Advanced Management Program
Unleashing the Power and Potential of Exceptional Leaders

October 13 – November 1, 2019
October 18 – November 6, 2020
CONNECTION. COLLABORATION. CONTINUITY.

THIS IS EXECUTIVE EDUCATION AT ITS FINEST.

TRANSFORMATIONAL IN APPROACH. POWERFUL IN IMPACT.

Kellogg has one goal for participants in — or moving into — the top leadership positions in your organization: helping you live what you learn. Our world-class faculty teach and collaborate with you and your organization. It’s a multifaceted, dynamic experience for the multifaceted, dynamic executive.

At Kellogg Executive Education, our emphasis is on connections — with us, with yourself, and with your organization. Senior leadership capabilities are built throughout a career. To attain the level you’ve reached, you’ve already amassed a portfolio of experience and learning. We help you derive insight through reflection and interaction with Kellogg faculty and other program participants. Complete personal and professional growth does not come from relying only on yourself, which is why Kellogg works with you every step of the way in the Advanced Management Program (AMP).

In three weeks, we take you from immersion, to reflection, to action.

PROFESSIONAL DEVELOPMENT. PERSONAL GROWTH.

Kellogg’s Advanced Management Program promises an unparalleled educational experience marked by immersive, rigorous academics, engaging real-time cases and simulations with fellow executives and Kellogg’s world-class faculty.

Among the many design elements and features that elevate the Kellogg AMP from similar programs offered at other business schools is our multidisciplinary approach to leadership development; an unrivaled emphasis on experiential learning; the introduction of executive and peer-to-peer coaching; an emphasis on establishing effective routines to enhance leadership agility and resilience; the use of small groups and self-reflection; and a focus on creating an action plan.

“This program goes well beyond the tools and techniques that regular programs provide to immerse you into a journey of self-discovery that triggers all the qualities a true leader needs in today’s business world. An amazing and rich experience that will shape my family and professional life!”

EXECUTIVE MANAGER, ECONOMIC ANALYSIS AND MARKET RESEARCH DIVISION, PANAMA CANAL AUTHORITY

LEARN MORE AND APPLY
kell.gg/kxamp2
ExecEd@kellogg.northwestern.edu // 847.467.6018

PROGRAM FEE: $45,300 (2019), $46,150 (2020)
Your program fee includes classroom instruction, program materials, most meals, accommodations, coffee breaks and receptions. See page 15 for details. Program fee is subject to change.
As a participant in Kellogg’s Advanced Management Program, you will:

**DEVELOP** frameworks for customer and market insights, tools for strategic collaboration and models for innovation and entrepreneurship.

**HONE** personal leadership agility and resilience through multidisciplinary and experiential approaches.

**DEEPEN** your understanding of macroeconomic issues, stakeholder management and organizational health, and explore the role of market transformations in strategic decision-making.

**MASTER** agendas for driving change and apply strategies to your current role while preparing for future responsibilities.

**COLLABORATE** with faculty and peers to apply what you’ve learned.

**EXPLORE** new methods for developing thoughtful collaborations with CEOs, boards of directors and corporate partners.
A TRANSFORMATIVE EXPERIENCE FOR A TRANSFORMING WORLD

OPTIONS TO FIT THE EXECUTIVE SCHEDULE

CONTIGUOUS: Three consecutive weeks of rigorous, interactive classroom programming.

MODULAR: The same program delivered in a different format: a two-week summer segment and a final one-week segment in the fall.

A THREE-WEEK COMMITMENT: A NEW CAREER TRAJECTORY

Truly transformative experiences in both our professional and personal lives often require us to step out of our daily routines and adopt new rhythms and practices for a time.

Kellogg Executive Education’s Advanced Management Program completely immerses you in a living-and-learning environment where you will enjoy the time to examine your current toolset for advancing your career. Explore and learn new ways of assessing and overcoming both present and future challenges.

A combination of deep-dive sessions and reflection with peers from around the world provides you with an international perspective on the concepts presented and allows you to return to your own organization with a fresh perspective and a new approach to your business and career.

CORE CURRICULUM

LEADERSHIP SKILLS: Build on your strengths, address weaknesses and develop the dexterity to manage enterprise-wide responsibilities while staying true to yourself.

CHANGE MANAGEMENT: Learn how to apply your newly acquired skills to drive change throughout the organization, such as engaging with the board and leading cross-functional teams.

STRATEGY IMPLEMENTATION: Synthesize key lessons and frameworks into plans of action for immediate implementation upon your return to your organization.

POST-PROGRAM EXPERIENCE

Following in-classroom programming, the Advanced Management Program faculty and peer network provide continuing guidance and support.

Distance learning opportunities are available after the program to provide you with continued access to Kellogg networking and resources.

Also, past participants can take advantage of exclusive workshops and on-site events. These gatherings offer new educational programming and the opportunity to re-engage with your cohort while expanding your network to include past program participants.

“The rules for effective leadership in organizations have changed. This program offers distinctive opportunities for senior leaders to master and integrate the newest tools and frameworks for leading strong, transformational organizations in a dynamic, ever-evolving environment.

