WELCOME TO KELLOGG EXECUTIVE EDUCATION

# EMPOWERING LEADERS AND INSPIRING GROWTH



Kellogg Executive Education partners with organizations like yours to enable your current and future leaders to meet the challenges and seize the opportunities of an increasingly complex world.

Combining the cutting-edge thought leadership of the Kellogg School of Management and the experience of seasoned practitioners, we deliver immersive, engaging experiences in a learning environment designed exclusively for executive education.

The result is confident, empowered leaders who can leverage their personal strengths and your organizational capabilities to foster collaboration, inspire growth and create value for your organization and its stakeholders.



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# BUILDING STRONG RELATIONSHIPS FOCUSED ON OUTCOMES

# **OUR PARTNERSHIP APPROACH**

Kellogg Executive Education attracts organizations that place a premium on continuous individual and organizational learning and value collaborating with a world-class university to make that happen. Organizations see us as more than a provider of educational programming. They choose us as a trusted partner to help meet their leadership development needs whether the focus is on individual career advancement, team empowerment, succession planning, igniting growth or overcoming any of the other myriad challenges of contemporary business.

As your partner, we earn your trust by investing time and resources in building a relationship based on a deep understanding of your organization's mission, your challenges, your people and your culture. We integrate that understanding with our own knowledge and expertise in management practice and leadership effectiveness. Then, we collaborate with you to create highly focused, outcomes-oriented learning solutions.

# A ROADMAP FOR INDIVIDUAL AND ORGANIZATIONAL GROWTH

### **PROGRAM OFFERINGS**

Whether it's an individual course or a complex talent development initiative, Kellogg Executive Education focuses on how organizations can be transformed through effective leadership.

Focused on empowering results-oriented leaders, we offer specific pathways for professional development and growth that enable individuals at all levels of the organization to reach their full potential: C-suite executives, directors, division and team leaders, general managers and high-performing future leaders. At the enterprise level, we collaborate with you on broader strategies for organization-wide leadership development.





KELLOGG EXECUTIVE LEADERSHIP INSTITUTE for C-suite leaders

The Kellogg Executive Leadership Institute (KELI) focuses on helping senior executives and board members confront today's complex issues. Our programs help build executive-level networks and provide an environment to connect and engage in active dialogue with other practitioners, researchers and thought leaders on issues unique to enterprise leadership.

ADVANCED GENERAL MANAGEMENT

for seasoned executives

We developed these intensive programs specifically for senior leaders with a minimum of 20 years of business experience. Participants immerse themselves in redefining what it means to be a leader, asking powerful questions and developing the broad perspective required to succeed at the top of an enterprise.

OPEN ENROLLMENT PROGRAMS

for high-potential individuals

Our portfolio of more than 40 open enrollment programs enables your managers and executives to develop new skills, stay current on trends and address personal leadership challenges. In a diverse classroom setting, they will join peers from across wide-ranging geographies and industries and develop a renewed sense of purpose, an expanded network and an action plan to improve their performance.



# APPLYING CROSS-DISCIPLINARY THINKING TO COMPLEX CHALLENGES

# **OUR CURRICULUM DESIGN TEAM AND PROCESS**

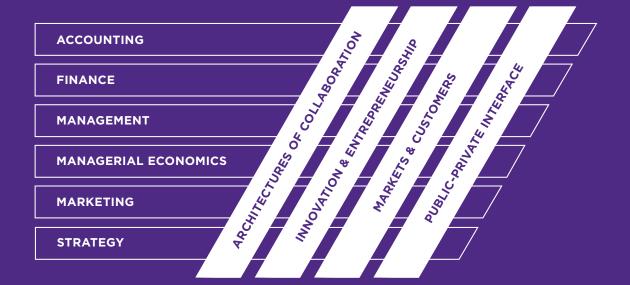
Whatever your organization's goal — whether it's to ignite innovation, stimulate growth, shift product or market platforms, sharpen your competitive edge or align your enterprise across common goals — Kellogg collaborates with you to deliver a high-impact learning solution. Our cross-disciplinary curriculum design team begins each engagement by listening carefully to develop a big-picture view of your organization and a detailed understanding of your priorities and leadership needs.

Our team then defines the narrative arc of the curriculum and engineers a program focused on your desired outcomes and grounded in Kellogg's distinctive approach to innovation and problem solving. Just as important as infusing the experience with intellectual rigor is ensuring that each participant engages fully while taking time for individual reflection and renewal, all critical to developing new insights and retaining new knowledge.

The challenges your organization faces today are rarely, if ever, confined to a single function or business discipline. They are complex problems that can only be solved by working in collaboration with cross-functional groups often including outside organizations or local and global communities. Kellogg's cross-disciplinary approach to research, curriculum development and teaching addresses this complexity by aligning our thought leadership against the issues most critical to contemporary business practice.

