

Executive Education

2025 Program Guide

Northwestern
Kellogg
School of Management

Kellogg Executive Education

Immersive. Collaborative. Innovative. Practical.

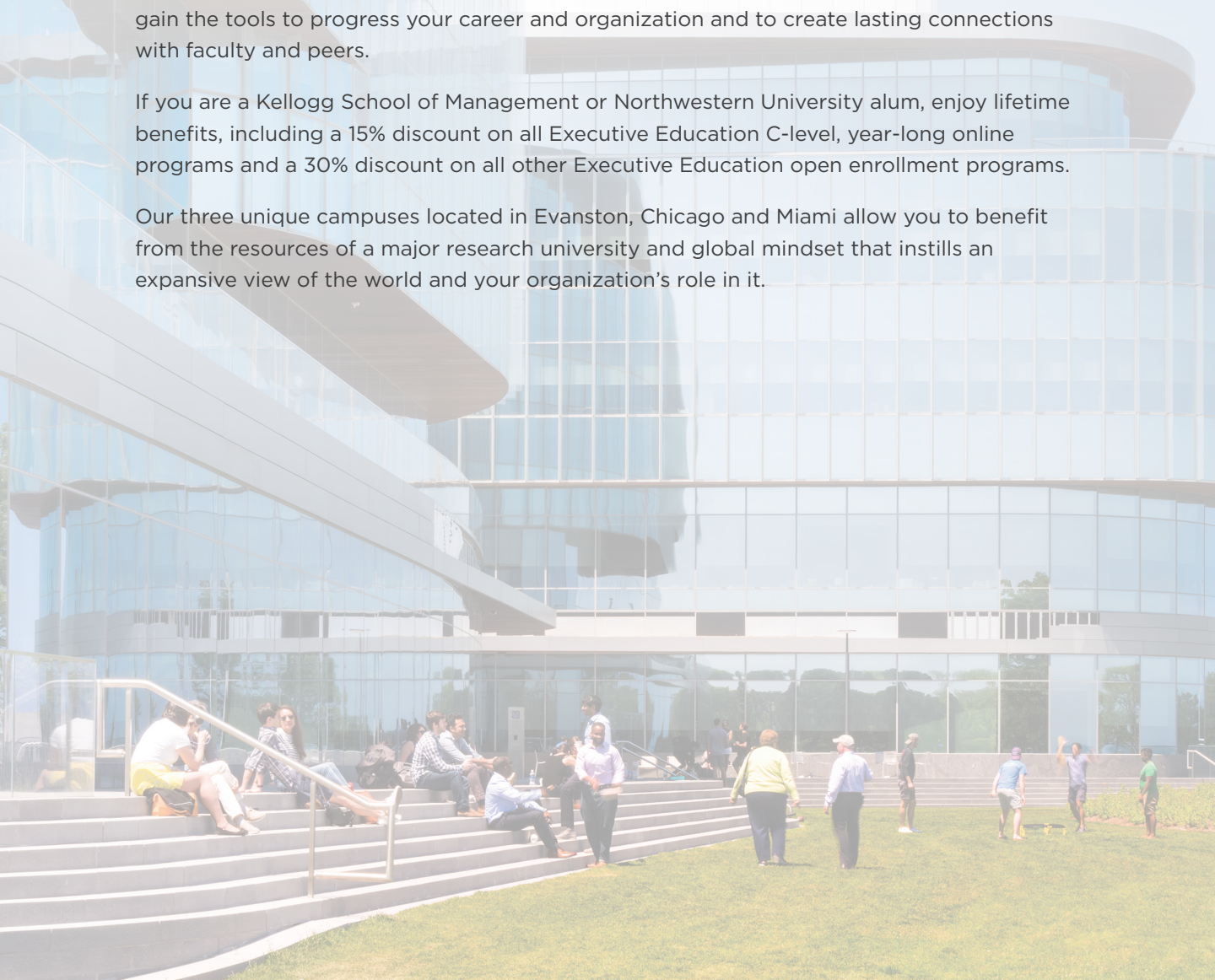
At the Kellogg School of Management, our distinctive cross-disciplinary approach to research and teaching drives innovation, creates real-world insights for business leaders and focuses on the issues most critical to contemporary business. It also drives our Executive Education program design, ensuring that you are not only exposed to the most current business thinking, but are ready to immediately and practically apply insights in your organization.

