with peers, superiors, and subordinates by understanding the fundamental structure of conflict and transforming conflict into creativity and collaboration in contexts of multifunctional teams, ethnically- and culturally-diverse teams, and organizational change.
DECEMBER 3–6, 2018
kell.gg/kx______

THE CUSTOMER-FOCUSED ORGANIZATION
Leading Transformation
Learn how leaders successfully infuse a customer-centric perspective throughout an organization with less formal authority, achieve growth through greater focus, build brands with a meaningful role in consumers’ lives, and create exceptional customer experiences to win in an increasingly global, competitive and customer-empowered economy.
APRIL 30, 2018 – MAY 3, 2018
OCTOBER 29, 2018 – NOVEMBER 1, 2018
kell.gg/kxfocus

THE SPHERE OF LEADERSHIP
A Comprehensive Approach to Maximizing Your Impact as a Leader
In today’s demanding global environment, leaders with a deep sense of self-awareness and strong self-management practices thrive in challenging senior leadership roles. This dynamic program will take you on an intensive leadership journey designed to elevate your leadership capabilities.
APRIL 29, 2018 – MAY 4, 2018
NOVEMBER 4–9, 2018
kell.gg/kxlsphere

THE STRATEGY OF LEADERSHIP
Unleashing the Power of Influence
Learn the tools and techniques leaders need to build and use a network of social capital to drive change, find innovative solutions and improve performance. Based on recent discoveries in social networks and the science of influence, this program uniquely combines cutting-edge research with compelling interactive learning, including simulations, experiential activities and case studies.
JUNE 4–6, 2018 // OCTOBER 29–31, 2018
kell.gg/kxstratlead
ADVANCED MARKETING MANAGEMENT
Leading the Digital Enterprise
The advent of digital technology has transformed the marketing industry. As a result, executives are being challenged by the C-suite to stay cutting-edge while simultaneously managing emerging talent grounded in the digital world. This program equips seasoned leaders like you with the tools to gain a deeper understanding of how to implement new platforms and effectively plan an advanced marketing strategy that integrates new and tried tactics.
APRIL 16–20, 2018 // DECEMBER 3–7, 2018
kell.gg/kxadmark

BUSINESS MARKETING STRATEGY
In-Depth Review of B-to-B Best Practices
Learn how to build customer value models that provide a better understanding of the value of your offerings to target customers and market segments and that help you deliver market offerings to better meet customers’ requirements and preferences.
APRIL 8–13, 2018 // JULY 15–20, 2018
OCTOBER 14–19, 2018
kell.gg/kxbtob

CONSUMER MARKETING STRATEGY
The Kellogg Approach to Building Effective Marketing Plans
To compete in today’s hypercompetitive, constantly evolving markets, you must understand consumers’ goals, beliefs and behaviors — then translate your insights into an effective marketing strategy. Through discussions, case studies and collaborative exercises, you’ll develop a well-defined approach for identifying attractive targets and effectively positioning products and services for them.
OCTOBER 21–26, 2018
kell.gg/kxmarkstrat

DISTRIBUTION CHANNEL MANAGEMENT
Creating Go-to-Market Growth Strategies
This one-of-a-kind learning experience offers an enlightened perspective and practical approach to all the challenges and critical components of effective channel design and management. Learn how to design, develop, maintain and manage productive channel relationships for sustaining a competitive advantage.
MARCH 18–21, 2018
kell.gg/kxchannel

HIGH-IMPACT SALES STRATEGY
Driving Revenue and Profit Growth
Developed for senior leaders, this program focuses on the sales strategy decisions that most affect organic growth in revenues and profits and that precede tactical decisions related to sales force management and operations. You’ll come away with a deep understanding of how to develop a holistic sales strategy, including segmentation, value proposition, channel mix, sales force structure and customer engagement process.
JUNE 24–27, 2018
kell.gg/kxsalestrat

KELLOGG ON BRANDING
Creating, Building and Rejuvenating Your Brand
From the people who wrote the book on branding. Their latest thinking combined with hands-on experience will inspire and empower you to elevate your brand. This program will provide the practical knowledge and skills to immediately heighten customer loyalty, gain a competitive advantage, bolster profitability and build an enduring business.
MAY 20–25, 2018
SEPTEMBER 30, 2018 – OCTOBER 5, 2018
kell.gg/kxbrand

MAXIMIZING SALES FORCE PERFORMANCE
Implement Frameworks for an Effective Sales Force
Explore best practices across the core drivers of sales force effectiveness, develop practical initiatives for performance enhancement and understand how to implement and lead success-focused change. Our expert faculty will equip you to put your sales force on a fast track to high-impact performance.
APRIL 22–26, 2018
SEPTEMBER 16–20, 2018
kell.gg/kxsales
STRATEGIC MARKETING COMMUNICATIONS IN THE DIGITAL AGE
Planning, Executing and Assessing Marketing Campaigns
To succeed in today’s digital marketplace, leaders need to think differently about their marketing communications. This program bridges the fundamentals, such as insight and positioning, with newer approaches like digital and consumer engagement. Explore a variety of platforms including broadcast, social media engagement strategies and event sponsorship, and leave with a framework for building and executing marketing communications strategically in today’s digital age.
MAY 14–18, 2018 // NOVEMBER 12–16, 2018
kell.gg/kxcomstrat

OPERATIONS STRATEGY
Designing Operations to Maximize Value
Optimize your operations to maximize stakeholder value. In this program you will learn how to create a best-in-class operations strategy that integrates the customer experience, boosts your financial performance and establishes a competitive advantage.
MAY 21–23, 2018 // NOVEMBER 14–16, 2018
kell.gg/kxopstrat

SUPPLY CHAIN MANAGEMENT
Strategy and Planning for Effective Operations
Learn effective strategies for managing logistics and operating complex networks. You’ll develop new skills for integrating your supply chain into a coordinated system and gain practical tools for increasing service levels and reducing costs.
APRIL 10–13, 2018
kell.gg/kxsupply

THE SCIENCE OF LEAN OPERATIONS
Identify and Alleviate Bottlenecks in Your Process
Alleviate bottlenecks, Design effective processing systems. Identify metrics to measure improvements. Based on the science of Lean Six Sigma, this program will give you the tools and frameworks for operating a world-class organization.
APRIL 8–10, 2018
kell.gg/kxleanops
COMPETITIVE STRATEGY
Creating and Sustaining Competitive Advantage
Gain the insights you need to secure and maintain your organization’s competitive strategy long-term through this interactive learning experience. With a blend of modern theory, strategic analysis and practical application, this program readies you for sustainable strategic success based on time-tested economic principles for profitability and growth.

MAY 20–24, 2018 // NOVEMBER 4–8, 2018
kell.gg/kxcompete

CREATING AND MANAGING STRATEGIC ALLIANCES
Develop Stronger Alliance Capabilities
Learn how to create and manage different forms of strategic alliances, such as joint ventures, licensing agreements, buyer-supplier partnerships and consortia. You’ll also develop a better sense of the related costs and benefits, examine the specific conditions under which alliances are preferred to other growth strategies and leave with practical tools you can apply immediately.

OCTOBER 1–4, 2018
kell.gg/kxalliance

“[Creating and Managing Strategic Alliances] clearly explained the opportunities and nuances in managing strategic alliances. In an ever-evolving world, [this program] provides the tools to be one step ahead of the competition by challenging you to think and rationalize beyond what you know or think you know.”

DIRECTOR OF PURCHASING, BEVERAGES AND SNACKS, INDEPENDENT PURCHASING COOPERATIVE