## 2021 Executive Programs Calendar

### General Management
- **Business for Scientists and Engineers: Develop the Business Acumen to Advance Your Life's Work**
  - June 13–22
- **Enterprise Leadership Program - formerly known as Advanced Management Program - multiple sessions**
  - July 12–22
  - Aug 18–28
  - Sept 19–24
- **Executive Development Program - multiple sessions**
  - July 12–16
  - July 21–25
  - Aug 23–26
- **Strategic Capabilities for Emerging Business Leaders: Building a Foundation for Growth**
  - May 3–14
- **Women's Senior Leadership Program - multiple sessions**
  - Nov 15–23
  - Nov 29-Dec 10

### Finance & Accounting
- **Corporate Finance: Strategies for Creating Shareholder Value**
  - Oct 18, 2021-Sept 23, 2022
- **Finance for Executives: Make Better Decisions With Greater Confidence**
  - Feb 1–12
  - April 19–30
  - June 7–18
  - Sept 11–22
- **Merger Week: Creating Value Through Strategic Acquisitions and Alliances**
  - March 1–12
  - April 12–20
  - July 7–18
  - Oct 3–7
  - Nov 1–12
  - Oct 25–Nov 5

### Governance
- **Corporate Governance: Effectiveness and Accountability in the Boardroom**
  - Feb 1–19
  - Sept 19–23
- **Family Enterprise Boards: Navigating Unique Governance Challenges**
  - Mar 8–24
- **Forming Family Enterprise Governance: Creating Structures and Processes to Ensure Success and Continuity**
  - Mar 8–24
- **Governing Family Enterprises: New Insights and Skills for All Involved in the Family Business**
  - May 17–21
  - Sept 20–25
- **Women's Director Development Program: The Journey to the Boardroom**
  - Nov 3–5

### Growth & Innovation
- **Delivering Business Growth: An Actionable Framework**
  - Jan 27-Feb 3
  - June 8–15
  - Sept 22–29
- **Leading and Sustaining a Culture of Innovation: Cultivate a Leading Edge Organization**
  - June 7–14
  - Sept 13–20
- **Leveraging AI for Innovation and Organizational Performance: Harness the Power of AI for Business Growth**
  - June 14–22
  - Oct 25–Nov 2

### Leadership
- **Constructive Collaboration: Driving Performance in Teams, Organizations and Partnerships**
  - March 8–12
  - Oct 18–22
- **Driving Organizational Change: Achieving Business Goals Through Purposeful Change Management**
  - March 29–April 8
  - Nov 8–18
- **Energizing People for Performance: Develop People-Engagement Strategies**
  - April 12–16
  - Sept 27–Oct 1
  - Nov 8–12
- **High-Performance Negotiation Skills: Maximize Your Outcome With Proven Strategies**
  - May 12–16
  - Nov 12–16
- **Leading for Impact Within Family Enterprise: A Personal Approach**
  - May 3–14
  - Sept 20–25
- **Leading High-Impact Teams: How to Build and Lead a Powerful, Successful Team**
  - March 15–22
  - Nov 1–8
  - Nov 8–16
- **Leading Strategic Change in Health Care**
  - April 4–7, 2022
  - Sept 15–Oct 5
  - Dec 13–16
- **The Customer-Focused Organization: Leading Transformation, Renewal and Growth**
  - May 24–June 4
  - Nov 29–Dec 10
- **The Leader Within: Maximizing Your Authentic Leadership Impact**
  - April 14–23
  - Oct 20–29
- **The Single Family Office: Maximizing Performance in a Complex Environment**
  - May 17–21
  - Sept 20–25
- **The Strategy of Leadership: Unleashing the Power of Influence**
  - May 3–11
  - Oct 28–27
  - Nov 8–16

### Marketing & Sales
- **Advanced Marketing Management: Enhancing Digital Capabilities to Drive Your Marketing Strategy**
  - June 1–11
  - Oct 18–28
  - April 19–May 7
  - Oct 11–29
- **High-Impact Sales Strategy in a Digital World: Driving Revenue and Profit Growth**
  - May 10–18
  - Nov 1–9
- **Kellogg on Branding: Creating, Building and Rejuvenating Your Brand**
  - May 10–28
- **Maximizing Sales Force Performance: Implement Frameworks for Driving Top-Line Growth**
  - March 8–16
  - Oct 4–8
  - Nov 8–19
- **Strategic Marketing Communications: Creating Effective Marketing Campaigns in an Evolving Media Landscape**
  - May 10–21
- **Sales Force Effectiveness: Adapting for Success in a New Environment**
  - March 8–16
- **Competitive Strategy: Creating and Sustaining Competitive Advantage**
  - May 10–20
  - Sept 27–Oct 7
  - Oct 11–15

### Operations & Technology
- **Lean Operations: Managing Risk and Uncertainty**
  - April 13–20
  - Nov 29–Dec 3
- **Operations Strategy: Designing Operations to Maximize Value**
  - May 11–17
  - Dec 6–10
- **Supply Chain Management: Strategy and Planning for Effective Operations**
  - March 15–19
  - Sept 13–17

### Strategy
- **Creating and Managing Strategic Alliances: Develop Strong Alliance Capabilities**
  - Oct 11–15

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*Dates are subject to change.*
# 2021 Executive Online Programs

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<td>Advertising and Marketing Communication Strategy:</td>
<td>Creating an Integrated Advertising Plan that Drives Business Results</td>
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<tr>
<td>AI Applications for Growth: Creating Customer Value Through the Power of AI</td>
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<td>Business Analytics: Data-Driven Strategy</td>
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<td>Creativity as Competitive Edge: Inspiration, Ideation and Implementation</td>
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<td>Customer Loyalty: A Strategic Approach: Retaining Customers and Increasing their Satisfaction for Organizational Growth</td>
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<td>Digital Marketing Strategies: Data, Automation, AI &amp; Analytics</td>
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<td>Essentials of Marketing: Building a Foundation for Marketplace Success</td>
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<td>Kellogg Accelerated Marketing Leadership Program</td>
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<td>Legal Strategy for Business: Learn How the Law Can Be a Powerful Tool for Guiding Your Organization's Strategic Direction</td>
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<td>Mastering Sales: A Toolkit for Success</td>
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<td>Negotiating in a Virtual World: Mastering High Performance Skills</td>
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<td>Operations Management: Digital Strategy: Realizing the Impact of Digital Transformation</td>
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<td>Product Strategy: Discovering, Developing, Managing and Marketing Products as a Business</td>
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<td>Professional Certificate in Digital Marketing: Advance Your Career in Digital Marketing</td>
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<td>Professional Certificate in Project Management: Advance Your Career in Product Management</td>
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<td>Strategic Change Management: Lead and Implement Change in Your Organization</td>
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<td>Strategies that Build Winning Brands: Creating a Distinct Customer Advantage</td>
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Online programs are being added throughout the year; please visit our website for all programs and dates: [kell.gg/kxonline](kell.gg/kxonline)