This distinctive approach drives innovation and creates real-world insights for business leaders. It also informs our Executive Education learning program design, ensuring that your participants not only gain exposure to the most current thinking, but also learn how to put it to practical use in your organization.

# CROSS-DISCIPLINARY CURRICULUM





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# INTELLECTUALLY STIMULATING AND INTRINSICALLY PRACTICAL

# **OUR LEARNING APPROACH**

We believe that learning is a process, not a single event. That's why we place so much emphasis on collaboration and peer interaction in our programs. Believing that participants can learn as much from each other as they do in the classroom, we create an experience that incorporates both structured and informal learning opportunities.

Our dynamic mix of teaching methods and styles, designed specifically for Executive Education, ensures a rigorous, collaborative and immediate high-impact experience. This includes workshops, lectures, study groups and topic tables at meals. We support all of this with technology tools for synchronous and asynchronous learning before, during and after programs.













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# BLENDING RIGOROUS ACADEMICS WITH PRACTICAL EXPERIENCE

# **KELLOGG EXECUTIVE EDUCATION FACULTY**

Experts in organizational change, operations management, team building, entrepreneurship and the core business disciplines, our faculty members channel their research, thought leadership and experience into practical solutions to your organizational leadership challenges.

A carefully balanced mix of tenured faculty and seasoned professionals, Kellogg Executive Education faculty members are among the most respected leaders in their fields: senior faculty members from Kellogg and Northwestern, current and former C-level executives, government and military leaders, and experienced practitioners of the disciplines they teach. Together, they represent a dynamic blend of theory and practice, of thought leadership and its real-world application.

"Because the world is changing very quickly, we at Kellogg must stay a step ahead of contemporary business practice. I use the real world as my laboratory so I can keep advancing continuously. Rarely do I teach the same thing exactly the same way twice."

