

Strategic Capabilities for Emerging Business Leaders November 30 – December 11, 2020

Program Orientation November 19

Info Session

October 29, 2020

Strategic Capabilities for Emerging Business Leaders November 30 – December 11, 2020

Program Orientation November 19

Info Session

October 29, 2020

WELCOME FROM THE TEAM



**KATHY BAYERT,
CO-PROGRAM
DIRECTOR**

SENIOR PROGRAM
DIRECTOR, EXECUTIVE
EDUCATION



**NAINI SEROHI,
CO-PROGRAM
DIRECTOR**

PROGRAM DIRECTOR,
EXECUTIVE EDUCATION



LYDIA SWIFT

PROGRAM MANAGER,
EXECUTIVE EDUCATION



**STACEY
NUSSBAUM**

PROGRAM MANAGER,
EXECUTIVE EDUCATION



JANE WUELLNER

ASSOCIATE DIRECTOR,
ADVISING EXECUTIVE
EDUCATION



A Warm Welcome

CHAT

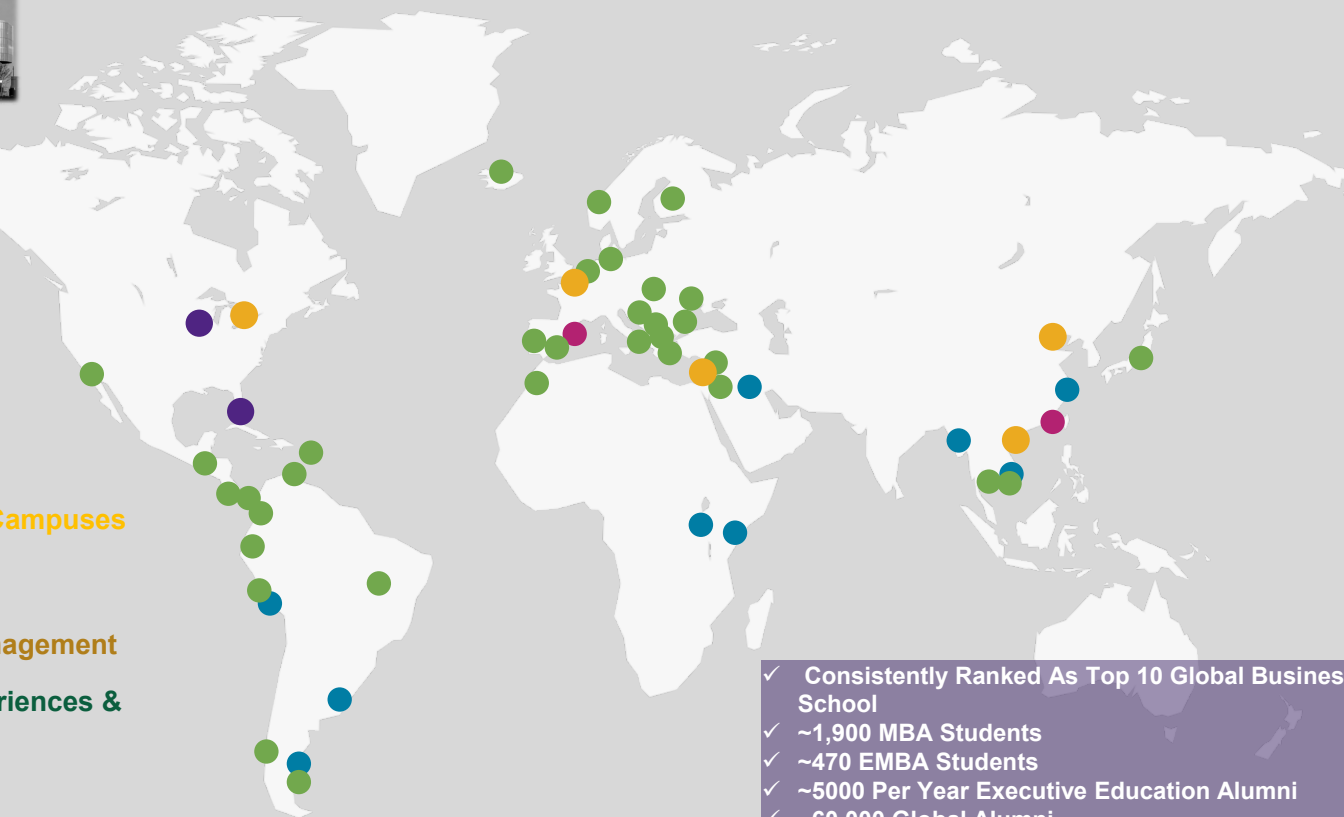


Where are you joining us from?

