

The Customer-Focused Organization

Leading transformation, renewal and growth

In-person

Oct. 13-16, 2025

\$9,000*

Globalization, the growth of social media and the proliferation of mobile computing have transformed how firms and customers communicate, but these same forces are creating another, less obvious transformation: More powerful customers, more volatile competition and more global markets are transforming how firms develop strategy and the customer-focused culture they need to succeed.

Drawing from the world-class faculty and thought leaders of Kellogg who have created and led customer-focused organizations, you'll learn successful approaches to leading with less formal authority, managing ecosystems, developing innovations, gaining deeper understanding of consumers, achieving growth through greater focus, building brands that play a meaningful role in consumers' lives and creating extraordinary customer experiences.

“Excellent blueprint for driving strategic and organizational change to implement a market-focused culture.”

VICE PRESIDENT, MARKETING, BUSINESS MARKETS, SPRINT

“Information, inspiration, the latest management trends, and the tried and tested — that’s why I come to the Kellogg Executive Program, and that’s what I get every time.”

MARCOM MANAGER, RADIOMETER

Key benefits

- Understand the influence of customer focus on organizational success
- Gain a deeper understanding of your organization's culture
- Learn to overcome the obstacles to creating a truly customer-focused organizational culture
- Gain a deeper and shared understanding of customers
- Create innovative value, compelling differentiation and focus in global markets
- Create superior customer experiences
- Lead organizational change to achieve the rewards of customer focus

Who should attend

- General managers and organizational leaders who are responsible for the cultural development and transformation of a customer-focused organization
- Senior leaders in marketing, sales, strategic planning and operations
- Customer experience, engagement and perception management leaders

Learn more and apply: kell.gg/kxfocus

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

Program content

Customer-focused culture and leadership

- Uncover the beliefs and cultural values of truly customer-focused organizations
- Realize the power of customers to create organizational purpose
- Learn how to lead organizational renewal — fostering innovation and change
- Understand the role of leadership in inspiring people and unleashing potential
- Discover what it takes to transform the digital customer-first organization

Growth through customer focus

- Determine overlooked value in consumer and business markets
- Understand the challenge of achieving focus in global markets
- Identify opportunities for growth and differentiation
- Develop compelling value propositions that deliver value and differentiation

Building brands with meaning

- Understand how the customer experience affects the competitive value of a brand
- Assess specific strengths and weaknesses of the customer experience
- Identify opportunities for improvement and innovation
- Build brands that are differentiated by authentic meaning

Delivering value to customers

- Create powerful customer experiences
- Manage the ecosystem to create value for buyers
- Align the organizational structure and incentives

The faculty

Program faculty include the world-class faculty and thought leaders of Kellogg who have successfully created and led customer-focused organizations.

Gregory Carpenter

Academic Director; Harold T. Martin Professor of Marketing; Director of the Center for Market Leadership

Gina Fong

Clinical Assistant Professor of Marketing

Sanjay Khosla

Senior Fellow and Adjunct Professor of Marketing

Kevin McTigue

Clinical Associate Professor of Marketing

Loran Nordgren

Professor of Management & Organizations

*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/kxfocus

Consult with an Advisor:
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