Kellogg is known for a culture that fosters collaboration and challenges leaders to think innovatively. Our programs exemplify that culture by creating an immersive, supportive environment where insights emerge.

Our Executive Education programs are offered in a variety of flexible formats to best meet your learning needs. Whether you choose to enroll in a program in-person or online, you'll gain the tools to progress your career and organization and to create lasting connections with faculty and peers.

If you are a Kellogg School of Management or Northwestern University alum, enjoy lifetime benefits, including a 15% discount on all Executive Education C-level, year-long online programs and a 30% discount on all other Executive Education open enrollment programs.

Our three unique campuses located in Evanston, Chicago and Miami allow you to benefit from the resources of a major research university and global mindset that instills an expansive view of the world and your organization's role in it.



Open enrollment programs

Our portfolio of more than 40 open enrollment programs enables individuals and small teams to develop new skills, stay current on trends and address personal leadership challenges. Whether you join us in-person or live virtual, you will join peers from across a diverse range of geographies and industries to learn from Kellogg faculty who are on the leading edge of business. You will finish with a renewed sense of purpose, an expanded network and an action plan to deliver results.

Our online programs will help you build and enhance critical foundational skills that set the stage for your professional success.

Please email or call us if you would like a personal consultation.

847.467.6018

**ExecEd@kellogg.
northwestern.edu**

kell.gg/kxexeced

Kellogg Center for Nonprofit Management

The Center for Nonprofit Management educates and inspires nonprofit leaders, empowering them to maximize organizational outcomes and drive social impact. Bring your nonprofit's unique mission and key challenges to us and discover a holistic approach to transformative leadership development in a collaborative learning and peer networking environment. With a focus on individual leadership, organizational effectiveness, general management and topics specific to the nonprofit sector, our executive programs offer a rigorous and relevant learning experience and the opportunity for real-world application of the theories and frameworks presented. You will return to your organization with an action plan to affect immediate, positive change. Let's advance your mission together.

Please email or call us if you would like a personal consultation.

847.491.3415

**nonprofit@kellogg.
northwestern.edu**

kell.gg/kxnonprofit

Custom programs

For high-performance organizations

Kellogg designs customized learning experiences that focus on the business issues and talent development goals unique to your organization. Approaching each engagement as a blank canvas, our dedicated faculty teams collaborate with you to create relevant lectures, case studies and classroom experiences that enable your participants to engage with and learn from some of our most senior faculty members.

Please contact us for assistance in customizing a program for your organization.

847.467.7200

**custom-programs
@kellogg.
northwestern.edu**

kell.gg/kxcustominfo



The Executive Scholar Certificate

A Kellogg credential that is uniquely you

As a growth-minded professional, you know that lifelong learning is essential to staying ahead in a rapidly evolving global marketplace. The Executive Scholar Certificate allows you to earn a Kellogg credential that distinguishes you as a leader, is customized to your professional development goals and rewards you with a lifetime of benefits.

Become an Executive Scholar by completing any combination of our eligible individual programs totaling 40 or more Scholar Points within four years. Programs are offered in-person, live virtual, and online.

Choose from one of the specializations below or build your own certificate (no specialization) for ultimate flexibility. A specialization, while not required, can be achieved with 20 or more Scholar Points from the same portfolio as listed on our website, with the remaining Scholar Points for the Certificate from any portfolio.

Available specializations:

- Family Enterprises
- Finance
- General Management*
- Growth & Innovation
- Leadership
- Marketing or Sales
- Operations
- Strategy
- Nonprofit Management*

Key benefits

Completion of the Kellogg Executive Scholar Certificate comes with exceptional benefits:

- A Certificate of Professional Achievement, including a verifiable digital certificate
- Coaching hours with Kellogg Career & Professional Development Coach
- 30% discount on Executive Education open enrollment programs
- 15% discount on Executive Education 12-month C-Suite level programs
- 10% discount on Executive Education programs for your colleagues (cannot be combined with any other offer or discount)
- Membership in the global Kellogg alumni network and access to the online network
- Opportunities to participate in alumni clubs and select events
- Access to cutting-edge research and content from Kellogg faculty and leading practitioners
- A Kellogg branded email address
- Membership in a private LinkedIn group for Executive Scholars

Take the first steps toward your Scholar Certificate

Start your journey by submitting an online application and scheduling a consultation with our Executive Scholar Certificate Advisor.