ABOUT THE KELLOGG SCHOOL OF MANAGEMENT



- Kellogg Main Campus
- EMBA Network Partner Campuses
- Exchange Programs
- Global Immersion In Management
- Kellogg Worldwide Experiences & Service Trips



- ✓ Consistently Ranked As Top 10 Global Business School
- ✓ ~1,900 MBA Students
- ✓ ~470 EMBA Students
- ✓ ~5000 Per Year Executive Education Alumni
- ✓ ~60,000 Global Alumni
- ✓ ~130 Tenure-line Research Faculty

KELLOGG EXECUTIVE EDUCATION OVERVIEW



- Proud history: Kellogg opened the James L. Allen Center in 1979. This continuing-education center, the first of its kind.
- More than 5,000 participants in nearly 200 programs each year
- Distinctive cross-disciplinary approach to research and teaching
- Same world-class faculty who teach in degree program
- Known for a culture that fosters collaboration and challenges leaders to think innovatively
- Unique, on-campus executive conference center



CUSTOM PROGRAMS

Uniquely designed programs focused on a company's business objectives and organizational needs, delivered in various teaching modalities

ONLINE LEARNING

Asynchronous programs delivered anywhere in the world to suit various organizational learning goals

OPEN ENROLLMENT PROGRAMS

Specialized programs designed for C-suite leaders, seasoned executives and high-potential individuals, delivered in various teaching modalities



POLL



Would this be your first time attending
a Kellogg Executive Education
Program?

PROGRAM OVERVIEW

PROGRAM OBJECTIVES

Broaden understanding of the strategic business to recognize complexity and trade-offs between competing functional areas


Create a strategic view of the business from financial analysis and operational planning to the execution required to drive business results

Reimagine and reinvent your business through a strategic marketing lens

Identify the levers required to build an effective team and culture

PROGRAM DATES

November 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19 	20	21
22	23	24	25	26	27	28
29	30					

www.a-printable-calendar.com

December 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

www.a-printable-calendar.com

PROGRAM SCHEDULE

Thursday Nov. 19	Time	Monday Nov. 30	Wednesday Dec. 2	Friday Dec. 4	Monday Dec. 7	Wednesday Dec. 9	Friday Dec. 11
		Week 1, Day 1	Week 1, Day 2	Week 1, Day 3	Week 2, Day 4	Week 2, Day 5	Week 3, Final Day 6
<i>Attend Orientation on Nov. 19 at 9:00 -10:00 am with Program Team – AD, PM, ADA</i>	Morning	Coffee Chat Welcome Engagement & Orientation	Coffee Chat & Networking	Coffee Chat & Networking	Coffee Chat & Networking	Coffee Chat & Networking	Coffee Chat & Networking
	Morning	Leadership Lessons in a VUCA World	Resurgence: Four Stages of Market- Focused Reinvention	The Wisdom of Less	Valuing Business Strategy	Strategic Decisions in Operations	Creativity & Innovation in Teams
	Break						
	Late Morning	Leadership Lessons in a VUCA World	Resurgence: Four Stages of Market- Focused Reinvention	The Wisdom of Less	Valuing Business Strategy	Strategic Decisions in Operations	Creativity & Innovation in Teams
	Break						
	End of Day Engagement/ Deliverables	<i>Team Office Hour</i>	Micro Learning: Designing Your Next Competitor	Activity 1 Designing Your Competitor <i>Evaluations #1</i>	Activity 2 Designing Your Competitor <i>Team Office Hour</i>	Activity 3 Designing Your Competitor	Project Debrief Evaluations #2 Program Closing Engagement

