At the Kellogg School of Management, our distinctive cross-disciplinary approach to research and teaching drives innovation, creates real-world insights for business leaders and focuses on the issues most critical to contemporary business. It also drives our Executive Education program design, ensuring that you are not only exposed to the most current business thinking, but are ready to immediately and practically apply insights in your organization.

Kellogg is known for a culture that fosters collaboration and challenges leaders to think innovatively. Our programs exemplify that culture by creating an immersive, supportive environment where insights emerge.

The majority of our Executive Education programs are offered in the unique living-and-learning environment of the James L. Allen Center, which creates an ideal context to step away from your usual routine and spend focused time learning from the faculty and your fellow participants.

We are located on the beautiful campus of Northwestern University in Evanston, Illinois, on the shores of Lake Michigan, just a short drive from Chicago. You will benefit from the perspective and resources of a major research university and a global mindset that instills an expansive view of the world and your organization’s role in it.
Open Enrollment Programs

For high-potential individuals

Our portfolio of more than 40 open enrollment programs enables individuals and small teams to develop new skills, stay current on trends and address personal leadership challenges. In all our programs, you will join peers from across a diverse range of geographies and industries to learn from Kellogg faculty, who are on the leading edge of business. You will finish with a renewed sense of purpose, an expanded network and an action plan to deliver results.

Our online programs are developed for professionals in the early to mid-stages of their careers, and help you build and enhance critical foundational skills that set the stage for your professional success.

Please email or call us if you would like a personal consultation.

Leading Fearlessly in Times of Change

In this era of dramatic economic and social change, business leaders are being challenged as never before — and the need for leadership development has never been greater. To respond to our participants’ requests and adapt to this new environment, Kellogg offers a different kind of executive education experience – live, online programming that offers deep insight and real-time engagement with faculty and peers.

Kellogg Executive Education Live Virtual Programs feature:

- Live Online Learning — Delivered in our live virtual classroom, with a limited number of participants to ensure maximum engagement
- Top Kellogg Faculty — Kellogg’s renowned thought leaders will share their knowledge and facilitate thoughtful discussion in real time throughout the program
- Peer-to-Peer Connections — Many opportunities to interact with your global peers through both formal and informal activities
- A Rich, Interactive Experience — A high-quality, transformative learning experience with timely, actionable content and seamless interactivity
- Credit towards a Kellogg Executive Scholar Certificate — All our live virtual programs count towards completion of your certificate

Kellogg’s live virtual programs have been purpose-built to deliver a world-class experience comparable to our in-person programs, with class sizes limited to provide a rich and personal learning environment. You’ll engage in real-time interaction with professors and peers online, immerse yourself in discussions and ideations surrounding the current world situation, and acquire strategies and tools that you can immediately deploy to solve your most pressing challenges.

847.467.6018
ExecEd@kellogg.northwestern.edu
kell.gg/kxeced
Kellogg Center for Nonprofit Management

The Center for Nonprofit Management educates and inspires nonprofit leaders, empowering them to maximize organizational outcomes and drive social impact. Bring your nonprofit’s unique mission and key challenges to us and discover a holistic approach to transformative leadership development in a collaborative learning and peer networking environment. With a focus on individual leadership, organizational effectiveness, general management and topics specific to the nonprofit sector, our executive programs offer a rigorous and relevant learning experience and the opportunity for real-world application of the theories and frameworks presented. You will return to your organization with an action plan to affect immediate, positive change. Let’s advance your mission together.

Please email or call us if you would like a personal consultation.

Custom Programs

For high performance organizations

Kellogg designs customized learning experiences that focus on the business issues and talent development goals unique to your organization. Approaching each engagement as a blank canvas, our dedicated faculty teams collaborate with you to create relevant lectures, case studies and classroom experiences that enable your participants to engage with and learn from some of Kellogg’s most senior faculty members.

Please contact us for assistance in customizing a program for your organization.
As a growth-minded professional, you understand that lifelong learning is an essential part of staying ahead of the curve in a rapidly evolving global marketplace. With the Executive Scholar Certificate, you can earn a Kellogg credential that distinguishes you as a leader, is customized to your professional development goals and rewards you with a lifetime of benefits.

Become a Kellogg Executive Scholar by attending four in-person or live virtual executive programs within the next five years. Choose from one of the specializations below or build your own certificate.