To access the application and learn more about the Certificate, visit

kell.gg/kxscholars or email **scholars@kellogg.northwestern.edu**.

*The General Management and Nonprofit Management specializations have separate requirements and may not be combined with other specialization options. Program Scholar Points value and benefits may change at any time without notice. Kellogg Executive Education reserves the right to exclude programs from Scholar Certificate eligibility.

General Management

Kellogg created these high-impact learning experiences to focus on general management training and executive leadership development for three key groups: **senior executives** responsible for creating markets and driving growth at the global enterprise level; **high-potential middle-to-senior managers** preparing to assume greater levels of responsibility in their organizations; and **experienced, talented women executives** poised to step into top roles in the C-suite and beyond.

Executive Development Program

Transforming to strategic leadership

BLENDED EXPERIENCE

Live virtual: April 7-11/April 21-25, 2025

In-person: May 8-18, 2025

**In-person: October 12-17/October 19-24/
October 26-31, 2025**

The Kellogg Executive Development Program (EDP) transforms organizational leaders. It equips top-performing, mid-level to senior managers to make decisions and take strategic action based upon both traditional and innovative business practices. Participants build skills and awareness as they realize their potential for assuming general management roles.

kell.gg/kxedp

Strategic Capabilities for Emerging Business Leaders

Building a foundation for growth

Live virtual: December 1-12, 2025

This highly interactive, live virtual program positions the high-performing, emerging leader to make bold career moves, laying the foundation for general management and leadership of the broader business. Through an exploration of strategic business functions with some of our leading faculty, you will immerse yourself in how to lead in a complex, competitive, global market.

kell.gg/kxstratcap

“[EDP] shows you how to be purposeful in your strategy and how that must align with everything you do. It also gives you tactical tools to achieve success.”

DIRECTOR, TRAINING AND MAINTENANCE SERVICES, NAV CANADA



Finance & Accounting

In these focused financial management and accounting programs, senior and mid-level executives learn how to unravel the complexities of corporate financial management and decision-making. Whether it's analyzing and valuing a deal, understanding the multidimensional challenges of mergers and acquisitions or simply becoming more fluent in corporate finance and accounting, participants develop a deeper understanding of how to apply the principles in practice and gain greater confidence in their decision-making skills.

Corporate Finance

Strategies for creating shareholder value

In-person: November 9-14, 2025

Learn to optimize and integrate investment and financing decisions to maximize shareholder value. Understand how to accurately value investments, make informed financial decisions and design a more consistent, cohesive corporate investment and finance strategy.

kell.gg/kxcorpin

Finance for Executives

Make better decisions with greater confidence

Live virtual: March 3-14, 2025

In-person: June 15-20, 2025

November 2-7, 2025

Dramatically improve your knowledge, fluency and confidence in making financial decisions through this immersive program. You will gain hands-on experience interpreting financial reports, evaluating investments, applying valuation methods and exploring the implications of strategic decisions on cash flow and stock price.

kell.gg/kxfinexec

Merger Week

Creating value through strategic acquisitions and alliances

In-person: May 11-16, 2025

October 19-24, 2025

Offering a comprehensive and practical view of mergers and acquisitions, this program will change the way you think about any restructuring deal and empower you for value generation. You will emerge ready to evaluate M&A from all angles and understand how finance, leadership, negotiations and strategy contribute to your success.

kell.gg/kxmweek



Growth & Innovation

Innovation-driven growth at the organizational level requires a multidisciplinary approach. To achieve that growth, leaders must adopt a strategy for fostering new thinking and, blueprint in hand, convey that strategy both laterally and vertically. It all comes down to the communication: disseminate knowledge and best practices, and work toward organization-wide acceptance, from planning to execution.

AI at Scale

Driving real business outcomes across the enterprise

Live virtual: July 21-24, 2025

Envision your organization at the forefront of AI-driven transformation, where strategy meets execution to deliver real results. Register now to be a part of this unique opportunity to scale AI with a clear vision, strong governance, and a solid foundation.

kell.gg/kxaiscale

Delivering Business Growth

An actionable framework

In-person: June 2-5, 2025

October 27-30, 2025

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.

kell.gg/kxbizgrowth

“Within two months of having attended [Leading and Sustaining a Culture of Innovation], our organization has adopted a creative and forward-looking strategy for our digital platforms. This program is a must for all senior leaders.”