PROGRAM FACULTY



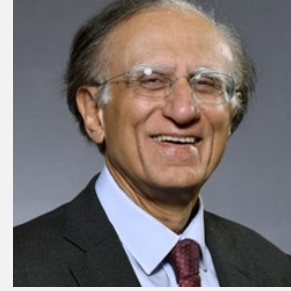
BERNARD BANKS

ASSOCIATE DEAN FOR
LEADERSHIP
DEVELOPMENT AND
INCLUSION



**GREGORY
CARPENTER**

HAROLD T. MARTIN
PROFESSOR OF
MARKETING



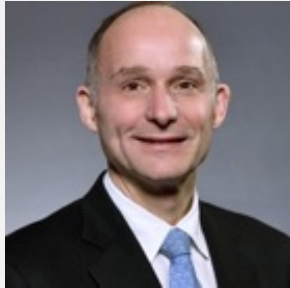
SANJAY KHOSLA

SENIOR FELLOW AND
ADJUNCT PROFESSOR
OF MARKETING



**MITCHELL
PETERSEN**

GLEN VASEL
PROFESSOR OF
FINANCE



**JAN A. VAN
MIEGHEM**

A. C. BUEHLER
PROFESSOR OF
OF OPERATIONS



**LEIGH
THOMPSON**

J. JAY GERBER
PROFESSOR OF
DISPUTE RESOLUTION
& ORGANIZATIONS

BRINGING IT ALL TOGETHER



Dan Kraemer, co-founder & Chief Design Officer, IA Collaborative, a global design and innovation consultancy with offices in Chicago and LA.

He developed the company's 7 Elements of Design Innovation™ process which has consistently driven profitable growth for IA's Global 500 clients.

Design Your Next Competitor

- ✓ Interactive, daily experience to thread insights together
- ✓ Led by expert in Design Thinking and Growth Strategies



POLL

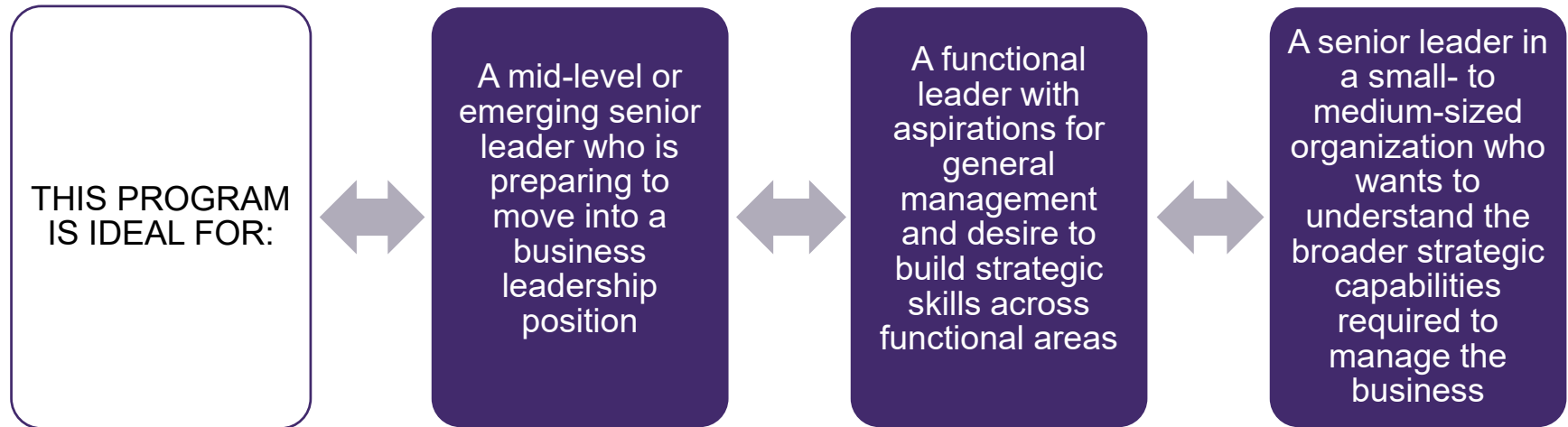


Select one session in this program
which you are looking forward to the
most

PARTICIPANT PROFILE

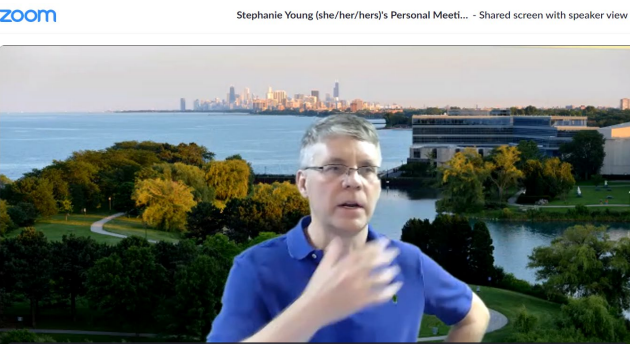
WHO IS THIS PROGRAM FOR?