Earn a specialization in the following portfolios by attending two programs from that portfolio as listed on our website. Your remaining two programs can be selected from any of our portfolios. Please note that our online programs do not apply toward a Scholar Certificate.

**Specializations:**
- Leadership
- Finance
- Strategy
- Growth & Innovation
- Marketing & Sales
- Family Enterprises
- General Management*
- Operations & Technology
- Nonprofit Management*

**Key Benefits**

Completion of the Kellogg Executive Scholar Certificate comes with exceptional benefits:

- A Certificate of Professional Achievement
- Kellogg Executive Education Alumni status
- 15% discount on all Executive Education C-level, year-long online programs and a 30% discount on all other Executive Education open enrollment programs
- Membership in the global Kellogg alumni network and access to the online network
- Opportunities to participate in alumni clubs and events
- Access to cutting-edge research and content from Kellogg faculty and leading practitioners
- A Kellogg alumni Gmail account

*The General Management and Nonprofit Management specializations have separate requirements and may not be combined with other specialization options. Online asynchronous programs do not count toward the certificate.*

**Take the First Steps Toward Your Kellogg Credential**

Begin your path to certificate attainment by submitting an online application and scheduling a consultation with our Executive Scholar Certificate Advisor.

To access the online application, learn more about the certificate and view a complete list of program options, please visit: [kell.gg/kxscholars](http://kell.gg/kxscholars) or email: scholars@kellogg.northwestern.edu
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<td>The Leader Within: Maximizing Your Authentic Leadership Impact</td>
<td>May 22–27</td>
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<td>The Strategy of Leadership: Unleashing the Power of Influence</td>
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<td>Marketing &amp; Sales</td>
<td>Advanced Analytics for Sales Leaders: Utilizing the Power of Data to Drive Sales Performance</td>
<td>May 22–27</td>
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<td>Advanced Marketing Management: Enhancing Digital Capabilities to Drive Your Marketing Strategy</td>
<td>May 22–27</td>
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<td>High-Impact Sales Strategy in a Digital World: Driving Revenue and Profit Growth</td>
<td>May 22–27</td>
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<td>Kellogg on Branding: Strategies for Building Strong Brands</td>
<td>May 22–27</td>
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<td>Maximizing Sales Force Performance: Implement Frameworks for Driving Top-Line Growth</td>
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<td>Strategic Marketing Communications: Creating Effective Marketing Campaigns in an Evolving Media Landscape</td>
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<td>Operations &amp; Technology</td>
<td>Lean Operations: Managing Risk and Uncertainty</td>
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<td>Operations Strategy: Designing Operations to Maximize Value</td>
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<td>Supply Chain Management: Strategy and Planning for Effective Operations</td>
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<td>Strategy</td>
<td>Competitive Strategy: Creating and Sustaining Competitive Advantage</td>
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<td>Creating and Managing Strategic Alliances: Develop Strong Alliance Capabilities</td>
<td>May 22–27</td>
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*Dates are subject to change.

KELL.GG/KXBEXECED
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<th>Online Programs</th>
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<td>Advertising and Marketing Communication Strategy: Creating an Integrated Advertising Plan that Drives Business Results</td>
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<td>AI Applications for Growth: Creating Customer Value Through the Power of AI</td>
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<td>Business Analytics: Decision Making with Data</td>
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<td>Chief Digital Officer Program: Leading Transformation</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>Design Thinking: A Toolkit for Breakthrough Innovation</td>
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<td>Digital Marketing Strategies: Data, Automation, AI &amp; Analytics: Mastering Modern Marketing Practices</td>
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<td>Digital Transformation in Operations</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>Kellogg Sales School: Professional Certificate in Sales</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: Increase Your Individual and Team’s Selling Performance</td>
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<td>Omnichannel Marketing: Driving Business Value and Customer Growth</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 Product 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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<tr>
<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](http://kell.gg/kxonline)
Kellogg created these high-impact learning experiences to focus on general management training and executive leadership development for three key groups: senior executives responsible for creating markets and driving growth at the global enterprise level; high-potential middle-to-senior managers preparing to assume greater levels of responsibility in their organizations; experienced, talented women executives poised to step into top roles in the C-suite and beyond.

