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

NAINI SEROHI, CO-PROGRAM DIRECTOR

LYDIA SWIFT

PROGRAM MANAGER, EXECUTIVE EDUCATION

JANE WUELLNER

ASSOCIATE DIRECTOR, ADVISING EXECUTIVE EDUCATION

LYDIA SWIFT

PROGRAM MANAGER, EXECUTIVE EDUCATION

NAINI SEROHI, CO-PROGRAM DIRECTOR

JANE WUELLNER

ASSOCIATE DIRECTOR, ADVISING EXECUTIVE EDUCATION

LYDIA SWIFT

PROGRAM MANAGER, EXECUTIVE EDUCATION

KATHY BAYERT, CO-PROGRAM DIRECTOR

STACEY NUSSBAUM

PROGRAM MANAGER, EXECUTIVE EDUCATION

JANE WUELLNER

ASSOCIATE DIRECTOR, ADVISING EXECUTIVE EDUCATION

LYDIA SWIFT

PROGRAM MANAGER, EXECUTIVE EDUCATION

NAINI SEROHI, CO-PROGRAM DIRECTOR

KATHY BAYERT, CO-PROGRAM DIRECTOR

STACEY NUSSBAUM

PROGRAM MANAGER, EXECUTIVE EDUCATION
A Warm Welcome
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
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

- 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
POLL

Would this be your first time attending a Kellogg Executive Education Program?
PROGRAM OVERVIEW
**PROGRAM OBJECTIVES**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broaden understanding of the strategic business to recognize complexity</td>
<td>Understand the complexity and trade-offs between competing functional areas.</td>
</tr>
<tr>
<td>and trade-offs between competing functional areas</td>
<td></td>
</tr>
<tr>
<td>Create a strategic view of the business from financial analysis and</td>
<td>Develop a comprehensive view of the business, integrating financial data and operational planning, required to drive business results.</td>
</tr>
<tr>
<td>operational planning to the execution required to drive business results</td>
<td></td>
</tr>
<tr>
<td>Reimagine and reinvent your business through a strategic marketing lens</td>
<td>Transform your business with a strategic marketing perspective.</td>
</tr>
<tr>
<td>Identify the levers required to build an effective team and culture</td>
<td>Recognize and implement the strategic tools necessary for a cohesive and effective team and organizational culture.</td>
</tr>
</tbody>
</table>
PROGRAM DATES

November 2020

December 2020
# PROGRAM SCHEDULE

<table>
<thead>
<tr>
<th>Thursday Nov. 19</th>
<th>Time</th>
<th>Monday Nov. 30</th>
<th>Wednesday Dec. 2</th>
<th>Friday Dec. 4</th>
<th>Monday Dec. 7</th>
<th>Wednesday Dec. 9</th>
<th>Friday Dec. 11</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Week 1, Day 1</td>
<td>Week 1, Day 2</td>
<td>Week 1, Day 3</td>
<td>Week 2, Day 4</td>
<td>Week 2, Day 5</td>
<td>Week 3, Final Day 6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Welcome</td>
<td>Networking</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Engagement &amp; Orientation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Morning</strong></td>
<td></td>
<td>Leadership</td>
<td>Resurgence: Four Stages of Market-Focused Reinvention</td>
<td>The Wisdom of Less</td>
<td>Valuing Business Strategy</td>
<td>Strategic Decisions in Operations</td>
<td>Creativity &amp; Innovation in Teams</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lessons in a VUCA World</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Break</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Late Morning</strong></td>
<td></td>
<td>Leadership</td>
<td>Resurgence: Four Stages of Market-Focused Reinvention</td>
<td>The Wisdom of Less</td>
<td>Valuing Business Strategy</td>
<td>Strategic Decisions in Operations</td>
<td>Creativity &amp; Innovation in Teams</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lessons in a VUCA World</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Break</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>End of Day Engagement/Deliverables</strong></td>
<td>Team Office Hour</td>
<td>Micro Learning: Designing Your Next Competitor</td>
<td>Activity 1 Designing Your Competitor</td>
<td>Activity 2 Designing Your Competitor</td>
<td>Activity 3 Designing Your Competitor</td>
<td>Project Debrief</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Evaluation #1</td>
<td>Team Office Hour</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Evaluations #2 Program Closing Engagement</td>
<td></td>
</tr>
</tbody>
</table>
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 OPERATIONS

LEIGH THOMPSON
J. JAY GERBER PROFESSOR OF DISPUTE RESOLUTION & ORGANIZATIONS
Design Your Next Competitor

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

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.
Select one session in this program which you are looking forward to the most
WHO IS THIS PROGRAM FOR?

STRATEGIC CAPABILITIES FOR EMERGING BUSINESS LEADERS

THIS PROGRAM IS IDEAL FOR:

1. A mid-level or emerging senior leader who is preparing to move into a business leadership position.

2. A functional leader with aspirations for general management and desire to build strategic skills across functional areas.

3. A senior leader in a small- to medium-sized organization who wants to understand the broader strategic capabilities required to manage the business.
LEARNING EXPERIENCE
THE VIRTUAL CLASSROOM

- Rigorous Learning from Leading Experts
- Engaging Sessions
- Networking with Fellow Participants
- Interactive Breaks
- Robust Course Site
- In-Session Support

Welcome to Your Program!

Welcome to Northwestern Kellogg Executive Education. We’re thrilled to have you here, and we’re committed to providing you with the best possible learning experience. This program is designed to help you develop the skills and knowledge you need to succeed in your career.

- Join Break Sessions
- Schedule & Assignments
- Monitor Your Progress
- Frequently Asked Questions
- Contact Us

A gift for you! Click to claim.

E-mail: strats@Kellogg.Northwestern.edu

Northwestern Kellogg

Welcome to our Executive Education program. We’re excited to have you here and look forward to working with you. Our program is designed to help you develop the skills and knowledge you need to succeed in your career.

Everyone: Rules of Engagement
- Confidentiality: All materials and discussions are strictly confidential.
- No recordings: All sessions will be audio and video recorded.
- Advertisement: No advertising or solicitation during break sessions.
- No photography: No photography or video recording is allowed.
- No soliciting: No solicitation of any kind is allowed.

Copyright @STRATCAP Team-Kellogg School of Management
BEYOND THE PROGRAM
THE CERTIFICATE, SLACK AND RESOURCES

Northwestern | Kellogg

CERTIFICATE AWARDED TO

FirstName LastName

FOR PARTICIPATION IN

Program Name

Program Dates

KELLOGG RESOURCES

The Pandemic Has Slashed Scientists’ Productivity

Resources for Business Leaders During the COVID-19 Crisis

Executive Education in Focus

Northwestern | Kellogg

Copyright @STRATCAP Team-Kellogg School of Management
Q & A
FOR MORE INFORMATION:

Go to kell.gg/kxstratcap

Contact your program Advisor – Jane Wuellner

• J-wuellner@kellogg.northwestern.edu
THANK YOU