COO/CFO, CAPITAL PUBLIC RADIO,
SACRAMENTO, CA AREA

Leading and Sustaining a Culture of Innovation

Cultivate a leading edge organization

In-person: April 7-10, 2025

September 15-18, 2025

Successful innovation management requires highly trained leaders who can ignite the creative spirit and create a culture of innovation. In this program, you will develop the skills and tools you need to instill an innovation mindset within your organization and inspire your people to higher levels of creativity.

kell.gg/kxinnov



Governance

The most effective board members possess a deep and expansive view of their role. Their commitment extends beyond compliance to ensuring value creation for all stakeholders and growth for the organization. For current, new and aspiring board members, our corporate governance training programs deliver a rich understanding of board structures, roles and responsibilities.

Corporate Governance

Effectiveness and accountability in the boardroom

**In-person: June 9-12, 2025
November 3-6, 2025**

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.

kell.gg/kxcorgov

Family Enterprise Boards

Navigating unique governance challenges

BLENDed EXPERIENCE

**Live virtual: October 28, 2025
In-person: November 3-7, 2025**

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 their strategic advantages.

kell.gg/kxfamboard

Forming Family

Enterprise Governance

Creating structures and processes to ensure success and continuity

BLENDed EXPERIENCE

**Live virtual: February 11, 2025
In-person: February 17-21, 2025**

One of the most critical times in a family enterprise evolution is moving from the processes, people and structures that proved successful for a controlling owner to those that support a sibling partnership. Offered on our Miami campus, this program is focused on what skills leaders need to design appropriate governance architecture, lead effective decision-making across all stakeholders and set a vision that will guide multigenerational continuity.

kell.gg/kxfameg

“As a senior marketing executive ... I thought I knew what it would take to make this step. Thanks to the Kellogg Women’s Director Development Program, I now know what I didn’t know. I am so much better equipped to start the journey to the boardroom after completing this course. The speakers were all experts in their field — extremely articulate and generous with their expertise and counsel. The other participants were inspiring. I think this course is a must for any woman contemplating becoming a board director.”

EVP, LEO BURNETT

Governing Family Enterprises

New insights and skills for all involved in the family business

BLENDED EXPERIENCE

Live virtual: March 4, 2025

In-person: March 10-14, 2025

BLENDED EXPERIENCE

Live virtual: September 30, 2025

In-person: October 6-10, 2025

In a supportive environment alongside members of other enterprising families, you will examine the challenging leadership and governance issues facing complex family organizations, distinguishing between the roles and responsibilities of family members, directors and owners. You will leave with the skills and confidence to define the future of the family enterprise.

kell.gg/kxfamgov

The Single Family Office

Maximizing performance in a complex environment

In-person: June 10-12, 2025

Challenging, often subtle family dynamics, sensitive communications, and interlinked governance structures all contribute to the complexity of family offices. You will learn to navigate complex family office dynamics to more fully align stakeholders. You will develop skills to plan strategy, promote trust and communication, and address challenging issues around governance and continuity.

kell.gg/kxfamoff

“[Governing Family Enterprises] is a very comprehensive and insightful program on what makes great family companies great. You’ll learn about the importance of acknowledging independence between owners, management and family and how these dynamics work.”