Executive Development Program
Transforming to Strategic Leadership
Blended Experience:
Live Virtual: April 25–29, 2022
      May 3–4, 2022
      May 16–20, 2022
In-Person: June 5–17, 2022

In-Person:
October 30 – November 18, 2022
The Kellogg Executive Development Program transforms organizational leaders. It equips top-performing, mid-level to senior managers to make decisions and take strategic action based upon both traditional and innovative business practices. Participants build skills and awareness as they realize their potential for assuming general management roles.

[EDP] shows you how to be purposeful in your strategy and how that must align with everything you do. It also gives you tactical tools to achieve success.”
DIRECTOR, TRAINING AND MAINTENANCE SERVICES, NAV CANADA

Strategic Capabilities for Emerging Business Leaders
Building a Foundation for Growth
Live Virtual: November 28 – December 9, 2022
This highly interactive, live virtual program positions the high-performing, emerging leader to make bold career moves, laying the foundation for general management and leadership of the broader business. Through an exploration of strategic business functions with some of Kellogg’s leading faculty, you will immerse yourself in how to lead in a complex, competitive, global market.
kell.gg/kxstratcap

Women’s Senior Leadership Program
Revolutionizing Careers.
Transforming the Corporate Landscape.
Module 1:
October 12–14, 2022 In-Person
        December 1, 2022 Live Virtual
        January 12, 2023 Live Virtual
Module 2:
February 1–3, 2023 In-Person
        March 9, 2023 Live Virtual
        April 4, 2023 Live Virtual
Module 3:
May 31 – June 2, 2023 In-Person
With an emphasis on practical learning and talent development, this four-part program — strategically paced over the course of a year — equips executive women with the knowledge and tools needed to elevate themselves to the C-suite and beyond. Strengthen and broaden your leadership talents through this rigorous program of intensive classroom instruction, individual career appraisals, personal coaching, case studies and simulations.
kell.gg/kxwslead
Finance & Accounting

In these focused financial management and accounting programs, senior and mid-level executives learn how to unravel the complexities of corporate financial management and decision-making. Whether it's analyzing and valuing a deal, understanding the multidimensional challenges of mergers and acquisitions or simply becoming more fluent in corporate finance and accounting, participants develop a deeper understanding of how to apply the principles in practice and gain greater confidence in their decision-making skills.

Corporate Finance

Strategies for Creating Shareholder Value

In-Person: December 4–9, 2022

Learn to optimize and integrate investment and financing decisions to maximize shareholder value. Understand how to accurately value investments, make informed financial decisions and design a more consistent, cohesive corporate investment and finance strategy.

kell.gg/kxcorpfin

Finance for Executives

Make Better Decisions with Greater Confidence

Live Virtual: February 7–18, 2022
In-Person: June 5–10, 2022
   November 6–11, 2022

Dramatically improve your knowledge, fluency and confidence in making financial decisions through this immersive program. You will gain hands-on experience interpreting financial reports, evaluating investments, applying valuation methods and exploring the implications of strategic decisions on cash flow and stock price.

kell.gg/kxfinexec

Merger Week

Creating Value Through Strategic Acquisitions and Alliances

In-Person: May 22–27, 2022
   October 23–28, 2022

Offering a comprehensive and practical view of mergers and acquisitions, this program will change the way you think about any restructuring deal and empower you for value generation. You will emerge ready to evaluate M&A from all angles and understand how finance, leadership, negotiations and strategy contribute to your success.

kell.gg/kxmweek
Governance

The most effective board members possess a deep and expansive view of their role. Their commitment extends beyond compliance to ensuring value creation for all stakeholders and growth for the organization. For current, new and aspiring board members, Kellogg’s corporate governance training programs deliver a rich understanding of board structures, roles and responsibilities.

