## 2020–2021 Executive Programs Calendar

### General Management
- **Business for Scientists and Engineers: Develop the Business Acumen to Advance Your Life’s Work**
  - Jan 27–Feb 3
- **Enterprise Leadership Program – formerly known as Advanced Management Program**
  - July 9–30
- **Executive Development Program**
  - June 7–25
  - Sept 27–Oct 15

### Strategic Capabilities for Emerging Business Leaders: Building a Foundation for Growth
- **Women’s Senior Leadership Program – multiple sessions**
  - Feb 24, 2021–Dec 3, 2021
- **Corporate Finance: Strategies for Creating Shareholder Value**
  - Nov 14–19
- **Finance for Executives: Make Better Decisions With Greater Confidence**
  - Oct 10–15
- **Mergers and Acquisitions: Valuation Through Strategic Acquisitions and Alliances**
  - April 25–30
- **Corporate Governance: Effectiveness and Accountability in the Boardroom**
  - Nov 2–13
  - April 25–29
- **Family Enterprise Boards: Navigating Unique Governance Challenges**
  - Feb 1–10
  - Sept 19–23

### Leadership
- **Driving Business Growth: An Actionable Framework**
  - Jan 27–Feb 3
- **Leading and Sustaining a Culture of Innovation: Cultivate a Leading Edge Organization**
  - Sept 28–Oct 1
- **Leveraging AI for Innovation and Organizational Performance: Harness the Power of AI for Business Growth**
  - March 1–3
- **Construtctive Collaboration: Driving Performance in Teams, Organizations and Partnerships**
  - March 8–12
- **Driving Organizational Change: Achieving Business Goals Through Purposeful Change Management**
  - Oct 26–Nov 5
- **Energizing People for Performance: Develop People-Engagement Strategies**
  - Nov 8–17
- **High-Performance Negotiation Skills: Maximize Your Outcome With Proven Strategies**
  - Nov 9–13
- **Leadership for Impact Within Family Enterprises: A Personal Approach**
  - Nov 2–6
- **Leading High-Impact Teams: How to Build and Lead a Powerful, Successful Team**
  - March 15–22
- **Leading Into the Future: Capitalizing on New Concepts in a Fast-Changing World**
  - Nov 1–11
- **Leading With Advanced Analytics and Artificial Intelligence: Creating Business Value Through Data Science**
  - Sept 14-Oct 6
- **Navigating Workplace Conflict: People Problems and Solutions**
  - Sept 28-Oct 1
- **The Customer-Focused Organization: Leading Transformation, Renewal and Growth**
  - Oct 26–Nov 6
- **The Leader Within: Maximizing Your Authentic Leadership Impact**
  - Sept 9–18
- **The Single Family Office: Maximizing Performance in a Complex Environment**
  - March 24–26
- **The Strategy of Leadership: Unleashing the Power of Influence**
  - Nov 8–10
- **Advanced Marketing Management: Enhancing Digital Capabilities to Drive Your Marketing Strategy**
  - Nov 30–Dec 10

### Marketing & Sales
  - Sept 28–Oct 16
  - April 19–23
  - Sept 27–Oct 1
- **Consumer Marketing Strategy: The Kellogg Approach to Building Effective Marketing Plans**
  - Sept 19–24
- **Distribution Channel Management: Optimizing the Customer Experience**
  - Feb 28–March 3
- **High-Impact Sales Strategy: Driving Revenue and Profit Growth**
  - Oct 5–23
  - March 1–4
  - October 3–8
- **Kellogg on Branding: Creating, Building and Reinventing Your Brand**
  - Oct 1–7
  - March 1–4
  - October 3–8
- **Maximizing Sales Force Performance: Implement Frameworks for Driving Top-Line Growth**
  - Oct 26–Nov 6
  - April 25–30
  - March 1–4
  - October 3–8
- **Sales Force Effectiveness: Adapting for Success in a New Environment**
  - Out 5–13
  - April 25–29
- **Strategic Marketing Communications: Creating Effective Marketing Campaigns in an Evolving Media Landscape**
  - May 10–14
  - November 15–19
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  - November 15–19
- **Women’s Senior Leadership Program – multiple sessions**
  - Feb 24, 2021–Dec 3, 2021
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### Operations & Technology
- **Operational Excellence Program: Building Strong Alliances**
  - Dec 2–8
  - April 13–19
  - May 16–20
  - Oct 10–14
  - October 19–22

### Strategy
- **Competitive Strategy: Creating and Sustaining Competitive Advantage**
  - Oct 12–22
- **Leading Operations: Managing Risk and Uncertainty**
  - March 15–19
- **Leadership for Impact Within Family Enterprises: A Personal Approach**
  - Nov 14–19
  - Nov 15–19

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

*Dates are subject to change.*