CHIEF COMMUNICATION & CORPORATE RESPONSIBILITY OFFICER, JERONIMO MARTINS



2025 Executive programs calendar

KELL.GG/KXEXEED

2025 - Live virtual sessions

2025 - In-person sessions

		JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
General Management	Executive Development Program – <i>multiple sessions</i>				March 31/April 7-11/ April 21-25/May 8-18						Oct 12-17/ Oct 19-24/ Oct 26-31		
	Strategic Capabilities for Emerging Business Leaders: Building a Foundation for Growth												Dec 1-12
Finance & Accounting	Corporate Finance: Strategies for Creating Shareholder Value											Nov 9-14	
	Finance for Executives: Make Better Decisions With Greater Confidence			March 3-14			June 15-20					Nov 2-7	
	Merger Week: Creating Value Through Strategic Acquisitions and Alliances					May 11-16					Oct 19-24		
Growth & Innovation	AI at Scale: Driving Real Business Outcomes Across the Enterprise							July 21-24					
	Delivering Business Growth: An Actionable Framework						June 2-5				Oct 27-30		
	Leading and Sustaining a Culture of Innovation: Cultivate a Leading Edge Organization				April 7-10					Sept 15-18			
Governance	Corporate Governance: Effectiveness and Accountability in the Boardroom						June 9-12					Nov 3-6	
	Family Enterprise Boards: Navigating Unique Governance Challenges										Oct 28/Nov 3-7		
	Forming Family Enterprise Governance: Creating Structures and Processes to Ensure Success and Continuity		Feb 11/ Feb 17-21										
	Governing Family Enterprises: New Insights and Skills for All Involved in the Family Business			March 4/ March 10-14						Sept 30/Oct 6-10			
	The Single Family Office: Maximizing Performance in a Complex Environment						June 10-12						
Leadership	Constructive Collaboration: Driving Performance in Teams, Organizations and Partnerships									Sept 22-26			
	Driving Organizational Change: Achieving Business Goals Through Purposeful Change Management			March 24-27							Oct 27-30		
	Energizing People for Performance: Develop People-Engagement Strategies			March 3-6								Nov 10-13	
	Leading High-Impact Teams: How to Build and Lead a Powerful, Successful Team	Jan 27-31									Oct 6-10		
	Leading With Advanced Analytics and Artificial Intelligence: Creating Business Value Through Data Science				April 14-17					Sept 8-11			
	Negotiation Master Class: Mastering the Art of Complex Negotiations					May 5-16							Dec 1-12
	The Customer-Focused Organization: Leading Transformation, Renewal and Growth					May 19-22					Oct 13-16		
	The Leader Within: Maximizing Your Authentic Leadership Impact				April 7-11					Sept 8-12			Dec 1-5
	The Strategy of Leadership: Unleashing the Power of Influence		Feb 24-26		April 28-30							Nov 10-12	
Marketing & Sales	Advanced Marketing Management: Enhancing Digital Capabilities to Drive Your Marketing Strategy						June 23-27					Nov 17-21	
	B2B Sales Force Strategy and Effectiveness in the Digital Age						June 1-5				Oct 12-16		
	Business Marketing Strategy: Driving Profitable Growth in the New B2B Environment				April 21-25						Oct 27-31		
	Chief Marketing Officer Program – <i>multiple sessions</i>					May 5-7/June 9-11							
	Growth Marketing: Strategies to Unlock New Opportunities						June 17-20						Dec 8-11
	Kellogg on Branding: Strategies for Building Strong Brands	Jan 20-24					May 12-23				Sept 29 - Oct 3		
	Selling Yourself and Your Ideas: Become a Magnetic and Unstoppable Sales Leader												
	Turning Data into Revenue: Decision-Making Analytics for Sales Executives						May 6-8						
Operations & Technology	Lean Operations: Managing Risk and Uncertainty				April 27-29							Nov 17-21	
	Operations Strategy: Designing Operations to Maximize Value				April 1-7					Sept 15-17			
	Supply Chain Management: Strategy and Planning for Effective Operations					April 29 - May 2					Oct 20-24		
Strategy	Competitive Strategy: Creating and Sustaining Competitive Advantage					May 12-16				Sept 8-12			
	Creating and Managing Strategic Alliances: Develop Strong Alliance Capabilities									Sept 29 - Oct 3			

Leadership

Our world-renowned faculty members have created a full complement of executive education programs to meet the professional development goals of the entire leadership team — from high-potential managers primed for career advancement to seasoned C-suite executives seeking new insight into today's complex challenges.

Constructive Collaboration

Driving performance in teams, organizations and partnerships

**Live virtual: March 10-14, 2025
September 22-26, 2025**

Well-designed collaboration powers value creation and sparks creativity. In this intensely interactive program, you'll learn the conditions that foster highly productive collaboration at the individual, team and organizational levels. You'll also learn how to build and sustain these ideal conditions and competencies in your organization and its people.

kell.gg/kxcollab

Driving Organizational Change

Achieving business goals through purposeful change management

**In-person: March 24-27, 2025
October 27-30, 2025**

Use your own real-life challenges as a platform for putting the latest theories and tools for organizational change management into practice. Learn how to build business agility and organizational resilience — the cornerstones of driving ongoing change.

kell.gg/kxorgchange

“The Strategy of Leadership is one of the best programs that I ever attended because of how [applicable] the concepts were to my leadership role within the organization. It is amazing to see how powerful [my] strategic network can be and how [I] can use it to better persuade and influence people around [me].”