STRATEGIC CAPABILITIES FOR EMERGING BUSINESS LEADERS

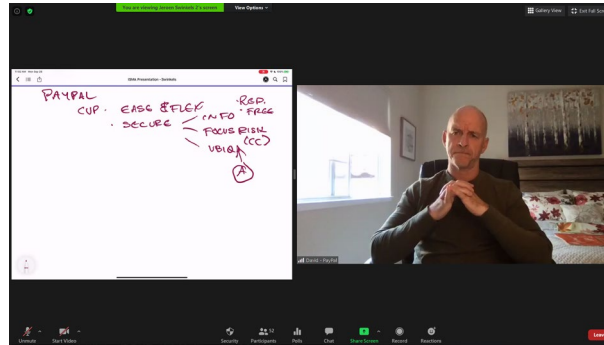


LEARNING EXPERIENCE

THE VIRTUAL CLASSROOM



Rigorous Learning from Leading Experts

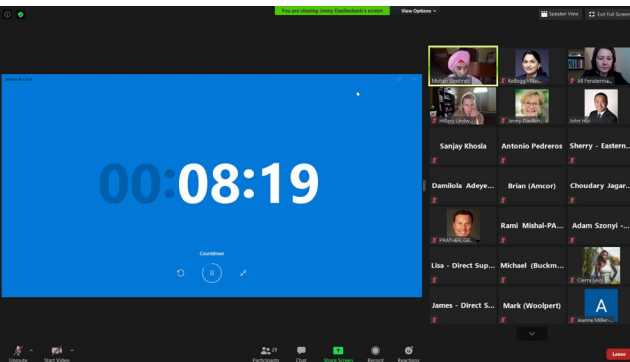


Engaging Sessions



Networking with Fellow Participants

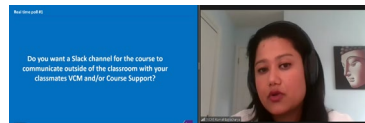
Interactive Breaks



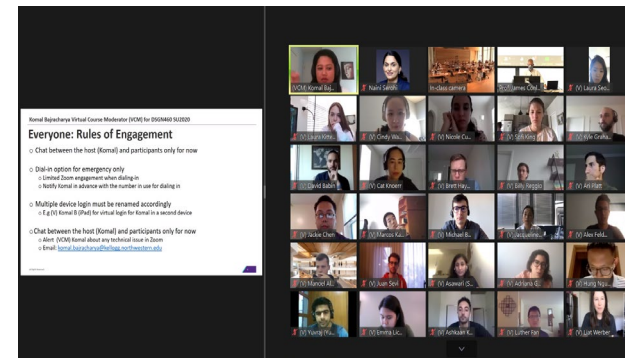
Robust Course Site



In-Session Support

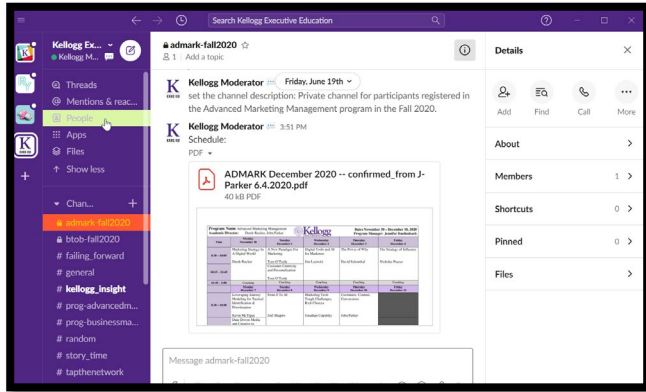


Working alongside exceptional peers



BEYOND THE PROGRAM

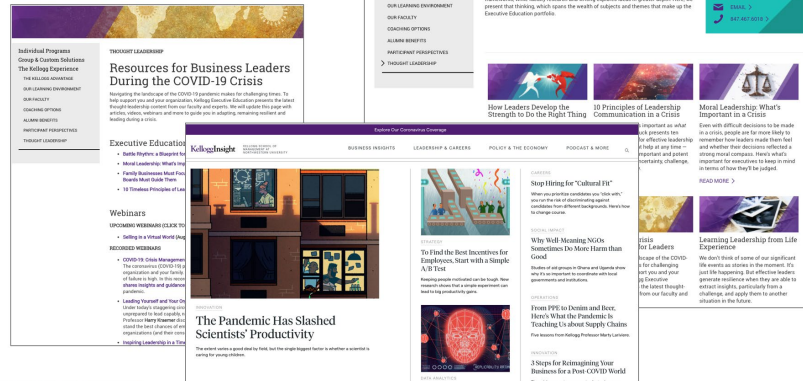
THE CERTIFICATE, SLACK AND RESOURCES



Credentialed
and
Authenticated



KELLOGG RESOURCES



Q & A

FOR MORE INFORMATION:

Go to kell.gg/kxstratcap

Contact your program Advisor – Jane Wuellner

- J-wuellner@kellogg.northwestern.edu

THANK YOU