

The Strategy of Leadership

November 9 – 17, 2020

Information Session

The Strategy of Leadership

Information Session

The Strategy of Leadership team



Megan Bloem
Program Manager



Gretchen Baker
Associate Director,
Advising



Alanna Lazarowich
Senior Director,
Scientific Partnerships

Resources & Opportunities to Connect



Network with your peers during morning coffee hour



Dig deeper with faculty access in this live format



Explore resources on a robust course site

Academic Director



Brian Uzzi

Richard L. Thomas Professor of Leadership and
Organizational Change

Co-Director, Northwestern Institute on Complex Systems
(NICO)

Professor of Industrial Engineering and Management
Sciences, McCormick School

Professor of Sociology, Weinberg College

Forbes Magazine Contributor, Artificial Intelligence

The Strategy of Leadership Program Overview

Northwestern | Kellogg

Diverse Leaders

Consulting



Energy



Nonprofit



Pharma



Education



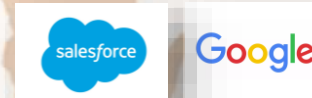
Finance



Military/Government



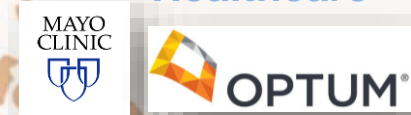
Tech



Manufacturing



Healthcare



Hospitality



North America
85%

Europe
5%

Asia
2%

Africa
5%

South America
2%

Week 1

Northwestern | Kellogg

THE STRATEGY OF LEADERSHIP

Academic Director: Brian Uzzi

NOVEMBER 9-17, 2020

Program Manager: Megan Bloem

Megan.Bloem@kellogg.northwestern.edu

Week 1				
TIME (US CENTRAL)	MONDAY NOVEMBER 9	TUESDAY NOVEMBER 10	WEDNESDAY NOVEMBER 11	THURSDAY NOVEMBER 12
8:00-8:15	Welcome!	Coffee Chat (optional)	Coffee Chat (optional)	Coffee Chat (optional)
8:15-9:30	Build a Better Leadership Network Brian Uzzi	Getting Your Ideas and Products Adopted through Social Contagion Brian Uzzi	Personal Influence Loran Nordgren	Visualization for Persuasion Steve Franconeri
9:30-9:45	Break	Break	Break	Break
9:45-10:45	Build a Better Leadership Network (Cont'd) Brian Uzzi	Getting Your Ideas and Products Adopted through Social Contagion (Cont'd) Brian Uzzi	Personal Influence (Cont'd) Loran Nordgren	Visualization for Persuasion (Cont'd) Steve Franconeri
10:45-11:00	Break	Break	Break	Break
11:00 – 12:15	Build a Better Leadership Network (Cont'd) Brian Uzzi	Getting Your Ideas and Products Adopted through Social Contagion (Cont'd) Brian Uzzi	Personal Influence (Cont'd) Loran Nordgren	Visualization for Persuasion (Cont'd) Steve Franconeri
Post-Session	12:15 pm Team Office Hours (Optional)		12:15 pm Team Office Hours (Optional)	5:00-6:15pm Conducting Leadership Lessons (Optional Session) Stephen Alltop & Josefien Stoppelenburg

Program Faculty (Week 1)



**Loran
Nordgren**



**Steven
Franconeri**



**Stephen
Alltop**



**Josefien
Stoppelenburg**

Week 2

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Week 2

TIME (US CENTRAL)	MONDAY NOVEMBER 16	TUESDAY NOVEMBER 17
8:00-8:15	8:00am-9:00am Leading with Collective Intelligence	Coffee Chat (optional) 8:15am-9:30am Persuasive Communication (part 2)
Morning Session	Adam Pah	Brian Uzzi
Break	Break (9:00-9:15)	Break (9:30- 9:45)
Morning Session	9:15am-10:15am Scientist Meets Manager: Running Experiments in Organizations	9:45am-10:45am Persuasive Communication (part 2 cont'd)
Break	Break (10:15- 10:30)	Break (10:45- 11:00)
Morning Session	10:30am-12:15pm Reciprocity Ring	11:00am-12:15pm Persuasive Communication (part 2 cont'd) Conclusion *evaluations
Post-Session	12:15 pm Team Office Hours (<i>Optional</i>)	Brian Uzzi

Program Faculty (Week 2)



Ned Smith



Adam Pah

What participants say...

“This is an excellent program that covers very salient points about effective communications, persuasion, and building a professional network. Instructors are fabulous, can't recommend enough.”

- *Director of Proposal Development, University of Nebraska-Lincoln*

“The Strategy of Leadership armed me with tools and techniques to uncover my network, capitalize on my personal brand, and ensure I get my message across in an easily digestible manner.”

- *Senior Associate, Booz Allen Hamilton*

“Compelling content and participants addressing effective leadership strategies. Well organized format. Sticky, practical approaches and insights that I can utilize right away.”

- *Director, Communications, Raytheon Company*

Q & A

The Strategy of Leadership team



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Program Manager



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Senior Director,
Scientific Partnerships

For more information:

- See the link in the chat box
- Go to **kell.gg/kxstratlead**
- Contact your program Advisor – Gretchen Baker
– gretchen-baker@kellogg.northwestern.edu

Thank You

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