Energizing People for Performance
Develop People-Engagement Strategies

EXECUTIVE SUMMARY

Trust. Motivation. Commitment. This highly interactive program gives you the knowledge and tools to unleash the potential in others and empower them to achieve high levels of performance.

Is your workforce performing at peak levels? Are you motivating your staff to produce consistently superior results? Whether you lead a team within a large organization or have responsibility for a business unit with hundreds of employees, you need more than good leadership skills to motivate and develop those who work for you.

In a collaborative learning environment featuring interactive exercises, self-assessments and case studies, you’ll discover how to create and deploy people-focused strategies and initiatives to maximize bottom-line results. With guidance from our expert faculty, you’ll master processes and tools for motivating your team. You’ll leave the program a more effective manager, one better equipped to engage and energize your people.

“I learned in an immersive four days, on a beautiful campus, to appreciate that everyone has an individual style of interacting in the workplace and how to better communicate, learn from, and utilize these styles to motivate people.”

Head of School, Catherine Cook School

KEY BENEFITS

• Identify strategies to motivate and energize individuals to produce superior bottom-line results
• Assess your leadership capabilities, communication style and approach to relationships at work to identify areas of strength and opportunity
• Increase your personal effectiveness as a manager of people through experiential learning focused on practical application
• Engage in small-group discussion with a professional coach and develop a personal action plan you can implement immediately

WHO SHOULD ATTEND

• Middle-, upper-, and senior-level executives
• Human resources professionals
• High-potential employees who have (or will soon have) significant responsibility for managing and leading others
• Federal Government managers who have responsibility for motivating employees and fostering their individual growth

October 14-17, 2018 // $6,800
April 14-17, 2019 // $7,500
November 10-13, 2019 // $7,500

Your program fee includes accommodations, meals, course materials and access to a fitness center. Program fee is subject to change.

NEXT STEPS

Learn more and apply
kell.gg/kxpeople

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

The Energizing Leader
- Learn the personal and situational facets of leadership that build trust and engagement in the workforce
- Improve your ability to diagnose performance, communicate expectations and motivate people for results
- Build awareness of your approach to leading others and of your people’s approach to work, and develop strategies to bridge the gap

Strategies for Energizing Individuals and Teams
- Identify the multifaceted forces that contribute to the success or failure of individual employees and effective tools to manage these forces
- Acquire core coaching skills for grooming others for leadership, and practice these skills with peers in class
- Develop strategies for communicating with employees to optimize relationships and elevate performance

THE FACULTY

Karen Cates
Academic Director; Adjunct Professor of Executive Education; consultant in leadership development, people management and dispute resolution to corporations and nonprofit organizations

Brenda Ellington Booth
Academic Director; Clinical Professor of Leadership

Gail Berger
Assistant Professor of Instruction, Industrial Engineering and Management Sciences, McCormick School of Engineering; Assistant Professor of Executive Education

Robert Dewar
Associate Professor Emeritus of Management and Organizations

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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Please note: Faculty is subject to change.

You’ll learn from and interact with expert faculty and seasoned practitioners — award-winning teachers, authors and executive coaches — who are committed to creating a personally rewarding learning experience for you.
## Energizing People for Performance

**Brenda Ellington Booth**, Academic Director  
**Karen Cates**, Academic Director

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