

PARTNER WITH KELLOGG EXECUTIVE EDUCATION EDUCATE AND EQUIP LEADERS FOR THE NEW ECONOMY ◦ IGNITE THE SPARK OF INNOVATION ◦ INSPIRE ENTREPRENEURIAL THINKING ◦ FOSTER GROWTH ◦ CREATE AND SUSTAIN YOUR LEADERSHIP ADVANTAGE ◦ FACE THE CHALLENGE AND THRIVE ◦ ALIGN YOUR EXECUTIVES WITH STRATEGIC, ORGANIZATIONAL AND CULTURAL IMPERATIVES ◦ BUILD COLLABORATIVE, INNOVATIVE TEAMS ◦ EXPEDITE PRODUCTIVE, ENTERPRISE-WIDE CHANGE ◦ CLOSE THE GAPS IN LEADERSHIP DEVELOPMENT ◦ IMPROVE AND ENERGIZE PERFORMANCE ◦ DEVELOP A STRATEGY-DRIVEN AGENDA FOR CHANGE ◦ LEARN FROM THE THOUGHT LEADERS

---

---

# LEADERSHIP FOR THE NEW ECONOMY

---

---

WHO SHAPE BUSINESS PRACTICE ◦ PREPARE YOUR ORGANIZATION AND EXECUTIVES FOR THE CHALLENGES AHEAD ◦ TURN KNOWLEDGE AND LEARNING INTO STRATEGY AND ACTION ◦ INSPIRE THE NEXT GENERATION OF LEADERSHIP ◦ TAILOR PATHWAYS FOR CAREER ADVANCEMENT ◦ ENSURE A CONTINUUM OF LEARNING EXPERIENCES ◦ SOLVE HIGHLY COMPLEX PROBLEMS CREATIVELY ◦ BUILD DEEP COLLABORATION SKILLS TO ACCELERATE GROWTH ◦ RENEW A SENSE OF PURPOSE ◦ DEVELOP INSIGHT AND UNDERSTANDING AT THE INTERSECTION OF BUSINESS AND POLICY ◦ FOCUS ON STRATEGY AND THE SKILLS REQUIRED TO EXECUTE ◦ START HERE. START NOW.



A night-time photograph of a city skyline. The central focus is a tall, modern skyscraper with a grid-like facade, its windows glowing with warm yellow light. To its left, another building with a dark, textured facade is visible. In the background, several construction cranes are silhouetted against the deep blue twilight sky. The overall scene conveys a sense of urban growth and activity.

**GROWTH IN THE NEW ECONOMY  
DEMANDS COURAGEOUS LEADERSHIP**



# PARTNER WITH KELLOGG. FACE THE CHALLENGE AND THRIVE.

The dramatic nature and rapid pace of political, social and economic change challenge us all to adapt or be left behind. The global economy is marked by new and diverse points of power. We operate in a marketplace driven by new technology, merging global time zones, an information explosion and a culture that enables everyone to have a voice. The Kellogg School of Management understands these challenges. ***We have defined the qualities that leaders must possess to meet them.*** These leadership qualities are at the heart of what we teach.

**CLARITY OF PURPOSE AND INTENSE FOCUS ON MARKETS AND CUSTOMERS.** More than knowing your customers and what they want. Creating markets through greater customer insight. Imagining a more vibrant team, organization, product or process to meet market needs and knowing how to achieve it.

**DEEP COLLABORATION SKILLS.** Not just team players but team builders. Architects of collaboration who optimize inputs and time to solve problems. Leaders who create internal structures and external partnerships to accelerate growth.

**AGILITY AND RESILIENCE IN REAL TIME.** Business leaders who recognize, understand and respond to market intelligence about risks and rewards. Innovators who internalize lessons learned, and turn new ideas into innovative goods and services.

**INSIGHT AND UNDERSTANDING AT THE INTERSECTION OF BUSINESS AND POLICY.** Executives with the empathy to appreciate opposing points of view and the flexibility and diplomacy to work constructively with powerful public stakeholders – from regulators to policymakers to consumer citizens.

