If you are a leader of a small team or a large business unit, you know that motivating and energizing people to perform is one of the most critical aspects of your role.

Engaging individuals can also be one of the most difficult tasks if you do not have the tactics and approaches in your toolkit to encourage and inspire people. This program will help facilitate your discovery of the people-focused strategies that will enable you to succeed by energizing and supporting the people who work with 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.

**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

“**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

Learn more and apply: <kell.gg/kxpeople>

*Your in-person program fee includes accommodations, meals and course materials. Dates and program fees are subject to change.*
Program Content

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
• Learn about job crafting as a strategy for helping employees shape their own work environments and make them more engaging

“Excellent overview of a number of leadership and people management topics. This program provided a great source of techniques, topics and templates that will help improve our communication and coaching success.”

PARTNER, PWC

The Faculty

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.

Gail Berger
Academic Director; Assistant Professor of Instruction, Industrial Engineering and Management Sciences; Assistant Professor of Executive Education

Ann Zastrow
Academic Director; Senior Director, Executive Education Programs

Brenda Ellington Booth
Clinical Professor of Leadership

Shana Carroll
Clinical Associate Professor of Management Communications; Faculty Director, Management Communications Program

Fred Harburg
Clinical Professor of Executive Education

Please note: Faculty is subject to change.

Kellogg Executive Education

Live Virtual Programs feature:

• Live Online Learning — Delivered in our live virtual classroom, with a limited number of participants to ensure maximum engagement
• Top Kellogg Faculty — Kellogg’s renowned thought leaders will share their knowledge and facilitate thoughtful discussion in real time throughout the program
• Peer-to-Peer Connections — Many opportunities to interact with your global peers through both formal and informal activities
• A Rich, Interactive Experience — A high-quality, transformative learning experience with timely, actionable content and seamless interactivity
• Credit towards a Kellogg Executive Scholar Certificate — All our live virtual programs count towards completion of your certificate

Your Learning and Living Experience

Our in-person programs are held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.

*When program registration requires additional accommodations, our staff will make all the necessary arrangements for participants to stay at a nearby hotel.

Learn more and apply: kell.gg/kxpeople

Consult with an Advisor:
execed@kellogg.northwestern.edu 847.467.6018
**TOPIC OVERVIEW — LIVE VIRTUAL FORMAT**

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>DAY 1: Monday</th>
<th>DAY 2: Tuesday</th>
<th>DAY 3: Wednesday</th>
<th>DAY 4: Thursday</th>
<th>DAY 5: Friday</th>
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<tbody>
<tr>
<td>8:00am - 8:30am CT</td>
<td>8:30am - 10:00am CT</td>
<td>10:15am - 11:45am CT</td>
<td>12:00pm - 1:30pm CT</td>
<td>1:30pm - 1:45pm</td>
<td>4:00pm - 5:30pm CT</td>
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<tr>
<td>*Small group coffee chat &amp; networking</td>
<td>Understanding Our Own Energizers and the Energizers of Others Colyvas</td>
<td>Dynamics of Positive Interactions Ellington Booth</td>
<td>Navigating Constructive Feedback Carroll</td>
<td>The Right (and Wrong) Stuff: How Brilliant Careers are Made (and Unmade) Cast</td>
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<tr>
<td>8:30am - 10:00am CT</td>
<td>Introduction Carroll</td>
<td>12:00pm - 1:00pm Building Strong Relationships An interview with Eli Finkel</td>
<td>Engaging and Managing in Our Remote World Zimmerman</td>
<td>Small Group Coaching Session (option 2) Each participant will be assigned into a group of 3 to meet with a faculty coach to discuss specific challenges and opportunities related to your work.</td>
<td>12:00pm - 12:30pm Program Close and Goodbyes</td>
</tr>
<tr>
<td>10:15am - 11:45am CT</td>
<td>Leader as Coach Harburg</td>
<td>Small Group Coaching Session (option 1) Each participant will be assigned into a group of 3 to meet with a faculty coach to discuss specific challenges and opportunities related to your work.</td>
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<tr>
<td>12:00pm - 1:30pm CT</td>
<td>12:00pm - 1:00pm Building Strong Relationships An interview with Eli Finkel</td>
<td>Engaging and Managing in Our Remote World Zimmerman</td>
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<td>1:30pm - 1:45pm</td>
<td>*Team Office Hours</td>
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* Attendance at these events is encouraged but optional.
## Energizing People for Performance

### Develop People-Engagement Strategies

**ACADEMIC DIRECTORS:** Brenda Ellington Booth and Karen Cates

### SAMPLE SCHEDULE - IN PERSON

<table>
<thead>
<tr>
<th></th>
<th>DAY 1</th>
<th>DAY 2</th>
<th>DAY 3</th>
<th>DAY 4</th>
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<tbody>
<tr>
<td><strong>MORNING SESSIONS</strong></td>
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<td>Your Motivation Culture</td>
<td>Leader as Coach</td>
<td>Encouraging Positive Communications</td>
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<td></td>
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<td>Culture</td>
<td>Cates and Murphy</td>
<td>Booth</td>
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<td>Dewar</td>
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<td><strong>LUNCH</strong></td>
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<tr>
<td><strong>AFTERNOON SESSIONS</strong></td>
<td>Maximizing Your Experience</td>
<td>The Dynamics of Positive Interactions</td>
<td>The Leader’s Role in Relationships</td>
<td>Final Exercise</td>
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<td></td>
<td>Booth</td>
<td>Berger</td>
<td>Shanahan</td>
<td>Booth</td>
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<td><strong>DINNER</strong></td>
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<tr>
<td><strong>EVENING SESSION</strong></td>
<td>Free Evening</td>
<td>Optional: Strengths Workshop</td>
<td>Free Evening</td>
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<td>Summers</td>
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Consult with an Advisor: [execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu)

847.467.6018

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