2020–2021 Executive Programs Calendar

### General Management
- Business for Scientists and Engineers: Develop the Business Acumen to Advance Your Life’s Work
- Enterprise Leadership Program – formerly known as Advanced Management Program
- Executive Development Program

### Finance & Accounting
- Corporate Finance: Strategies for Creating Shareholder Value
- Finance for Executives: Make Better Decisions With Greater Confidence
- Merger Week: Creating Value Through Strategic Acquisitions and Alliances

### Governance
- Corporate Governance: Effectiveness and Accountability in the Boardroom
- Family Enterprise Board: Navigating Unique Governance Challenges
- Forming Family Enterprise Governance: Creating Structures and Processes to Ensure Success and Continuity
- Governing Family Enterprises: New Insights and Skills for All Involved in the Family Business
- Women’s Director Development Program: The Journey to the Boardroom

### Growth & Innovation
- Delivering Business Growth: An Actionable Framework
- Leading and Sustaining a Culture of Innovation: Cultivate a Leading Edge Organization
- Leveraging AI for Innovation and Organizational Performance: Harness the Power of AI for Business Growth
- Constructive Collaboration: Driving Performance in Teams, Organizations and Partnerships
- Driving Organizational Change: Achieving Business Goals Through Purposeful Change Management
- Energizing People for Performance: Develop People-Engagement Strategies
- High Performance Negotiation Skills: Maximize Your Outcome With Proven Strategies
- Leading for Impact Within Family Enterprise: A Personal Approach
- Leading High-Impact Teams: How to Build and Lead a Powerful, Successful Team
- Leading With Advanced Analytics and Artificial Intelligence: Creating Business Value Through Data Science
- Navigating Workplace Conflict: People Problems and Solutions
- The Customer-Focused Organization: Leading Transformation, Renewal and Growth
- The Leader Within: Maximizing Your Authentic Leadership Impact
- The Single Family Office: Maximizing Performance in a Complex Environment
- The Strategy of Leadership: Unleashing the Power of Influence

### Leadership
- Advanced Marketing Management: Enhancing Digital Capabilities to Drive Your Marketing Strategy
- Consumer Marketing Strategy: The Kellogg Approach to Building Effective Marketing Plans
- Distribution Channel Management: Optimizing the Customer Experience
- High-Impact Sales Strategy: Driving Revenue and Profit Growth
- Kellogg on Branding: Creating, Building and Rejuvenating Your Brand
- Maximizing Sales Force Performance: Implement Frameworks for Driving Top-Line Growth
- Sales Force Effectiveness: Adapting for Success in a New Environment
- Strategic Marketing Communications: Creating Effective Marketing Campaigns in an Evolving Media Landscape
- Operations Strategy: Designing Operations to Maximize Value

### Marketing & Sales
- Aug 31–Sept 4
- Sept 28–Oct 16
- Oct 26–Nov 5
- Nov 19–Dec 3
- Dec 2–8
- Jan 5–9
- Feb 24–28
- Mar 1–5
- Apr 1–5
- May 5–9
- Jun 2–6
- Jul 2–6
- Aug 5–9
- Sep 2–6
- Oct 6–10
- Nov 3–7
- Dec 1–5
- Jan 4–8
- Feb 1–5
- Mar 1–5
- Apr 5–9
- May 5–9
- Jun 2–6
- Jul 2–6
- Aug 2–6
- Sep 2–6
- Oct 2–6
- Nov 2–6
- Dec 2–6

### Operations & Technology
- Feb 28–March 3
- Mar 1–4
- Apr 1–4

### Strategy
- Aug 31–Sept 4
- Apr 1–4
- May 19–23
- Jun 16–20
- Jul 13–17
- Aug 10–14
- Sep 7–11
- Oct 4–8
- Nov 1–5
- Dec 2–6

### Online Programs
- Business Law for Leaders: Learn How the Law Can Be a Powerful Tool for Guiding Your Organization’s Strategic Direction
- Creativity as Competitive Edge: Inspiration, Ideation and Implementation
- Customer Loyalty: A Strategic Approach: Retaining Customers and Increasing Their Satisfaction for Organizational Growth
- Digital Marketing Strategies: Data, Automation, AI & Analytics
- Essentials of Marketing: Building a Foundation for Marketplace Success
- Mastering Sales: A Toolkit for Success
- Negotiating in a Virtual World: Mastering High Performance Skills
- Operations Management: Digital Strategy: Realizing the Impact of Digital Transformation
- Product Strategy: Discovering, Developing, Managing and Marketing Products as a Business
- Professional Certificate in Digital Marketing: Advance Your Career in Digital Marketing
- Strategic Change Management: Lead and Implement Change in Your Organization
- Strategies that Build Winning Brands: Creating a Distinct Customer Advantage

### Dates are subject to change.