DISTRIBUTION VICE PRESIDENT,
SABMILLER EL SALVADOR

Energizing People for Performance

Develop people-engagement strategies

**In-person: March 3-6, 2025
November 10-13, 2025**

Ideal for leaders responsible for the performance of others, this program teaches you how to create and deploy people-focused strategies and initiatives to maximize bottom-line results and master processes and tools for motivating your team.

kell.gg/kxpeople

Leading High-Impact Teams

How to build and lead a powerful, successful team

**Live virtual: January 27-31, 2025
October 6-10, 2025**

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 interactive program delivers knowledge, tools and techniques you can apply immediately to the complex team challenges you face every day.

kell.gg/kxteams

Leading With Advanced Analytics and Artificial Intelligence

Creating business value through data science

**In-person: April 14-17, 2025
September 8-11, 2025**

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.

kell.gg/kxanalytics

Negotiation Master Class

Mastering the art of complex negotiations

Live virtual: May 5-16, 2025

December 1-12, 2025

Take your negotiation skills from pro to master. In this NEW certificate program, you'll learn from professor Leigh Thompson how to navigate the most challenging negotiations, from mergers and acquisitions to internal and external crises. You'll leave this experiential program with a playbook and the skills necessary to negotiate in any situation.

kell.gg/kxmneg

The Customer-Focused Organization

Leading transformation, renewal and growth

In-person: May 19-22, 2025

October 13-16, 2025

Learn how leaders successfully infuse a customer-centric perspective throughout an organization, 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.

kell.gg/kxfocus

The Leader Within

Maximizing your authentic leadership impact

In-person: April 7-11, 2025

September 8-12, 2025

December 1-5, 2025

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 journey designed to elevate your leadership capabilities.

kell.gg/kxlsphere

The Strategy of Leadership

Unleashing the power of influence

In-person: February 24-26, 2025

April 28-30, 2025

November 10-12, 2025

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.

kell.gg/kxstratlead



Marketing & Sales

Kellogg believes that marketing is more than a function or a discipline. It is a way of looking at the world that is customer-focused, insight-driven and ever-evolving. The executive education marketing curriculum incorporates a high level of practice-based content in recognition of the rapid evolution of the field of marketing and combines the latest thinking with hands-on experience to inspire and elevate performance along every dimension of marketing.

Advanced Marketing Management

Enhancing digital capabilities to drive your marketing strategy

**In-person: June 23-27, 2025
November 17-21, 2025**

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 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 established tactics.

kell.gg/kxadmark

B2B Sales Force Strategy and Effectiveness in the Digital Age

Achieving a world-class strategy and team through omni-channel orchestration

**In-person: June 1-5, 2025
October 12-16, 2025**

Explore best practices for leading sales strategy, sales force effectiveness and omni-channel orchestration principles, frameworks, and insights that you can apply and adapt to your company's unique challenges and opportunities. Our expert faculty will equip you to put your sales force on a fast track to high-impact performance.

kell.gg/kxsales

Business Marketing Strategy

Driving profitable growth in the new B2B environment

**In-person: April 21-25, 2025
October 27-31, 2025**

Creating and sustaining profitable growth requires mastering the new fundamentals of B2B marketing. Learn how to navigate complexity, define a stronger competitive position and reimagine your B2B strategy.

kell.gg/kxibtob

Chief Marketing Officer Program

MODULE 1

In-person: May 5-7, 2025

MODULE 2

In-person: June 9-11, 2025

Designed to prepare senior marketing executives for this vital and increasingly complex role, this program's immersive journey will help you develop the mindset to lead augmented marketing operations that are aligned with the mission and business goals of your organization.

kell.gg/kxcmop

Growth Marketing

Strategies to unlock new opportunities

**In-person: June 17-20, 2025
December 8-11, 2025**

Empower your business with innovative strategies for growth. Led by renowned professors Derek Rucker and Kevin McTigue, unlock the essential tools for business growth in an immersive faculty-led experience, to equip you to better navigate the complexities of today's market.

kell.gg/kxgrowth

Kellogg on Branding

Strategies for building strong brands

**In-person: January 20-24, 2025
Live virtual: May 12-23, 2025
In-person: September 29 - October 3, 2025**

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.

