

STRATEGY

EXECUTIVE EDUCATION | 2012

SUCCESSFUL CORPORATE RENEWAL

APRIL 15-18 // 2012

OCTOBER 7-10 // 2012

NORTHWESTERN UNIVERSITY





SUCCESSFUL CORPORATE RENEWAL TRANSFORMING COMPANIES AND SUBSIDIARIES

Created by an experienced turnaround leader, *Successful Corporate Renewal* marries the art and science of management to equip executives to renew their organizations. As a participant, you will learn essential principles that will enable you to transform any underperforming organization to achieve short-term profitability and long-run success.

In Kellogg's intellectually vibrant environment, you will learn frameworks to recognize early signs of distress and put into place the leadership, operational, financial and legal strategies to create lasting value for stakeholders. In a dynamic environment with faculty and industry experts, you will explore the ethical and legal complexities that surround turnaround decision-making. You will come away with a powerful capacity to accelerate sustainable growth.

KEY BENEFITS

In this program, you will learn to:

- Recognize the early warning signs of underperformance
- Develop new analytical techniques to accurately measure and forecast financial performance
- Implement leadership, operational, financial and legal strategies to drive transformational change
- Evaluate the risks and opportunities posed by troubled suppliers and customers

WHO SHOULD ATTEND?

If you are a senior-level general manager, finance executive or marketing executive responsible for adding value and driving results at an underperforming organization or business unit, this program is designed for you. Board members, consultants, attorneys, lenders and private equity executives will also learn skills to improve underperforming clients and portfolio companies both in the United States and globally.

BRING THE TEAM

Special study groups, pricing and other arrangements are available to companies sponsoring teams of four or more participants. Please contact Kellogg to learn more.

THE FACULTY

JAMES B. SHEIN

Academic Director; Clinical Professor of Management and Strategy

DAVID AUSTEN-SMITH

Senior Associate Dean: Faculty and Research, Peter G. Peterson Professor of Corporate Ethics

ALAN HANDLEY

Lecturer of Management & Strategy

THOMAS N. HUBBARD

John L. and Helen Kellogg Professor of Management & Strategy; Chair of Management & Strategy Department

MOHAN SAWHNEY

Robert R. McCormick Tribune Foundation Clinical Professor of Technology; Director of the Center for Research in Technology and Innovation

TIMOTHY THOMPSON

Senior Lecturer of Finance

CONTINUING EDUCATION CREDITS

This program is registered with the National Association of State Boards of Accountancy and is recommended for 30 CPE credits.

PROGRAM CONTENT

EARLY WARNING SIGNS

- Create a scorecard to diagnose the enterprise
- Develop the use of prediction methods
- Learn why and how to use true cash flow forecasting
- Analyze the effects of internal and external causes of distress

STRATEGIC ISSUES

- Identify core competencies and needed capabilities
- Leverage competitive advantage
- Discover 12 ways to innovate

TRANSFORMATIONAL LEADERSHIP

- Understand when to use 'ready-fire-aim' decision making
- Re-engineer processes to create real shareholder value
- Understand when and how to downsize
- Practice multi-stakeholder negotiations
- Lead change in an entrepreneurial environment

BUYING A TROUBLED COMPANY

- Evaluate the risks and rewards for your company
- Assess the purchase of a competitor
- Buy a supplier or a customer
- Source deals more effectively

GOVERNANCE

- Understand state, federal and international legal tools
- Learn when to use bankruptcy as a sword or a shield
- Recognize and respond to ethical issues
- Gain confidence making decisions in a complex regulatory environment

HOW TO APPLY

Visit our website to fill out an online application and to check for the latest program dates and information.

WEB

renewal.kellogg.northwestern.edu

PHONE

(847) 467-7000

EMAIL

ExecEd@kellogg.northwestern.edu

2012 FEE

\$5,900

WHAT'S INCLUDED?

Classroom instruction, program materials, accommodations, and most meals, coffee breaks and receptions are included.

Dining facilities and classrooms are located in the James L. Allen Center on Northwestern University's Evanston campus. Overlooking Lake Michigan, the Allen Center is specifically designed for executive education, and features dining rooms, lounges, recreational facilities, study rooms and classrooms. This location combines the benefits of a quiet campus environment with close proximity to downtown Chicago and O'Hare International Airport. Participants will stay at a nearby Evanston hotel. All arrangements will be made for you, including transportation to and from the Allen Center each day.

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(847) 467-7000



THINK BRAVELY™

Business can be bravely led, passionately collaborative and world changing. It's time to elevate the art and science of management, to bring together ideas and push complex human organizations forward. That's what we teach.