

Competitive Strategy

October 12 - 22, 2020

Info Session

September 15, 2020

Sheneen Landry

Associate Director of Advising

Info Session

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Northwestern | Kellogg

EXECUTIVE EDUCATION

The Team



**Professor
Thomas Hubbard**
Academic Director



Ann Zastrow
Academic Director



Sheneen Landry
Associate Director
of Advising



Kristi Winchester
Program Manager 1



Kate VanZanten
Program Manager 2

Competitive Strategy

What to expect

Professor Thomas Hubbard

Program faculty



Thomas Hubbard, PhD
Professor of Strategy
Elinor and H. Wendell Hobbs
Professor of Management



Craig Garthwaite, PhD
Associate Professor of Strategy
Herman Smith Research Professor in
Hospital and Health Services Management
Director of Healthcare at Kellogg



Jeroen Swinkels, PhD
Professor of Strategy
Richard M. Paget
Professor of Management Policy

Program Matrix, October 12-22, 2020

TIME (US CENTRAL)	MONDAY OCTOBER 12	TUESDAY OCTOBER 13	WEDNESDAY OCTOBER 14	THURSDAY OCTOBER 15
8:15-8:30		Welcome & Coffee Chat	Welcome & Coffee Chat	Welcome & Coffee Chat
8:30-10:00	**5:00-6:30 CDT Introductions & Maximizing Your Experience; Creating and Capturing Value	Uniqueness, Scarcity, and Value Capture	What Makes Industries Profitable? And What Can You Do About It?	Competitive Advantage: Outperforming the Competition
10:00-10:15		Break	Break	Break
10:15-12:00		Uniqueness, Scarcity, and Value Capture (Cont'd)	What Makes Industries Profitable? And What Can You Do About It? (Cont'd)	Competitive Advantage: Outperforming the Competition (Cont'd)
OFFICE HRS				
NETWORKING				
WEEK 2				
TIME (US CENTRAL)	MONDAY OCTOBER 19	TUESDAY OCTOBER 20	WEDNESDAY OCTOBER 21	THURSDAY OCTOBER 22
8:15-8:30	Welcome & Coffee Chat	Welcome & Coffee Chat	Welcome & Coffee Chat	Welcome & Coffee Chat
8:30-10:00	Competitive Advantage and Your Business: Workshop	Competitive Advantage and Your Business: Report-Outs	Competitive Advantage and Your Business: Report-Outs	Competitive Advantage and Your Business: Report-Outs
10:00-10:15				
10:15-12:00	Strategy and Information	Strategy Under Uncertainty	Growth: Getting the Incentives Right	Growth: When and How to Make Sure Growth Is Profitable
OFFICE HRS				
NETWORKING				

Q & A

For more information:

- Go to kell.gg/kxcompete
- Contact Sheneen Landry, your Program Advisor
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Thank You

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