Leading into the Future
Managing in a Changing World

EXECUTIVE SUMMARY

The world is changing faster than ever. New fields — artificial intelligence, networks, geographically dispersed work teams, and design thinking — are now critical to leadership. Leaders need to understand how to capitalize on these concepts in order to lead into the future.

In this program, Kellogg faculty address the leading edge of changes in the world, managerial responses and tools. Participants will examine these fast-paced changes including evolving demographics and emerging technology; explore talent management, and leadership concepts; and ultimately come away with a cutting-edge approach to agile leadership in today’s organization.

“No other course combines the depth of research and breadth of topics on all the latest innovations in management theory and practice. Thought-provoking and immediately applicable — Kellogg at its best.”

Founding Partner, Jabbok River Group

KEY BENEFITS

• Learn how to lead with all your resources working in concert
• Explore how new technologies and cross-cultural opportunities create the need for more flexible organizations and provide the means to do so
• Learn new methods for motivating others and leveraging innovation
• Benefit from a dynamic, collaborative learning environment led by foremost experts from a wide range of disciplines

WHO SHOULD ATTEND

• Executives and senior managers who have or aspire to have general management responsibilities
• Senior executives seeking to develop the skills and confidence needed to lead in a constantly changing environment
• Leaders facing emerging challenges driven by technology, demographics and global initiatives

NEXT STEPS

Consult with an Executive Development Advisor  
execed@kellogg.northwestern.edu  
847.467.6018

Learn more and apply  
kell.gg/kxcentury

May 20–24, 2019 // $10,200
November 4–8, 2019 // $10,200

Your program fee includes accommodations, meals, course materials and access to a fitness center. Dates and program fees are subject to change.
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PROGRAM CONTENT HIGHLIGHTS

Leading a Powerful Organization
• Discover how to lead with all of your resources: human, technical and organizational
• Learn new organizational forms and practices that respond to new kinds of challenges
• Experiment with design thinking as a management tool

Opportunities in the 21st Century
• Discover how data analytics and artificial intelligence can provide new opportunities
• Address cross-cultural and cross-generational issues and their impact on organizations
• Embrace the power of networks and learn to enable them for greater influence
• Explore the impact of blockchain technology

Leading Yourself and Your Team
• Discover how the findings of neuroscience research can help you be a better leader
• Cultivate a mindset that leads to more effective relationships and self-management

THE FACULTY

David S. Friedman
Academic Director; Clinical Assistant Professor of Executive Education

Noshir Contractor
Professor of Management & Organizations; Jane S. and William J. White Professor of Behavioral Sciences, McCormick School of Engineering

Elizabeth Gerber
Associate Professor of Mechanical Engineering, McCormick School of Engineering; Charles Deering McCormick Professor of Teaching Excellence

Robin Nusslock
Associate Professor of Psychology, Weinberg College of Arts and Sciences

Adam Pah
Clinical Assistant Professor of Management & Organizations; Associate Director, Research Assistant Professor, Northwestern Institute on Complex Systems (NICO)

Nicholas Pearce
Clinical Associate Professor of Management & Organizations

Mohanbir Sawhney
McCormick Foundation Chair of Technology; Clinical Professor of Marketing; Director, Center for Research in Technology and Innovation

Joel K. Shapiro
Clinical Associate Professor and Executive Director for the Program on Data Analytics at Kellogg

Edward (Ned) Smith
Associate Professor of Management & Organizations; Associate Professor of Sociology, Weinberg College of Arts & Sciences (Courtesy)

Please note: Faculty is subject to change.

The faculty for this program is comprised of leading experts, accomplished academics and dynamic leaders who are setting the bar for impactful management.

YOUR LEARNING ENVIRONMENT

The program is held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.

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## Sample Schedule

### DAY 1

<table>
<thead>
<tr>
<th>Morning Session(s)</th>
<th>Afternoon Session(s)</th>
<th>Lunch</th>
<th>Evening Session</th>
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<tr>
<td>Program Introduction</td>
<td>Customer Value and Insights</td>
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<td>The What, Why and Where of Artificial Intelligence</td>
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<td>Implementing AI in the Real World</td>
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<td>The Emotional Brain: Managing Yourself</td>
<td>Design Thinking: Adoption Opportunities and Challenges</td>
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<td>Data Analytics for Better Decision-Making</td>
<td>Blockchain Technology and Your Organization</td>
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<td>Agility and Innovation</td>
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<td>Networks: Rewiring My Network</td>
<td>Network Diagnostic Activity</td>
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<td>Building Learning-Ready Organizations</td>
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### Executive Education // Leadership

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David Friedman, Academic Director