kell.gg/kxbrand

Selling Yourself and Your Ideas

Become a magnetic and unstoppable sales leader

In-person: 2025 Dates TBD

This program will force you out of your comfort zone, helping you develop the knowledge, skills and discipline needed to show up, stand out and break through in every room you're in. Dive into a dynamic learning experience, enhancing your ability to connect, persuade, and inspire across all facets of your professional and personal life.

kell.gg/kxselling

Turning Data into Revenue: Decision-Making Analytics for Sales Executives

Live virtual: May 6-8, 2025

This live virtual program will teach you how to integrate data for more efficient and effective decision-making on sales and revenue generation, using predictive models to better value your customers. You will learn to evaluate, test and make adjustments — getting the right salespeople doing the right things for the right customers, driving improved sales and profit.

kell.gg/kxsalesana

“[Business Marketing Strategy] was an outstanding program! It was time well spent, with a deep dive into the principles of marketing. I gained insight into redefining our marketing strategy and integrating marketing as a key partner in the company’s strategic direction.”

CEO CHINA, TMF GROUP



Operations & Technology

Senior executives responsible for creating and implementing operations strategy and high-level managers looking to improve processes and efficiency will discover a wide choice of academic and experiential learning options. Our more specialized offerings focus on measuring and improving performance and lean operations, creating an environment of excellence, designing effective supply chains for improved efficiency and profitability, and aligning and managing IT to create competitive advantage.

Lean Operations

Managing risk and uncertainty

In-person: April 27–29, 2025

Live virtual: November 17–21, 2025

Based on the science of Lean Six Sigma, this program will give you the tools and frameworks for operating a world-class organization. You will learn how to alleviate bottlenecks, design effective processing systems and identify metrics to measure improvements.

kell.gg/kxleanops

Operations Strategy

Designing operations to maximize value

Live virtual: April 1–7, 2025

In-person: September 15–17, 2025

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.

kell.gg/kxopstrat

Supply Chain Management

Strategy and planning for effective operations

In-person: April 29 – May 2, 2025

Live virtual: October 20–24, 2025

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.

kell.gg/kxsupply

“Every operations specialist should have the skills from [Lean Operations] in their toolbox. The knowledge ... is relevant, insightful, and immediately applicable in almost any operational setting.”

EXECUTIVE DIRECTOR OPERATIONS, FALKEN TIRE



Strategy

Our award-winning faculty has created a suite of business-strategy programs for senior leaders charged with creating competitive advantage and delivering results. Faculty members translate their cutting-edge theories into practical applications, and senior leaders acquire the new knowledge, skills and tools they need to meet wide-ranging, strategy-related challenges.

Competitive Strategy

Creating and sustaining competitive advantage

**In-person: May 12-16, 2025
September 8-12, 2025**

Gain the insights you need to secure and maintain your organization's long-term competitive strategy 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.

kell.gg/kxcompete

Creating and Managing Strategic Alliances

Develop strong alliance capabilities

Live virtual: September 29 - October 3, 2025

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.

kell.gg/kxalliance

“[Competitive Strategy] illustrated succinct, incremental methods and frameworks that will significantly help my strategy role.”

PRINCIPAL, BUSINESS STRATEGY, ADOBE SYSTEMS INCORPORATED



Online programs

Developed for professionals at all stages of their careers, our online programs help you build and enhance critical skills that set the stage for your professional success. We have taken special care to ensure that the collaborative, interactive experience you expect from Kellogg carries through to our online programs in a highly flexible and convenient format.

Online programs are being added throughout the year; please visit our website for all programs and dates: kell.gg/kxonline

Advertising and Marketing Communications Strategy

Create a breakthrough advertising campaign based on a well-crafted, effective strategy tied to your business goals.

kell.gg/kxamcs

AI Applications for Growth

Understand how to harness the power of AI and create a strategy that gives you a competitive edge. Learn through diverse case studies, original frameworks and hands-on exercises in this eight-week program.

kell.gg/kxailbt

B2B Marketing: Growth Strategies for Your Organization

Harness leading-edge machine learning techniques to make better marketing investment decisions and eliminate the data gap to achieve and accurately measure marketing ROI.

kell.gg/kxbmat

Business Analytics: Decision Making With Data

Build your working knowledge of data science and engage in real-world examples and case studies examining how analytics adds business value in this nine-week online program.

kell.gg/kxbusan

Business Leadership in the Age of Disruption

Empower leaders to identify and navigate potential threats and opportunities arising from disruptive forces. By applying flexible, creative perspectives, you will learn to innovatively transform disruption into an advantage over the competition.

