

# Northwestern | Kellogg

## INVEST IN TALENT. GROW YOUR ORGANIZATION.

Sponsoring a Kellogg MBA student is one of the best investments you can make, both for your employee and your organization. Through the Executive MBA Program, your employee will develop advanced skills and gain new insights that will immediately benefit your organization.



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### HOW YOUR ORGANIZATION BENEFITS:

#### 1 | PUT NEW IDEAS TO WORK

At Kellogg, academic theories and frameworks are closely linked to practical experience and real-world application. Your employee will take what they've learned in the classroom and immediately apply it to the workplace. Armed with innovative tools and a fresh perspective, he or she will help your organization address longstanding problems and seize new opportunities.

[Victoria Holloway Barbosa '06](#) entered the Kellogg Executive MBA Program as a corporate vice president in R&D. During her time at Kellogg, she was able to become a better manager and executive in real time, applying the frameworks and case studies covered in class to improve productivity.

#### 2 | PREPARE FOR THE UNPREDICTABLE

Today's complex, global economy demands more from leaders and organizations. Kellogg's program equips employees with the strength and agility to face unprecedented challenges head on. It also teaches them how to position your organization for long-term growth in an increasingly competitive environment.

[Jocelyn Cortez-Young '07](#) takes an innovative approach to investing in Latin America, one that generates significant fiscal returns while driving social change.

#### 3 | CREATE VALUABLE CONNECTIONS

Our Executive MBA Program attracts elite executives from some of the world's top organizations. Your employee will form relationships with these leaders through informal interactions and formal networking sessions, creating connections and identifying resources that will benefit your organization.

[Njideka Harry '12](#), for instance, used her Kellogg connections to expand her nonprofit's global reach.

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## SPONSORSHIP OPTIONS

Attending the Executive MBA Program requires a significant commitment from your employee, both in terms of time and resources. Your company can support this commitment through various forms of sponsorship.

### COMPANY TIME SPONSORSHIP | **Required**

As part of the application process, your organization must supply a letter indicating its support of your employee's participation in the Executive MBA Program. The letter, printed on your company's letterhead, must state that your organization approves of the program's time commitment and excuses your employee to attend class on designated dates.

### FINANCIAL SPONSORSHIP | **Optional**

While Kellogg encourages organizations to consider financial sponsorship — and many do — it is not a requirement of the program. If your organization plans to provide full or partial financial sponsorship to your employee, please indicate it in your letter of support.

## MAXIMIZING YOUR ROI

To help your company maximize the ROI of its sponsorship, Kellogg encourages supervisors to have regular meetings with their employees to discuss takeaways from the program.

### IN THESE MEETINGS, CONSIDER DISCUSSING:

- How topics studied in the classroom address current challenges and opportunities faced by your organization
- Whether your organization has immediate issues that would benefit from the perspective of faculty experts and fellow students
- How to test or apply tools or frameworks learned in the program
- What opportunities exist to debrief and educate colleagues

## FAST FACTS:



Program Duration | **Two years**

Schedule – Miami | **Once a month**

Schedule – Evanston | **Twice a month**

Alumni Network | **58,000+**

Course Requirements | **28 units**

## COMPANY SPONSORS:

Many top companies have sponsored their employees to attend the Executive MBA Program at Kellogg.

### PRIOR AND/OR CURRENT SPONSORS INCLUDE:

Accenture  
American Express  
American Red Cross  
BMO Financial Group  
Career Builder  
Discover Financial Services, Inc.  
IBM  
John Deere  
Johnson & Johnson  
JP Morgan Chase  
Kohler Company  
Kraft Foods Global, Inc.  
Nielsen  
Pricewaterhousecoopers Iip  
Robert Bosch Tool Corp.  
U.S. Department of Defense  
W.W.Grainger, Inc.  
Whirlpool