MOHANBIR SAWHNEY,
CLINICAL PROFESSOR OF MARKETING









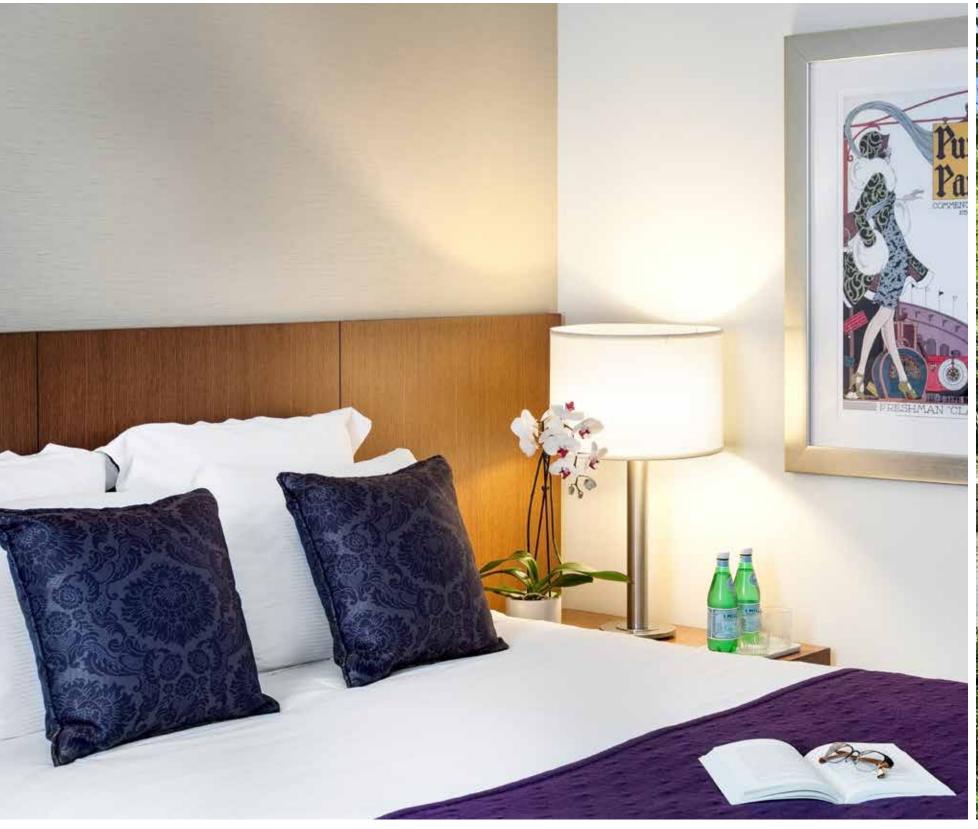


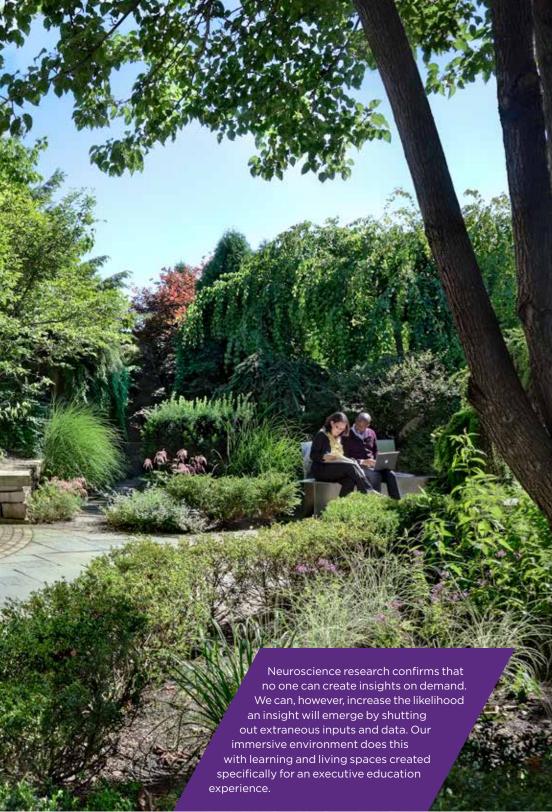
# DESIGNED FOR ENGAGEMENT AND IMMERSION

# **OUR LIVING AND LEARNING ENVIRONMENT**

Kellogg Executive Education offers an immersive learning experience. An academic retreat, with both living and learning spaces, the James L. Allen Center features technologyenabled classrooms complemented by comfortable gathering and group study spaces that foster peer learning and informal interactions among faculty and participants.

To refresh body and mind, we offer dining created by our award-winning culinary chef who happily caters to special dietary requests and requirements. Our participants have access to Northwestern University's state-of-the-art athletic complex and recreational facilities. The Evanston campus location along the Lake Michigan shoreline offers spectacular views and miles of biking and jogging paths.





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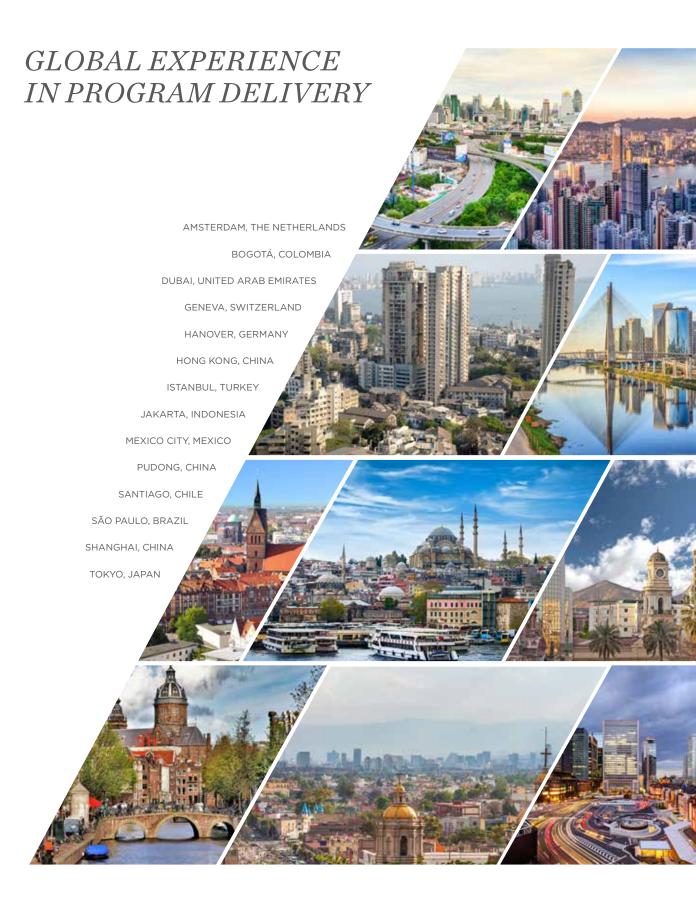
# EXECUTIVE EDUCATION WITH GLOBAL IMPACT