# TRANSFORMING THOUGHT LEADERSHIP INTO LEARNING AND ACTION

## STRATEGICALLY ALIGNED RESEARCH AND TEACHING CURRICULUM

Leaders today constantly confront highly complex issues that require a more integrated, cross-disciplinary approach to problem solving. That’s why Kellogg has aligned our research and teaching with four inter-disciplinary strategic initiatives focused on the key issues that senior business leaders confront today. By integrating this new research approach with our teaching mission, *we equip leaders to tackle the toughest questions, solve complex problems, excel in their careers and lead positive, meaningful change.*

---

### CROSS-DISCIPLINARY THOUGHT LEADERSHIP

Kellogg's reputation as a top-tier business school is built on the strength of our six academic departments. Our four strategic initiatives extend across those disciplines and increase our capacity for research on today's most challenging issues.



---

## SOLUTIONS-DRIVEN RESEARCH AT KELLOGG

The Kellogg strategic initiatives and their associated centers focus on solving the most complex business issues facing organizations today.

- Center for Executive Women
- Center for Family Enterprises
- Center for Market Leadership
- Center for Nonprofit Management
- Center for Research in Technology and Innovation
- Dispute Resolution Research Center
- Ford Motor Company Center for Global Citizenship
- Guthrie Center for Real Estate Research
- Health Enterprise Management
- Heizer Center for Private Equity and Venture Capital
- Kellogg Executive Leadership Institute
- Kellogg Team and Group Research Center
- Larry and Carol Levy Institute for Entrepreneurial Practice

---

FIND OUT MORE ABOUT EACH OF THESE CENTERS:  
[kellogg.northwestern.edu/faculty/research\\_centers](http://kellogg.northwestern.edu/faculty/research_centers)

---

## FREQUENT COLLABORATORS ACROSS DISCIPLINES AND SCHOOLS

The academic depth and breadth of Northwestern University enriches our programming and expands the scope of our curriculum.

- McCormick School of Engineering and Applied Science
  - Northwestern Law
  - Feinberg School of Medicine
  - School of Education and Social Policy
- 

80+

COUNTRIES REPRESENTED  
BY EXECUTIVE EDUCATION  
PARTICIPANTS ANNUALLY

1700+

KELLOGG EXECUTIVE SCHOLARS ON  
A TAILORED PATHWAY TO PROFESSIONAL  
SUCCESS AND LIFELONG LEARNING

---

FIND OUT MORE:  
[execscholars.kellogg.northwestern.edu](http://execscholars.kellogg.northwestern.edu)

---

# KELLOGG FACULTY SHAPE THE FUTURE OF BUSINESS.

*The Kellogg faculty – thought leaders, authors, researchers, consultants, teachers and experienced practitioners—design and lead our executive development programs.*

Experts in innovation, collaboration, organizational change, entrepreneurship and core business disciplines, our faculty members focus their cutting-edge research on finding practical solutions to real-world challenges and lend their specialized knowledge as consultants and advisers to the world's most respected companies.

---

## KELLOGG EXECUTIVE EDUCATION BRINGS TOGETHER A DYNAMIC BLEND OF TENURED FACULTY AND LEADING EXPERTS.

---

- Current and former C-level executives, government and military leaders, practitioners of the disciplines they teach
  - Highly respected consultants for governments and corporations
  - Authors of books, blogs and award-winning academic papers
  - Global collaborators and directors of major research centers
  - Dedicated teachers, mentors and guides
- 

400+

**PUBLISHED BOOKS  
BY KELLOGG FACULTY**

---

FIND OUT MORE ABOUT  
KELLOGG'S FACULTY:  
[kellogg.northwestern.  
edu/faculty](http://kellogg.northwestern.edu/faculty)





### LEIGH THOMPSON

J. JAY GERBER PROFESSOR OF DISPUTE RESOLUTION & ORGANIZATIONS

Teacher, researcher and prolific author, Professor Thompson has gained widespread recognition for her expertise in negotiation and conflict resolution. An avid cyclist, she won her age group at the 2010 International Cycling Union World Time Trial Championship in Austria.

*“Creative collaboration is the ability of teams and their leaders to organize, motivate and combine talent to generate new and useful ideas. Teams that conspire to commit creative and innovative acts are engaged in a creative conspiracy. When collaboration is conscious, planned and shared with others, excitement builds and a conspiracy develops. The teams that can meet the creative challenges posed to them are the hallmark of the most successful organizations.”*

*Leigh Thompson, Creative Conspiracy: The New Rules of Breakthrough Collaboration*