One of the unique things about Kellogg’s Advanced Management Program is that it offers our participants the opportunity to step out of the day to day and learn and reflect.”

PAUL CHRISTENSEN, ASSOCIATE DEAN, EXECUTIVE EDUCATION; CLINICAL PROFESSOR OF FINANCE
A HOLISTIC APPROACH: A UNIFIED YOU

Just as the same pen can be used to edit a proposal or calculate return on investment, an executive skill set should allow you to understand and improve a new product concept as well as project its future earnings and profits. A true leader must master both left- and right-brain techniques and present a complete, three-dimensional strategy.

The Advanced Management Program embraces and addresses the total professional. Whatever your business or career goal, Kellogg Executive Education’s approach will teach you to visualize it and advance it — on a schedule that fits yours.

“This program has, by far, exceeded my expectations. I have gained insights into my behavior that I will use across all the areas of my life. [I was] exposed to a wide range of once-in-a-lifetime experiences to see leadership in action, and in the process, I have gained a whole new group of friends. This program was the best learning experience in my professional life. It left me confident and energized.”

CHIEF INFORMATION OFFICER, JÉRÔNIMO MARTINS
THE ADVANCED MANAGEMENT PROGRAM: A PERSONAL AND PROFESSIONAL JOURNEY

THE FIRST WEEK: YOU

Week One intensely focuses on you as a leader. Guided by faculty, participants examine and reflect upon what drives them as leaders, where they are strongest and how they can improve to reach desired goals.

What are your stand-out traits? How strong is your executive judgment? Does your resilience run deep? How much do you excel as a leader, not only in your own right but as a coach for others?

True leaders are reflective, and the first week targets reflection as a critical tool for unleashing the leader within.

THE SECOND WEEK: YOUR ORGANIZATION

Week Two examines you and your leadership in context. No matter how strong your own qualities, your endeavors and the efforts of those you oversee will be limited if you don’t understand your relationship with the structure of your company and those who report to you.

How do your decisions have an impact on your organization? What is the flow from you to your reports, to those who plan and execute on the ground? How do they affect change at both the local and enterprise levels? Are you communicating clearly through the entire structure, and are you being heard and understood?

Week Two examines and strengthens the ties between you and your enterprise.

THE THIRD WEEK: YOUR CALL TO ACTION

Week Three connects your work and learning from the previous two weeks, emphasizing effective action.

How do you implement your plans and accomplish your goals at the enterprise level? Are you ready to make the transition from reflection to results?

During Week Three, the Advanced Management Program faculty members work with you to prepare for your re-entry into your own professional environment, providing you with the resources needed to communicate your newfound knowledge and goals with your management team.
IN-RESIDENCE COACHING

Coaching is an integral component of the Kellogg AMP experience. During the course of your three weeks at Kellogg, you will engage in two types of coaching: executive coaching, facilitated by a highly experienced, world-class executive coach; and peer coaching, consisting of meaningful interactions with a program participant who will serve as your learning partner during the course of the program and beyond.

Individual Executive Coaching
• Three one-hour sessions plus one 30-minute pre-program conversation

Peer-to-Peer Coaching
• Participants share learning and experience to help guide one another

PROGRAM HIGHLIGHTS

Leadership Topics
• Executive judgment
• Change management
• The leader as coach
• Emerging trends in the global economy
• Building agility in and adapting to the evolving world of business
• Values-based leadership
• Internal and external communication strategies

Additional Enrichment
• Exploration of functional topics in finance, operations, marketing, data analytics, M&A and strategy execution
• Engagement with leading practitioners and guest speakers
• Executive Spotlight sessions offering conversation with current and former CEOs from globally recognized companies

ADVANCED MANAGEMENT PROGRAM OVERVIEW
THEORY MEETS PRACTICE.
BRILLIANCE MEETS EXPERTISE.

The Advanced Management Program features Kellogg’s top faculty, world-class researchers and teachers in their respective disciplines who are also deeply grounded in the real world with hands-on experience working with senior executives. In addition to close interaction with these thought leaders, participants will have the opportunity to interact with CEOs, board members and other senior executives of major multinational companies.
“The Kellogg AMP addresses the aspects of management and leadership beyond any other. Using the most recent academic research, the program creates a learning environment where you can absorb knowledge, experiment with high level colleagues and have a joyful time.”

PARTNER, ORIA CAPITAL
“A life changing leadership experience. A ‘must’ for all C-suite professionals — really transformational.”