Corporate Governance
Effectiveness and Accountability in the Boardroom
In-Person: June 20–23, 2022
Live Virtual: October 10–21, 2022
This program will improve your understanding of the responsibilities of board membership and develop the skills and strategic insight needed to become a more effective director. You’ll orient yourself to the shareholders’ perspective and gain an understanding of the interests of multiple constituencies. You’ll also learn frameworks that can move the board beyond compliance to the creation of opportunities for long-term value.
kell.gg/kxcorpgov

Family Enterprise Boards
Navigating Unique Governance Challenges
Blended Experience:
Live Virtual: August 29 & 31, 2022
In-Person: September 19–22, 2022
Designed for current and future directors of family-controlled organizations, this program empowers you to navigate the uniquely complex system of a family enterprise. Participants will learn to design, engage and lead family business boards to leverage their strategic advantages.
kell.gg/kxfamboard

Forming Family Enterprise Governance
Creating Structures and Processes to Ensure Success and Continuity
Blended Experience:
Live Virtual: January 24, 26, 28, 2022
In-Person: February 15–17, 2022/Miami Campus
One of the most critical times in a family enterprise evolution is moving from the processes, people and structures that proved successful for a controlling owner to those that support a sibling partnership. Offered on Kellogg’s Miami campus, this program is focused on what skills leaders need to design appropriate governance architecture, lead effective decision-making across all stakeholders and set a vision that will guide multi-generational continuity.
kell.gg/kxfameg

Governing Family Enterprises
New Insights and Skills for All Involved in the Family Business
Blended Experience:
Live Virtual: February 7 & 9, 2022
In-Person: March 14–17, 2022
In a supportive environment alongside members of other enterprising families, you will examine the challenging leadership and governance issues facing complex family organizations, distinguishing between the roles and responsibilities of family members, directors and owners. You will leave with the skills and confidence to define the future of the family enterprise.
kell.gg/kxfamgov

Women’s Director Development Program
The Journey to the Boardroom
In-Person: April 27–29, 2022
November 2–4, 2022
Gain the skills you need to be an effective board member as well as practical tools for landing a seat at the table. Develop a deep understanding of board responsibilities, structures and strategies, and prepare yourself to reach and excel at the highest level of corporate governance.
kell.gg/kxwomen

“[Corporate Governance] includes all critical topics necessary to effectively perform as a director in a boardroom, and the people who attended it enriched the program due to their worldwide experience. It is a highly recommended experience.”

EXECUTIVE DIRECTOR, ERNST & YOUNG LLP
Innovation-driven growth at the organizational level requires a multidisciplinary approach. To achieve that growth, leaders must adopt a strategy for fostering new thinking and, blueprint in hand, convey that strategy both laterally and vertically. It all comes down to the communication: disseminate knowledge and best practices, and work toward organization-wide acceptance, from planning to execution.

Growth & Innovation

Delivering Business Growth
An Actionable Framework
In-Person: May 22–25, 2022
October 30 – November 2, 2022
Access a market-tested framework that defines and executes an agenda for profitable and sustainable growth. You will return to your organization with a greater understanding of how to implement the growth agenda and gain insights on balancing globalization with localization.
kell.gg/kxbizgrowth

Leading and Sustaining a Culture of Innovation
Cultivate a Leading Edge Organization
In-Person: May 2–5, 2022
September 12–15, 2022
Successful innovation management requires highly trained leaders who can ignite the creative spirit and create a culture of innovation. In this program, you will develop the skills and tools you need to instill an innovation mindset within your organization and inspire your people to higher levels of creativity.
kell.gg/kxinov

Leveraging Artificial Intelligence for Innovation and Organizational Performance
Harness the Power of AI for Business Growth
In-Person: October 10–12, 2022
Organizational leaders understand that artificial intelligence (AI) has the potential to massively impact business and are seeking ways to fully leverage AI for analytics, insight, strategy and growth. Learn from our top research and applied sciences faculty why and how AI, machine learning and related technology is driving business growth and strategy. The program’s intuitive AI IQ approach equips leaders with knowledge of AI’s power for enhancing a business’ levels of innovation and market leadership, speaking insightfully on AI’s impact on work and strategy, and gaining tools for pioneering or leading AI initiatives.
kell.gg/kxaiop
Leadership

Kellogg’s world-renowned faculty members have created a full complement of executive education programs to meet the professional development goals of the entire leadership team — from high potential managers primed for career advancement to seasoned C-suite executives seeking new insight into today’s complex challenges.