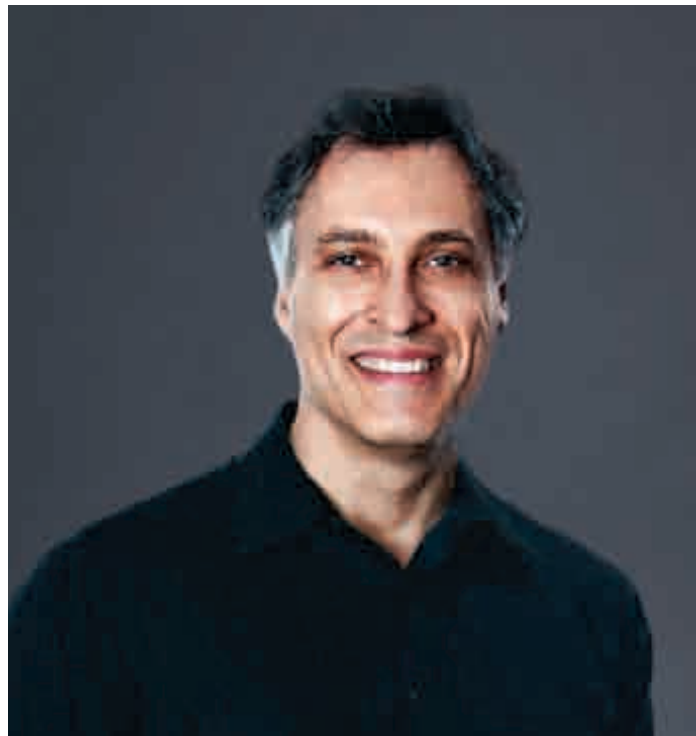
### BRIAN UZZI

RICHARD L. THOMAS PROFESSOR OF LEADERSHIP AND ORGANIZATIONAL CHANGE; FACULTY DIRECTOR, KELLOGG ARCHITECTURES OF COLLABORATION INITIATIVE

Professor Uzzi, a globally recognized scientist, teacher and consultant on leadership, social networks and new media, brings his award-winning research into the classroom, where he lectures on leadership, persuasion and change. His teaching innovations include performance review systems that enable firms to better manage their professional networks and relationships. His work has been featured in *The Wall Street Journal*, *Newsweek*, *The Economist*, *The New Yorker* and other international media outlets.

*“When many different disciplines study the same phenomena from different points of view but converge on the same set of facts, it suggests that science has touched on a new truth.”*

*Brian Uzzi, interview on networking science, June 18, 2012*



### ROBERT WOLCOTT

SENIOR LECTURER OF ENTREPRENEURSHIP & INNOVATION;  
EXECUTIVE DIRECTOR, KELLOGG INNOVATION NETWORK

Professor Wolcott, founder of the Kellogg Innovation Network, leads a global assembly of senior leaders in business, government, academia, nonprofits and the arts in collaborative efforts focused on issues of significance for their organizations. He teaches corporate innovation and entrepreneurship at Kellogg and works with global enterprises and startups across a range of industries to develop innovation and growth strategies.

*“Innovation includes more than just the introduction of new products and services. It also involves creating new customer experiences, reaching new customer segments, capturing additional revenue and establishing innovative operating processes and distribution channels. Fitting everything together in a real, new business design is the tricky part.”*

Robert Wolcott, co-author, *Grow from Within: Mastering Corporate Entrepreneurship and Innovation*



### BEN JONES

ASSOCIATE PROFESSOR OF MANAGEMENT & STRATEGY;  
FACULTY DIRECTOR, KELLOGG INNOVATION &  
ENTREPRENEURSHIP INITIATIVE

Professor Jones, highly regarded as a researcher and teacher, served in 2010–2011 as the senior economist for macroeconomics for the White House Council of Economic Advisers and earlier served in the U.S. Department of the Treasury. His recent research has focused on issues such as national leadership, higher education and climate change.

*“One of the main facts in macroeconomics is that we put more and more effort into research and development all the time – the number of people thinking about it ... the real dollar expenditures – but our growth rate really doesn’t accelerate. If you do some back-of-the-envelope calculations, average innovators today are about one-third as productive as they were 100 years ago.”*

Ben Jones, “Age and Great Invention,” podcast



### GREGORY CARPENTER

JAMES FARLEY/BOOZ ALLEN HAMILTON PROFESSOR OF MARKETING STRATEGY; FACULTY DIRECTOR, KELLOGG MARKETS & CUSTOMERS INITIATIVE

Professor Carpenter's research in competitive marketing strategy has received widespread attention in leading academic journals, the *Harvard Business Review*, the *Financial Times* (London) and on NPR. *Businessweek* named him among the most outstanding professors in his field, the American Marketing Association has honored him numerous times for his contributions to marketing and his students voted him Outstanding Professor of the Year.

