

Delivering Business Growth

An actionable framework

In-person

Oct. 28–31, 2024

June 2–5, 2025

Oct. 27–30, 2025

\$9,000*

In a rapidly changing world, leaders must learn how to both identify new growth opportunities and quickly capitalize on those opportunities. While the tried-and-true methods may still work, they are no longer sufficient.

Delivering Business Growth empowers leaders to take proven concepts and translate them into bold actions, creating meaningful change for yourself, your employees and your organization.

You'll learn best practices and actionable frameworks that will help you develop and implement a clear vision for your business growth efforts — allowing you to create a culture where experimentation is welcomed and failure is embraced as a necessary part of growth.

Delivering Business Growth will give you the tools you need to learn from failure, course correct and turn it into new opportunities for success.

Taught by Kellogg experts with decades of academic and business leadership, you will develop this necessary growth mindset and discover how to bring a sense of entrepreneurship to your organization. Under the guidance of senior leaders who are on the front lines of today's business growth, you'll leave prepared with practical information and tools that can be immediately implemented to help your organization thrive.

“The course content is rich and highly actionable.

The opportunities that were offered for classroom and non-classroom interaction among participants led to a shared sense of purpose and what I expect will be enduring connections and friendships. This course was outstanding in every way and I would enthusiastically endorse it.”

PRESIDENT AND CEO, AMERICAS T HASEGAWA USA

Key benefits

- Learn to win in the “New Normal”
- Identify growth opportunities
- Realign staff and organization to new realities
- Leverage strengths to successfully pivot to new opportunities
- Create a clear vision and strategy for business growth
- Learn to be bold in deploying resources against growth
- Tap into staff's creative potential as growth champions
- Create a culture of experimentation and strategic ability

Who should attend

- C-level executives, division presidents
- Business unit heads, country leads or functional leaders
- Senior executives tasked with driving growth
- Executives responsible for digital transformation and business restructuring
- Leaders seeking to unleash their teams' potential

Learn more and apply: kell.gg/kxbizgrowth

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

Program content

Context and discovery

- Win in the “New Normal”
- Identify innovation opportunities
- Understand changing customer behaviors and priorities

Strategy

- Focus on where you can win
- Workshop on choosing strategy lenses
- How to communicate strategy across the company
- The “superior customer experience” and growth

People

- Give blank checks to unleash potential
- Workshop to create a business proposal for a blank check
- Workshop on reporting back on blank check proposals
- Working at home, its impact and what to do about Zoom
- Inspiring and motivating people about growth opportunities

Organization, execution and metrics

- Create an opportunity-focused organization
- Organize globally (case studies and best practices)
- Clarifying roles and delegating responsibilities
- Collaborative networks to aid execution
- Execution: thinking big, starting small, testing and learning, fixing and scaling fast
- Metrics: storytelling to measure progress and communicate success
- Workshop to organize and execute strategy plans
- Gaining alignment around growth

Communication

- Presenting your case to multiple audiences — top, down and across the organization

The faculty

The faculty for this program represent an ideal blend of practical experience and academic expertise. Sanjay Khosla is a senior practitioner with more than 30 years of experience leading corporate growth. Mohanbir Sawhney is a leading academic thinker and consultant on innovation and growth. Partners in developing the framework that underlies the program’s content, they have proven its effectiveness in multiple real-world applications.

Sanjay Khosla

Co-Academic Director; Senior Fellow and Adjunct Professor of Marketing

Mohanbir Sawhney

Co-Academic Director; Associate Dean, Digital Innovation; McCormick Foundation Chair of Technology; Clinical Professor of Marketing; Director of the Center for Research in Technology & Innovation

Sergio Rebelo

Tokai Bank Chair in International Finance; Professor of Finance

*Please note:
Faculty is subject to change.*



Your learning experience

Whether you choose to join us in-person or in a live virtual format, you’ll be immersed in a rich learning environment that fosters personal growth. You’ll be guided through a transformative experience with our world-renowned faculty and active engagement with your peers.

Learn more and apply:
kell.gg/kxbizgrowth

Consult with an Advisor:
execed@kellogg.northwestern.edu 847.467.6018