Beyond Diversity
**Executive Strategies for Constructive Disruption**

*In-Person: June 21–24, 2022/Chicago Campus*

Individual. Interpersonal. Institutional. Intentionally designed to be in-person, this program empowers you as DEI Leaders to take proven concepts and translate them into bold actions, creating meaningful change for yourself, your employees, and your organization.

kell.gg/kxbeyonddiversity

Constructive Collaboration
**Driving Performance in Teams, Organizations and Partnerships**

*Live Virtual: February 28 – March 4, 2022*

*In-Person: September 26–29, 2022*

Well-designed collaboration powers value creation and sparks creativity. In this intensely interactive program, you’ll learn the conditions that foster highly productive collaboration at the individual, team and organizational levels. You’ll also learn how to build and sustain these ideal conditions and competencies in your organization and its people.

kell.gg/kxcollab

Driving Organizational Change
**Achieving Business Goals Through Purposeful Change Management**

*In-Person: March 28–31, 2022
October 10–13, 2022*

Use your own real-life challenges as a platform for putting the latest theories and tools for organizational change management into practice. Learn how to build business agility and organizational resilience — the cornerstones of driving ongoing change.

kell.gg/kxorgchange

Empowering Women: From the Poker Table to a Seat at the Executive Leadership Table

**Flip the Table on Work and Life while Building Crucial Leadership Skills**

*Live Virtual: January 24–25/
February 1, 8, 15 & 22/
March 1 & 8, 2022*

Kellogg Executive Education is partnering with Poker Power to offer this unique and highly innovative program designed for mid- to senior-level women executives. Through the game of poker, participants will learn key leadership skills in an educational, supportive, engaging, and entertaining environment.

kell.gg/kxpoker

Energizing People for Performance
**Develop People-Engagement Strategies**

*In-Person: May 16–19, 2022
November 14–17, 2022*

Ideal for leaders responsible for the performance of others, this program teaches you how to create and deploy people-focused strategies and initiatives to maximize bottom-line results and master processes and tools for motivating your team.

kell.gg/kxpeople

High-Performance Negotiation Skills
**Maximize Your Outcome with Proven Strategies**

*Live Virtual: May 16–20, 2022*

There is a science to negotiation, and this is where you learn it. This program uses a proven approach to achieving concrete results. You’ll learn best practices and strategies that will give you a critical edge. Master the essentials of dealmaking within and between organizations, dispute resolution and negotiating in a global environment.

kell.gg/kxnegotiate
Leading High-Impact Teams
How to Build and Lead a Powerful, Successful Team
Live Virtual: February 21–25, 2022
In-Person: October 10–13, 2022
Explore the intricacies of internal and external team dynamics and discover how you can optimize your personal performance as a team player and a team leader. This interactive program delivers knowledge, tools and techniques you can apply immediately to the complex team challenges you face every day.
kell.gg/kxteams

Leading with Advanced Analytics and Artificial Intelligence
Creating Business Value Through Data Science
Live Virtual: May 16–20, 2022
In-Person: September 12–15, 2022
This cutting-edge program provides organizational leaders with the working knowledge of data science needed in today’s competitive environment. Gain awareness to seize opportunities that data analytics presents, tools to put data to practical use and insight to leverage analytics for increased efficiency, productivity or new business opportunities.
kell.gg/kxanalytics

Negotiation Master Class
Mastering the Art of Complex Negotiations
Live Virtual: December 5–16, 2022
Take your negotiation skills from pro to master. In this NEW certificate program, you'll learn from professor Leigh Thompson how to navigate the most challenging negotiations, from mergers and acquisitions to internal and external crises. You'll leave this experiential program with a playbook and the skills necessary to negotiate in any situation.
kell.gg/mneg

The Customer-Focused Organization
Leading Transformation, Renewal and Growth
In-Person: May 23–26, 2022
October 17–20, 2022
Learn how leaders successfully infuse a customer-centric perspective throughout an organization, achieve growth through greater focus, build brands with a meaningful role in consumers’ lives and create exceptional customer experiences to win in an increasingly global, competitive and customer-empowered economy.
kell.gg/kxfocus

The Leader Within
Maximizing Your Authentic Leadership Impact
In-Person: April 25–29, 2022
Live Virtual: September 28 – October 7, 2022
In today’s demanding global environment, leaders with a deep sense of self-awareness and strong self-management practices thrive in challenging senior leadership roles. This dynamic program will take you on an intensive journey designed to elevate your leadership capabilities.
kell.gg/kxlsphere