CFO, FBN HOLDINGS PLC
A WORLD-CLASS TEAM FOR TOP-TIER EXECUTIVES

Diana Cordova
Co-Academic Director, AMP; Clinical Professor of Executive Education; Academic Director, Kellogg Executive Leadership Institute (KELI)

Fred Harburg
Co-Academic Director, AMP; Clinical Professor of Executive Education

Robert Hughes
Co-Academic Director, AMP; Clinical Assistant Professor and Managing Director of Executive Education

EXECUTIVE MENTORS

David Friedman
Clinical Assistant Professor of Executive Education

Thomas O’Toole
Clinical Professor of Marketing; Senior Fellow
INVESTING IN EXECUTIVE LEADERS

Join a growing number of organizations that have invested in the development and advancement of their most promising senior executives by sponsoring their participation in the Advanced Management Program.

| ACCO Brands                           | GM Financial                | PepsiCo, Inc.            |
| Aon Corporation                       | Hall Capital Partners LLC   | Pharmavite               |
| Arotech Corporation                   | H-E-B                       | Raytheon Co.             |
| Banco Itau International              | Homburger AG                | Ronald McDonald House Charities |
| BorgWarner, Inc.                      | IBM                         | SAP                      |
| Bush Brothers & Company               | Illinois Tool Works Inc.    | Siam Commercial Bank     |
| The Charles Schwab Corp.              | Jerónimo Martins            | SoEnergy International   |
| China Steel Co. Ltd                   | Komatsu Ltd.                | Stevanato Group S.p.a.   |
| Cisco Systems, Inc.                   | Marathon Petroleum Corp.    | Suntory Holdings Ltd.    |
| Copersucar S.A.                       | Merz Pharma GmbH & Co.      | Titan America            |
| Driscoll’s                            | Microsoft                   | UBS Swiss Financial      |
| Exelon Corporation                    | Mitsubishi                  | Advisers AG              |
| EXL Service                           | Norfolk Southern Corp.      | ULTA Beauty              |
| Experian                              | Oria Capital                | Unilever                 |
| GE Energy Management                  | Panama Canal Authority      | U.S. Army                |
| Gloria Jean’s                         | Pellas Development Group    | W.W. Grainger Inc.       |
|                                       |                             |                         |
“The Kellogg AMP proved to be an invaluable executive learning experience. The combination of best in class teaching, outstanding facilities and hands-on experiences make the AMP very valuable to senior executives. In addition, the 3-week format will help you assess your leadership journey to make you more effective in your work and life. I am forever grateful for the opportunity to attend.”

EVP, CHIEF CUSTOMER OFFICER, PHARMAVITE LLC
WORLD-CLASS LEARNING. FIRST-CLASS ACCOMMODATIONS.

The James L. Allen Center on Northwestern University's Evanston campus will serve as your headquarters for learning and living.

Designed specifically for executive education and personal comfort, the Allen Center houses classrooms along with study, dining and recreational facilities and sleeping accommodations.
Admission Criteria

An admissions committee thoroughly reviews each application and considers the nature and scope of the applicant’s responsibilities. For the benefit of class members and sponsoring organizations and the integrity of the program, the committee seeks to admit individuals with comparable management responsibilities but with diverse skills and experiences. Kellogg expects participants to attend all sessions, immerse themselves completely in the experience and free themselves of all other obligations while the programs are in session.

Proficiency in reading, writing and speaking English is part of the admission criteria. Strong English-language skills are essential to comprehend the reading materials and to contribute meaningfully to classroom and small group discussions.

Sponsorship Required

To enroll in the Advanced Management Program, most applicants must have a sponsor from their organization, someone familiar with their background and motivations for attending. This could be the person to whom they report, the organization’s chief human resources officer or the person responsible for management development in the organization. An alternative option is reserved for entrepreneurs and executives in transition, in which they represent themselves and self-fund the desired program.

Enroll Online

Our Executive Education advisors are here to help. Contact us with any questions or concerns or for assistance in selecting a program that best supports you and your career. Our goal is to provide you with an exceptional educational experience that is personally fulfilling and professionally rewarding.

Website: kell.gg/kxamp2
Email: j.wuellner@kellogg.northwestern.edu
Phone: 847.467.6018

Program Fee: $45,300 (2019), $46,150 (2020)

Program fee is subject to change.
# Advanced Management Program - Week 1
Unleashing the Power and Potential of Exceptional Leaders

**ACADEMIC DIRECTOR:** Diana Cordova, Bob Hughes and Fred Harburg

## SAMPLE SCHEDULE

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<td>MORNING SESSIONS</td>
<td>Reflection Time</td>
<td>Leading with Vision and Purpose: What’s Your Story</td>
<td>Lessons on Leadership</td>
<td>Values-Based Leadership</td>
<td>Resilience for Results</td>
<td>Innovation Strategy</td>
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<td>AFTERNOON SESSIONS</td>
<td>Executive Coaching Overview</td>
<td>The Art of Storytelling</td>
<td>Executive Judgment</td>
<td>Leading and Managing Teams</td>
<td>Conducting Leadership</td>
<td>The Future of Innovation</td>
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<td>EVENING SESSIONS</td>
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**NEXT STEPS**

Learn more and apply [kell.gg/kxamp](kell.gg/kxamp)

Consult with an Executive Development Advisor:

execed@kellogg.northwestern.edu  847.467.6018

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Advanced Management Program - Week 2
Unleashing the Power and Potential of Exceptional Leaders

ACADEMIC DIRECTOR: Diana Cordova, Bob Hughes and Fred Harburg

SAMPLE SCHEDULE

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<td>Media Fundamentals Assuras</td>
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<td>Learning Partner Touchpoint</td>
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<td>Data Visualization</td>
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<td><strong>AFTERNOON SESSIONS</strong></td>
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