

One Kellogg. Many Options.

Kellogg's general management programs offer unparalleled leadership education taught by exceptional faculty in a collaborative environment.

Discover the program that can help to advance your career.

	Advanced Executive Program	Executive Development Program	Women's Senior Leadership Program
Years of experience	General and senior-level functional managers with 15-25 years of experience	Aspiring general managers with 10+ years of experience	Corporate officers and other senior-level female executives
Program schedule	Four consecutive weeks in Evanston, IL	Three consecutive weeks in Evanston, IL	Four three-day sessions over a one year period in Evanston, IL
You will learn to...	- Understand strategic management and the role of the general manager - Examine sociopolitical and economic effects on international business - Sustain marketplace advantage and identify performance issues - Evaluate investment programs, cost of capital, finance, accounting, marketing, and IT objectives	- Create individual action plans to aid in the implementation of key benefits - Familiarize yourself with cash-flow analysis, capital budgeting, capital structure - Demystify financial statements - Negotiate across cultures - Enhance your skills leading and managing people	- Engage effectively with external influences including stakeholders and Wall Street - Develop a CEO's strategic outlook - Create a personal action plan - Drive change and promote innovation - Understand the importance of networks
Unique program benefits	- Real-world case study with final presentation to company leadership - Optional health assessment and fitness classes	- Tutorial with an accounting professor to review your own financial report - Simulations to understand how your decisions impact market dynamics - Optional coaching program	360-degree leadership assessment designed for female executives - Personalized feedback sessions - Midpoint follow-up assessment - Opportunity to implement learning between sessions
Alumni benefits	- Alumni global clubs and online network 30% discount on all 1-5 day Kellogg Executive Education programs in Evanston, IL - Access to faculty research and publications - Access to streaming videos of addresses by major business leaders and Kellogg faculty - Kellogg e-mail forwarding for life - Complimentary subscription to <i>Kellogg World</i> alumni magazine	- Alumni global clubs and online network 30% discount on all 1-5 day Kellogg Executive Education programs in Evanston, IL - Access to faculty research and publications - Access to streaming videos of addresses by major business leaders and Kellogg faculty - Kellogg e-mail forwarding for life - Complimentary subscription to <i>Kellogg World</i> alumni magazine	- Access to events and lectures hosted by the Kellogg Center for Executive Women - Can be combined with any 2-5 day program to obtain a Kellogg Executive Scholar Certificate in General Management
Who should attend?	- C-Level executives, presidents, VPs, division directors, area directors, and senior managers - Executives who hold significant profit and loss responsibility - Those seeking to enhance their abilities to lead their organizations on a strategic level	- Middle-management executives, managers, directors, functional area leaders, principals of small and medium-sized firms, entrepreneurs and owners of small companies - Those seeking to develop leadership skills to manage at the interface of key functions	- Broad range for years of experience - Women who already have functional skills and want to hone the additional skills necessary for obtaining positions at the highest level of a corporation