The Strategy of Leadership
Unleashing the Power of Influence
In-Person: May 23–25, 2022
November 7–9, 2022
Learn the tools and techniques leaders need to build and use a network of social capital to drive change, find innovative solutions and improve performance. Based on recent discoveries in social networks and the science of influence, this program uniquely combines cutting-edge research with compelling interactive learning, including simulations, experiential activities and case studies.
kell.gg/kxstratlead

“[Constructive Collaboration] brilliantly demonstrates the power of creating coalitions, building diverse networks and negotiating with the power of information. I highly recommend this course to anyone who works in a corporate environment.”
DIRECTOR, NESTLE SKIN HEALTH
Marketing & Sales

Kellogg believes that marketing is more than a function or a discipline. It is a way of looking at the world that is customer-focused, insight-driven and ever-evolving. The executive education marketing curriculum incorporates a high level of practice-based content in recognition of the rapid evolution of the field of marketing and combines the latest thinking with hands-on experience to inspire and elevate performance along every dimension of marketing.

Advanced Analytics for Sales Leaders:
Utilizing the Power of Data to Drive Sales Performance
Live Virtual: September 19–21, 2022
This live virtual program will teach you how to integrate data for more efficient and effective decision-making on sales and revenue generation, using predictive models to better value your customers. You will learn to evaluate, test and make adjustments—getting the right salespeople doing the right things for the right customers, driving improved sales and profit.
kell.gg/kxsalesana

Advanced Marketing Management
Enhancing Digital Capabilities to Drive Your Marketing Strategy
In-Person: June 6–10, 2022
Live Virtual: November 28 – December 8, 2022
The advent of digital technology has transformed the marketing industry. As a result, executives are being challenged by the C-suite to stay cutting-edge while simultaneously managing emerging talent grounded in the digital world. This program equips seasoned leaders with the tools to gain a deeper understanding of how to implement new platforms and effectively plan an advanced marketing strategy that integrates new and established tactics.
kell.gg/kxadmark

Business Marketing Strategy
Driving Profitable Growth in the New B2B Environment
Live Virtual: April 11–29, 2022
In-Person: October 31 – November 4, 2022
Creating and sustaining profitable growth requires mastering the new fundamentals of B2B marketing. Learn how to navigate complexity, define a stronger competitive position and reimagine your B2B strategy.
kell.gg/kxbtob

High-Impact Sales Strategy in a Digital World
Driving Revenue and Profit Growth
Live Virtual: June 6–14, 2022
Developed for senior leaders, this program focuses on the sales strategy decisions that most affect organic growth in revenues and profits and that precede tactical decisions related to sales force management and operations. You’ll come away with a deep understanding of how to develop a holistic sales strategy, including segmentation, value proposition, channel mix, sales force structure and customer engagement process.
kell.gg/kxsalestrat

“As a B2B business unit head, I found nearly every single topic to be useful. I can easily see the practical application of the concepts and generated many high potential ideas for our team throughout the program. I am leaving the course feeling energized by the content, the enthusiasm and depth of knowledge of the professors, and the rich and varied experiences of my colleagues.”

VICE PRESIDENT, KAPLAN, INC.
Kellogg on Branding
Strategies for Building Strong Brands
In-Person: June 13–17, 2022
   November 7–11, 2022/Miami Campus
From the people who wrote the book on branding. Their latest thinking combined with hands-on experience will inspire and empower you to elevate your brand. This program will provide the practical knowledge and skills to immediately heighten customer loyalty, gain a competitive advantage, bolster profitability and build an enduring business.

kell.gg/kxbrand

Maximizing Sales Force Performance
Implement Frameworks for Driving Top-Line Growth
In-Person: April 3–7, 2022
   October 2–6, 2022
Explore best practices across the core drivers of sales force effectiveness, develop practical initiatives for performance enhancement and understand how to implement and lead success-focused change. Our expert faculty will equip you to put your sales force on a fast track to high-impact performance.

kell.gg/kxsales

Strategic Marketing Communications
Creating Effective Marketing Campaigns in an Evolving Media Landscape
Live Virtual: May 9–20, 2022
In-Person: November 14–18, 2022
To succeed in today’s digital marketplace, leaders need to think differently about their marketing communications. This program bridges the fundamentals, such as insight and positioning, with newer approaches such as digital and consumer engagement. Explore a variety of platforms, including broadcast, social media engagement strategies and event sponsorship, and leave with a framework applicable to both B2C and B2B marketing communications.

kell.gg/kxcomstrat
Operations & Technology

Senior executives responsible for creating and implementing operations strategy and high-level managers looking to improve processes and efficiency will discover a wide choice of academic and experiential learning options. Our more specialized offerings focus on measuring and improving performance and lean operations, creating an environment of excellence, designing effective supply chains for improved efficiency and profitability, and aligning and managing IT to create competitive advantage.