*"Traditionally, the customer perspective was isolated in one function – marketing ... to create more nimble organizations, executives are changing everything from how they engage with consumers to the development of senior executives. The customer perspective has simply become too important to be relegated to one function. Indeed, it is increasingly central to the leadership of the firm, strategy and customer engagement. This change will reshape how organizations are led, allowing them to be more agile and innovative."*

Gregory Carpenter, "You Are the Center of the Universe," *Kellogg Magazine*, Summer 2013

### FLORIAN ZETTELMEYER

IBM PROFESSOR OF REGULATION AND COMPETITIVE PRACTICE OF MANAGERIAL ECONOMICS AND DECISION SCIENCES; DIRECTOR, FORD MOTOR COMPANY CENTER FOR GLOBAL CITIZENSHIP

Professor Zettelmeyer is one of Kellogg's most sought-after experts on big data and the impact of information technology on how firms interact with their customers. His work helps organizations use analytics to turn an overwhelming wealth of data into actionable insights about products, markets and customer segments. With his considerable experience in international business, he brings a broad and global perspective to his teaching role at Kellogg. He also serves as a research associate of the National Bureau of Economic Research.

*"You, the manager, empower yourself with a working knowledge of data science. You can get all the data you need and more. It will be up to you the manager to generate the insights that will deliver the real results."*

Florian Zettelmeyer, excerpted from keynote speech, GE's Minds + Machines Conference, October 2013



## JANICE EBERLY

JAMES R. AND HELEN D. RUSSELL PROFESSOR OF FINANCE

In the midst of the country's worst financial crisis in decades, Professor Eberly served two years as assistant secretary for economic policy and chief economist at the U.S. Department of the Treasury. While there, she managed a team of macro- and microeconomists, analyzing and advising on policies to address key issues, including employment, healthcare, housing and education.

*"We shouldn't underestimate how important a role business leaders can play in economic issues. Many business leaders transcend their primary interests to have a conversation about the national interest and public policy issues. And when they do that, they can be very effective and help shape a conversation about the public good. So as we're training business leaders, I think preparing people to play that role and give them the tools to think about national economic issues is valuable to the student – but also a public service."*

Janice Eberly, interview, *Kellogg Magazine*, Summer 2013



## SERGIO REBELO

TOKAI BANK PROFESSOR OF INTERNATIONAL FINANCE

Teacher, researcher and renowned expert in international finance, Professor Rebelo has served as an advisor to some of the most powerful and influential forces in the global economy, including the World Bank, the U.S. Federal Reserve and the European Central Bank. His research focuses on macroeconomics and international finance, including the causes of business cycles, the impact of economic policy on economic growth and the sources of exchange rate fluctuations. His work has been funded by the National Science Foundation, the World Bank and the Sloan Foundation. A dedicated teacher, Rebelo was named Professor of the Year by students in Kellogg's Executive MBA program.

*"I hear people say we need to educate the consumer. Education is for universities. You have to understand the consumer."*

Sergio Rebelo, excerpted from *Kellogg Insight Live lecture, "Mega Trends in the World Economy,"* May 2014



# THE PATH TO EXECUTIVE DEVELOPMENT STARTS HERE.

Kellogg's partnership with our Executive Education clients begins by listening carefully, understanding your goals and aspirations and laying a solid foundation on which to construct an educational design. *Once we become immersed in your world, our staff and faculty work with you to create an enterprise framework for executive development.* This includes specific plans and pathways for professional growth and functional development for you and your team.

## CUSTOM PROGRAMS FOR HIGH-PERFORMANCE ORGANIZATIONS

Kellogg partners with you to create learning programs focused on issues unique to your organization. An academic director leads a team of faculty members in designing your program's agenda, projects, action-learning breakouts and post-program curriculum. Participants leave with a refreshed action plan to take back to the workplace.

## OPEN ENROLLMENT PROGRAMS FOR HIGH-POTENTIAL EXECUTIVES

We offer more than 50 open enrollment programs to help executives build skills, stay current on trends and work on leadership challenges. In a diverse classroom setting, participants join peers from across a wide landscape of geographies and industries. They gain a renewed sense of purpose, an expanded network and specific action items to improve performance when they return to the workplace.