kell.gg/kxldt

Business Strategies for Growth: Fewer, Bigger, Bolder

Unlock the intricacies of growth strategies by delving into and using a framework created by an accomplished expert who literally wrote the book on growth and has successfully implemented it in many iconic global brands.

kell.gg/kxgrst

C-Suite Program in Digital Transformation and AI

This immersive 12-month program will enable you to build relevant skills for high-impact digital transformation, develop growth strategies for digital disruption and innovation, and identify opportunities to increase customer engagement.

kell.gg/kxcdo

Chief Marketing Officer Program

Designed to prepare senior marketing executives for this vital and increasingly complex role, this program's immersive journey will help you develop the mindset to lead augmented marketing operations that are aligned with the mission and business goals of your organization.

kell.gg/kxcmo

Chief Product Officer Program

This program harnesses the best practices, frameworks and hard and soft skills to be a successful product manager, whether you are already working in this field or switching from an adjacent field.

kell.gg/kxcpo

Customer Loyalty: Strategy and Application

Optimize your approach to customer loyalty and build a sustainable loyalty program in this six-week online program.

kell.gg/kxclstrat

Data Strategy for Generative AI Platforms

Develop strategic advantages by leveraging product data in your organization, guiding you through the data supply chain and learning how to use product data as a strategic asset.

kell.gg/kxpran

Design Thinking: A Toolkit for Breakthrough Innovation

Unpack your assumptions about problem solving and approach new opportunities with the human experience in mind.

kell.gg/kxdth

Digital Marketing Strategies: Data, Automation, AI & Analytics

Take a strategic deep dive into modern marketing practices that leverage data, automation, AI and analytics. This online program will teach you to take a holistic view on marketing, adopt technology platforms that support decision-making across the organization and maximize your marketing investment.

kell.gg/kxdigimark

Emerging C-Suite Leaders Program

Designed to encourage big-picture thinking and help learners transition to the highest levels of their organizations, this unique seven-month program will equip you with the skills needed to meet the demands of the modern C-suite and be an enterprise leader.

kell.gg/kxcslp

Essentials of Marketing

Learn from our renowned marketing faculty how to build a strategic marketing foundation, utilize customer insights, identify your target audience and position your brand so you can maximize your marketing impact in this 12-module program.

kell.gg/kxeom

Kellogg Accelerated Marketing Leadership Program

Take your career to the next level with cutting-edge marketing skills and strategy from top Kellogg faculty to gain an end-to-end perspective to lead a modern marketing organization.

kell.gg/kxkami

Leading With Behavioral Science: Creating Breakthrough Customer Experiences

Leverage customer science to unpack your customer experience map step by step and gain a framework that will help you identify gaps, build compelling customer experiences and create brand loyalty to generate enduring value.

kell.gg/kxcxs

Mastering Sales: A Toolkit for Success

Discover the necessary sales and management habits that lead to success. This 10-module program will give you the tools and techniques for improving your sales skills and reveal best practices for building a high-performing sales team.

kell.gg/kxhisales

Product Strategy: Develop and Manage Successful Products

Master a “cradle-to-grave” approach for managing and optimizing the life of a product or service in this eight-week program.

kell.gg/kxol-emps

Professional Certificate in Digital Marketing

Explore the world of digital marketing through this in-depth online program, enabling you to develop the most in-demand skills and find your niche in this rapidly expanding field.

kell.gg/kxol-pcdigimark

Professional Certificate in Product Management

Master the end-to-end strategic and tactical skills to become a professional product manager. You’ll develop a broad overview of the product management landscape and gain certifications in product management tools and methodologies.

kell.gg/kxpcpm

Real Estate Finance and Investment

Harness analytical methods essential for making strategic real estate investments and financing decisions.

kell.gg/kxefi

Strategic Change Management

Go beyond common change management models and develop a strategy for creating and leading sustainable organizational change. This eight-week program will give you the tools needed to execute plans effectively.

kell.gg/kxscm

Strategies that Build Winning Brands

Learn from brand experts at Kellogg on creating a distinctive brand that cuts through the noise and competition in a hyper-connected world. This six-week program features exercises that allow you to shape your brand strategy and apply the concepts you learn to your own brand portfolio.

kell.gg/kxbstrat



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