Lean Operations
Managing Risk and Uncertainty
Live Virtual: April 12–18, 2022
December 5–9, 2022
Based on the science of Lean Six Sigma, this program will give you the tools and frameworks for operating a world-class organization. You will learn how to alleviate bottlenecks, design effective processing systems and identify metrics to measure improvements.
kell.gg/kxleanops

Operations Strategy
Designing Operations to Maximize Value
Live Virtual: April 26 – May 2, 2022
In-Person: September 12-14, 2022
Optimize your operations to maximize stakeholder value. In this program you will learn how to create a best-in-class operations strategy that integrates the customer experience, boosts your financial performance and establishes a competitive advantage.
kell.gg/kxopstrat

Supply Chain Management
Strategy and Planning for Effective Operations
Live Virtual: March 28 – April 1, 2022
September 12-16, 2022
Learn effective strategies for managing logistics and operating complex networks. You’ll develop new skills for integrating your supply chain into a coordinated system and gain practical tools for increasing service levels and reducing costs.
kell.gg/kxsupply

* OPERATIONS MANAGEMENT BUNDLE *
This combination of three programs — Lean Operations, Supply Chain Management and Operations Strategy — provides an executive-level learning experience focused on the same innovative operations-management approach taught in Kellogg’s world-class MBA programs. When taken together, these programs are offered at a discounted fee.
kell.gg/kxomweek
Strategy

Kellogg’s award-winning faculty has created a suite of business-strategy programs for senior leaders charged with creating competitive advantage and delivering results. Faculty members translate their cutting-edge theories into practical applications, and senior leaders acquire the new knowledge, skills and tools they need to meet wide-ranging, strategy-related challenges.

Competitive Strategy
Creating and Sustaining Competitive Advantage
In-Person: October 16–20, 2022
Gain the insights you need to secure and maintain your organization’s long-term competitive strategy through this interactive learning experience. With a blend of modern theory, strategic analysis and practical application, this program readies you for sustainable strategic success based on time-tested economic principles for profitability and growth.

kell.gg/kxcompete

Creating and Managing Strategic Alliances
Develop Strong Alliance Capabilities
Live Virtual: October 3–7, 2022
Learn how to create and manage different forms of strategic alliances, such as joint ventures, licensing agreements, buyer-supplier partnerships and consortia. You’ll also develop a better sense of the related costs and benefits, examine the specific conditions under which alliances are preferred to other growth strategies and leave with practical tools you can apply immediately.

kell.gg/kxalliance

“[Competitive Strategy] illustrated succinct, incremental methods and frameworks that will significantly help my strategy role.”

PRINCIPAL, BUSINESS STRATEGY, ADOBE SYSTEMS INCORPORATED
Online Programs

Developed for professionals in the early to mid-stages of their careers, our online programs help you build and enhance critical foundational skills that set the stage for your professional success. We have taken special care to ensure that the collaborative, interactive experience you expect from Kellogg carries through to our online programs in a highly flexible and convenient format.

* Online programs do not count toward the Scholar Certificate.

Online programs are being added throughout the year; please visit our website for all programs and dates: kell.gg/kxonline

Advertising and Marketing Communication Strategy
Creating an Integrated Advertising Plan that Drives Business Results
Learn to create a successful advertising campaign based on a solid, effective strategy tied to your business goals.
kell.gg/kxhpmc

AI Applications for Growth
Creating Customer Value Through the Power of AI
Through diverse case studies, original frameworks and hands-on exercises, this program will help you understand how to harness the power of AI and create a strategy that gives you a competitive advantage.
kell.gg/kxaiibt

Business Analytics: Decision Making with Data
Building your working knowledge of data science and engage in real-world examples and case studies examining how analytics adds business value in this 9-week online program.
kell.gg/kxbusan

Chief Digital Officer Program: Leading Transformation
This immersive twelve-month program will enable you to build relevant skills for high-impact digital transformation, develop growth strategies for digital disruption and innovation and identify opportunities to increase customer engagement.
kell.gg/kxcdo