---

50

PROGRAMS EACH YEAR ACROSS A WIDE RANGE OF TOPICS

---

# YOUR ROAD MAP TO ORGANIZATIONAL AND INDIVIDUAL TRANSFORMATION

*Kellogg offers an integrated spectrum of development programs to inspire and energize individuals, teams and the entire enterprise.*

## INDIVIDUAL GROWTH

Kellogg Executive Education helps individuals prepare for success by mapping their professional development needs to our faculty and curriculum offerings.

Whether working within an existing corporate competencies platform or tailoring a personal plan, we draw on our resources to create individual pathways that accelerate personal and professional growth.

## GROUP DEVELOPMENT

To enable your organization to meet the increasing demands of competitive, global markets, Kellogg offers custom and open enrollment courses that fuel collaboration, drive new ways to innovate and improve functional effectiveness and overall unit strength.

## ENTERPRISE IMPACT

When your goal is to have a significant and positive impact across a broad population of employees, Kellogg works with you to create custom programs that address issues and circumstances unique to your organization. Custom programs support implementation of new strategies, shifting product and market platforms and enterprise-wide alignment across common organizational goals.

## PARTNER WITH KELLOGG TO

- Develop the current and next generation of leaders
- Improve strategic and tactical skills

- Develop cross-functional understanding
- Overcome new challenges in an ever-changing business environment

- Grow, scale and work effectively on a global platform
- Build a common leadership culture

# CLIENT PROFILES

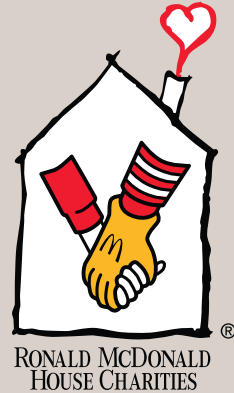
## RONALD McDONALD HOUSE CHARITIES®

PROGRAM

LEADERSHIP DEVELOPMENT

SCOPE

GLOBAL LEADERSHIP NETWORK



**“WORKING WITH US, THEY HAVE HELPED DEVELOP A CURRICULUM FOCUSED ON LEADERSHIP, STRATEGY, FINANCE AND TEAM BUILDING FOR OUR ORGANIZATIONAL LEADERS AND BOARD MEMBERS.”**

J.C. Gonzalez-Mendez, president and CEO, Ronald McDonald House Charities, Inc.

For more than four decades, Ronald McDonald House Charities has created and supported programs that directly improve the health and well being of children—providing lodging and emotional support for families of hospitalized children, care mobiles, grants, and scholarships—through its strong network of more than 290 local Chapters in 58 countries and regions.

Since 2002, RMHC has partnered with Kellogg Executive Education to provide leadership training for those charged with directing and managing the delivery of services. Starting with a series of academically oriented sessions for board and senior staff members, the collaboration has expanded to include executive leadership at the national, regional and local levels.

The RMHC program has included a yearlong leadership development initiative for approximately 150 Chapter executives. *Cohorts of leaders convened for several days of training in the Chicago area three times a year for intensive sessions led by faculty from every Kellogg department.*

“A vital part of our Charity’s ability to impact the lives of millions of children and their families every year is the work we do to strengthen our network of leadership through a robust education program taught by Kellogg professors,” says J.C. Gonzalez-Mendez, president and CEO of Ronald McDonald House Charities. “Working with us, they have helped develop a curriculum focused on leadership, strategy, finance and team building for our organizational leaders and board members. RMHC values the collaboration and partnership with the Kellogg School of Management.”



# HYATT HOTELS

PROGRAM

HYATT LEADERSHIP FORUM

SCOPE

GLOBAL LEADERSHIP TEAM



**“YOU’VE GOT SOMEBODY FROM ZURICH SITTING WITH SOMEONE FROM HONG KONG. BECAUSE WE ARE A GLOBAL COMPANY, THERE IS ENORMOUS VALUE IN JUST BRINGING THESE PEOPLE TOGETHER.”**

Robb Webb, Chief Human Resources Officer, Hyatt Hotels Corp.

To secure its bench strength, Hyatt Hotels wanted its next generation of leaders to do more than emulate the skills of successful predecessors. With over 500 properties in 45 countries, the company also wanted to accelerate leadership development so executives could lead effectively regardless of their location or its culture.

*To develop a program to address these challenges, Kellogg faculty studied Hyatt’s needs* by interviewing the CEO and the senior executive team, conducting focus groups with Hyatt’s overseas executives and even shadowing the general managers of some Hyatt hotels.