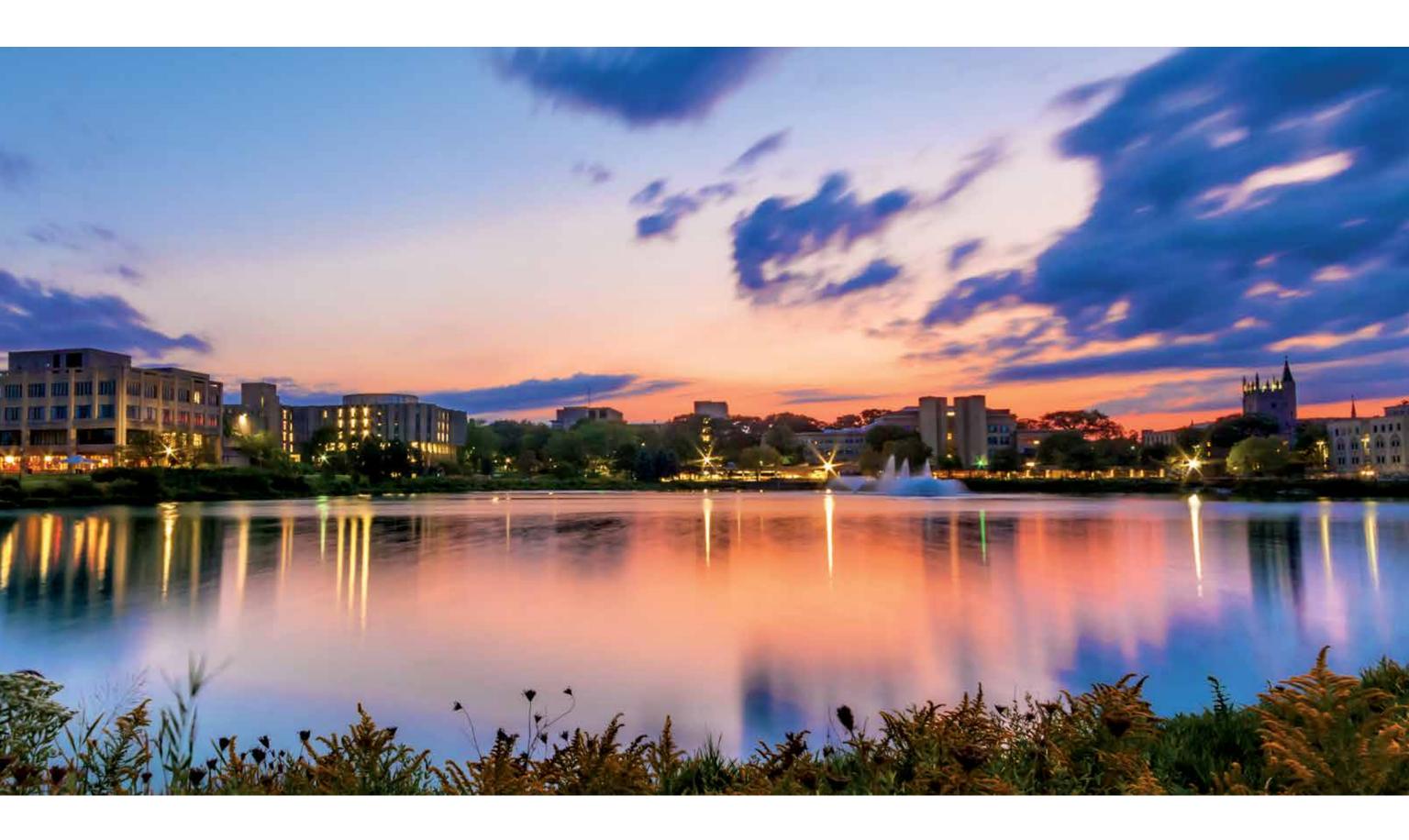
# **OUR MULTIDIMENSIONAL INTERNATIONAL PERSPECTIVE**

Seismic shifts in economic, political and social power structures have fundamentally changed the practice of business worldwide. Kellogg Executive Education programs reflect these dynamics, helping participants understand their organization's interconnections to the global economy and how to thrive in the international marketplace.

Some organizations tap into our programs to help global teams develop skills and confidence for negotiating and collaborating in different cultures and across geographical boundaries. Others seek to ensure consistent delivery of the brand promise globally.

Many of our top Executive Education faculty teach at campuses and client locations around the world. Whether in a formal classroom or on site at a client location anywhere in the world, our faculty's international experience and insights infuse their Executive Education programs with authentic global business content.





### **EVANSTON CAMPUS**

Our James L. Allen Center for executive development on the Northwestern University campus in Evanston, Illinois, was designed exclusively for Executive Education programs. The Allen Center is also home to Kellogg's Executive MBA Program.

### **CHICAGO CAMPUS**

Anchored in Chicago's vibrant Gold Coast, minutes from the financial and business district and in the heart of Northwestern's downtown Chicago campus, historic Wieboldt Hall has been completely renovated and equipped for executive learning.

### **MIAMI CAMPUS**

We strategically located our newest campus — with facilities modeled on the Allen Center — in Miami, the financial center of the southeastern United States and gateway to many international markets.

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