Chief Product Officer Program
This program harnesses the best practices, frameworks and hard and soft skills to be a successful product manager, whether you are already working in this field or switching from an adjacent field.
kell.gg/kxcpo

Customer Loyalty: A Strategic Approach
Retaining Customers and Increasing Their Satisfaction for Organizational Growth
This 6-week online program will teach you how to optimize your approach to customer loyalty and build a sustainable loyalty program.
keli.gg/kxclstrat

Design Thinking: A Toolkit for Breakthrough Innovation
This program will equip you to unpack your assumptions about problem solving and will teach you to approach new opportunities with the human experience in mind.
keli.gg/kxdth

Digital Marketing Strategies: Data, Automation, AI & Analytics
Mastering Modern Marketing Practices
Take a strategic deep dive into modern marketing practices that leverage data, automation, AI and analytics. This online program will teach you to take a holistic view of marketing, adopt technology platforms that support decision-making across the entire organization and maximize your marketing investment.
keli.gg/kxdigimark

Digital Transformation in Operations
Explore the impact and value that digitization and digital transformation can have on your operations.
keli.gg/kxdom

Essentials of Marketing
Building a Foundation for Marketplace Success
In this 12-module program, you will learn from Kellogg’s renowned marketing faculty how to utilize customer insights, identify your target audience and position your brand to build a strategic foundation for maximizing your marketing impact.
keli.gg/kxeom
Kellogg Accelerated Marketing Leadership Program
Marketing is rapidly evolving, so must marketing leaders. Learn next-level marketing skills and strategy from leading Kellogg faculty to gain an end-to-end perspective on the modern marketing operating model. From crafting strategic content to leveraging data to connecting with customers, you will master the leadership skills that will ignite your career. kell.gg/kxkaml

Kellogg Sales School: Professional Certificate in Sales
One of the only programs of its kind in the world, the Professional Certificate in Sales was conceptualized and developed by the Kellogg Sales Institute, a center uniquely dedicated to the science of sales. In this five-month program, you will develop a sales growth mindset, master the sales process and learn to amplify your impact in any setting. kell.gg/kxpcs

Legal Strategy for Business
Learn How the Law Can Be a Powerful Tool for Guiding Your Organization’s Strategic Direction
Gain an essential understanding of the U.S. legal system in order to guide your business’s strategic direction, mitigate risk and make better-informed leadership decisions. kell.gg/kxbuslaw

Mastering Sales: A Toolkit for Success
Increase Your Individual and Team’s Selling Performance
Develop the necessary sales and management habits that lead to success. This 10-module program will give you the tools and techniques for improving your sales skills and reveal best practices for building a high-performing sales team. kell.gg/kxhisales

Omnichannel Marketing
Driving Business Value and Customer Growth
Take a strategic deep dive into modern marketing practices that leverage data, analytics, AI and automation. kell.gg/kxomni

Product Strategy
Discovering, Developing, Managing and Marketing Products as a Business
In this 8-week program, you will learn a “cradle-to-grave” approach for managing and optimizing the life of a product or service. kell.gg/kxol-emps

Professional Certificate in Digital Marketing
Advance Your Career in Digital Marketing
This in-depth online program will give you a broad overview of the digital marketing landscape, enable you to develop the most in-demand skills and help you find your niche in this rapidly expanding field. kell.gg/kxol-pcdigmark

Professional Certificate in Product Management
Advance Your Career in Product Management
In this program you’ll master the end-to-end strategic and tactical skills needed to become a professional product manager. Plus, you’ll develop a broad overview of the product management landscape, and gain certifications in product management tools and methodologies. kell.gg/kxpcpm

Strategic Change Management
Lead and Implement Change in Your Organization
Go beyond common change management models and develop a strategy for creating and leading sustainable organizational change. This 8-week program will give you the tools needed to execute change plans effectively. kell.gg/kxscm

Strategies that Build Winning Brands
Creating a Distinct Customer Advantage
The brand experts at Kellogg will show you how to create a distinctive brand that cuts through the noise and competition in a hyper-connected world. This 6-week program features engaging activities that allow you to apply the concepts you learn in practice right away. kell.gg/kxbstrat

Scan for the Most Current Online Program Dates and Enrollment