The result was the Hyatt Leadership Forum, an annual, weeklong program in which attendees follow a rigorous schedule filled with classrooms sessions, small group breakouts and team projects. Hyatt typically chooses employees at the director level and above, particularly those with an interest in changing functions and moving to different countries.

“You’ve got somebody from Zurich sitting with someone from Hong Kong,” says Robb Webb, Hyatt’s chief human resources officer. “Because we are a global company, there is enormous value in just bringing these people together.” When attendees run into challenges, they have a worldwide network of contacts.

Source: *Crain’s Chicago Business*, February 18, 2013

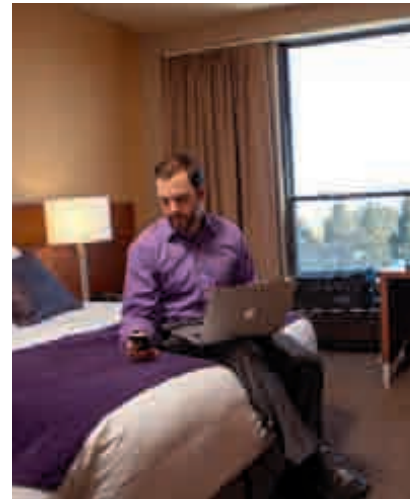
# ENVIRONMENTS DESIGNED TO MAXIMIZE LEARNING

*Grounded in our distinctive educational philosophy and delivered in our immersive learning environment, Kellogg's executive development has prepared generations of experienced managers for greater executive responsibilities and worked with hundreds of organizations to transform their strategies and operations.*

We believe that learning is a process, not a single event. That's why we place so much emphasis on collaboration and peer interaction. We believe that participants can learn as much from each other as they do in the classroom, so we create an immersive experience that incorporates both structured and informal learning opportunities – workshops, participant lectures, study groups, topic tables at meals, exercises and simulations.

The process doesn't stop when participants return to their workplaces. We work with organizations and individuals to ensure a continuum of learning experiences for ongoing executive and organizational development.

## THE JAMES L. ALLEN CENTER



### A VIBRANT ATMOSPHERE FOR MIND AND BODY

We designed our executive education living and learning spaces to foster immersive learning. Our comfortable gathering and study group spaces facilitate peer learning and informal interactions among faculty and participants. We offer space for physical workouts and outdoor exercise along the spectacular Lake Michigan shoreline and opportunities for an occasional breakaway to refresh both mind and spirit.

## 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.

*Evanston, just minutes from the heart of Chicago, is a vibrant city with a booming cultural and entertainment scene, an array of restaurants, boutiques, galleries and theaters with gorgeous beaches and lakefront parks—just steps away.*



Chicago O'Hare International Airport



Chicago Midway International Airport

## CHICAGO CAMPUS

Steps from Lake Michigan and in the heart of Northwestern's downtown Chicago campus, historic Wieboldt Hall has been completely renovated and equipped for executive learning.

*Chicago is a bustling, world-renowned commercial, entertainment and cultural center, with endless opportunities for enriching experiences. The city offers easy access to both coasts and any international destination.*



CHICAGO AND MIAMI, BOTH INTERNATIONAL TRAVEL HUBS, MAKE ACCESS EASY. OUR PROXIMITY TO WORLD-CLASS PARTNERS—ACADEMIC, CULTURAL, INDUSTRIAL, COMMERCIAL, ENTREPRENEURIAL—ALLOWS US TO ELEVATE AND ENRICH THE PROGRAMS WE OFFER.



## 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.

*At the crossroads of the Americas, Miami is a hub of finance, commerce, media, culture, international trade, entertainment and art.*



## **EQUIP YOUR ORGANIZATION AND YOUR EXECUTIVES FOR THE NEW ECONOMY.**

For more detailed information, contact us:

**EMAIL** [ExecEd@kellogg.northwestern.edu](mailto:ExecEd@kellogg.northwestern.edu)

**WEBSITE** [www.kell.gg/kxeced](http://www.kell.gg/kxeced)

**PHONE** 847.467.6018

PARTNER WITH KELLOGG.  
START HERE.

**KELLOGG SCHOOL OF MANAGEMENT**  
Northwestern University

James L. Allen Center  
2169 Campus Drive | Evanston, Illinois, U.S.A. 60208-2800

PHONE 847.467.6018

FAX 847.491.8002

EMAIL [ExecEd@kellogg.northwestern.edu](mailto:ExecEd@kellogg.northwestern.edu)

[www.kell.gg/kxeced](http://www.kell.gg/kxeced)