

Generative AI

Executive strategies to unlock enterprise value

Live virtual
Future dates TBD
\$3,950*

With the introduction of ChatGPT in late 2022 and the explosion of generative AI platforms like Google Gemini and Microsoft Bing, the role of AI has risen to the top of the C-suite agenda. **Organizations embracing these technologies are automating critical tasks, reimagining functional departments and redefining their competitive landscape.** Generative AI has the potential to dramatically improve the efficiency and effectiveness of their operations.

We created **Generative AI: Executive Strategies to Unlock Enterprise Value** because we see an inflection point. This is a generational opportunity for firms that can plan and implement quickly to capture top-line and bottom-line growth. Through our academic research and consulting engagements, we see early adopters — and early winners — coming from a variety of industries. Leaders with a fundamental understanding of generative AI will be best equipped to identify and seize opportunities across their enterprise and markets.

Through a powerful mix of lectures, original frameworks, case studies and hands-on learning, leaders in different roles, industries and functions will gain a comprehensive understanding of generative AI and its practical applications — with a focus on use cases for generative AI across the enterprise value chain. You'll develop the knowledge to implement an AI strategy for your organization, learn to infuse AI into core functions and business processes, explore issues of competition, governance and ethics, and ultimately leave with the ability to create value for your organization while positioning yourself for career advancement.

No prior background in analytics, computer science or machine learning is required.

“I have researched and worked in the technology space for 35 years. I have never seen a new technology evolve so quickly or make such an immediate impact.”

MOHANBIR SAWHNEY

Who should attend

- **C-level executives, division presidents and vice presidents** charged with developing generative AI initiatives for their organizations.
- **Senior managers and mid-career executives** who want to gain insights into the potential applications of generative AI within their organizations.
- **Innovation managers, sales and product managers, and marketing and customer experience professionals** who want to learn how to leverage generative AI to create new products, new content and personalized customer experiences.
- **Technology leaders** who want to learn current best practices for adopting and optimizing generative AI systems to boost business outcomes.
- **Investors in venture capital, private equity, or hedge funds** looking to understand investment opportunities created by generative AI.

Learn more and register: kell.gg/kxgenai

*Dates and program fees are subject to change.

Key benefits

- Gain a comprehensive understanding of the process for creating an AI strategy, an assessment model of AI technologies, and an actionable approach for all CxO departments to unlock enterprise value.
- Test-drive AI products from companies like Google and Microsoft and develop methods for integrating tools into existing workflows to create efficiencies.
- Participate in real-world exercises to develop effective prompts for AI technologies to produce personalized content.
- Understand how generative AI is being used effectively to manage customer experiences, operations and business support functions based on dozens of use cases from a variety of companies and industries.
- Leverage proprietary AI frameworks developed by Kellogg faculty — The AI Radar, the AI Canvas and the AI Capability Maturity Model — created specifically for this program to drive your generative AI strategy.
- Experience real-world technologies from platform providers such as Microsoft, Google, Salesforce and Amazon Web Services; learn from case studies on Fortune 500 companies with direct experience implementing generative AI like Mars and Uber; and explore the question of “what’s next?” with innovative generative AI startups like OneShot.

Program content

- Foundations of AI and Generative AI: What, Why, Who, Where?
- Unlocking Business Value from Generative AI: A Roadmap for Business Leaders
- Generative AI Use Cases across Functions and Industries: The AI Canvas, AI Radar and AI Maturity Model
- Building an AI-Ready Platform and Organization
- Putting Generative AI to Work: Prompt Engineering, Fine-Tuning and Custom Models
- Competitive Advantage in Generative AI: Data and Domain Expertise as a Moat
- Driving Business Efficiency, Effectiveness and Growth with Generative AI
- Using AI Responsibly and the Future of Generative AI



Kellogg Executive Education live virtual program features:

- 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

The faculty



Mohanbir Sawhney
Academic Director;
Associate Dean for
Digital Innovation;
McCormick Foundation
Chair of Technology;
Clinical Professor of
Marketing; Director
of the Center for
Research in Technology
and Innovation

Professor Sawhney is a globally recognized scholar, consultant, and speaker in innovation, modern marketing, and enterprise analytics. He has co-authored seven management books as well as dozens of articles in academic and managerial publications. His most recent book, “The Sentient Enterprise,” was published in October 2017. He has won several awards for his teaching and research, including the 2006 Sidney Levy Award for Teaching Excellence at Kellogg, the 2001 Accenture Award for the best paper published in California Management Review and the Outstanding Professor of the Year at Kellogg in 1998. He received the Distinguished Alumnus Award from IIM Calcutta in 2011. In 2014, he was ranked 16th on the list of most influential thinkers of Indian origin by the Institute of Competitiveness. He serves on the Board of Directors at Reliance Jio Infocomm and advises several technology startups. He is a Fellow of the Institute of Study for Business Markets (ISBM) at Penn State University and a member of the Advisory Board at Chicago Innovation. Professor Sawhney holds a PhD in Marketing from the Wharton School of the University of Pennsylvania, an MBA from the IIM Calcutta, and a B. Tech. in Electrical Engineering from IIT Delhi.



Birju Shah
Academic Director;
Clinical Professor of
Product Management,
Analytics and AI;
x-Head of Product
for Uber AI; x-Head
of Digital Yield
Products at Monsanto;
x-CPO/CTO of Redesign
Health

Professor Shah is a global industry CPO leader. He has managed large product, data and engineering teams that built more than 10 products used by 2 billion people worldwide with an attributed total market cap value of over \$3 billion. You can use most of his products today. He started his own organizations, worked at large tech organizations in their early and mature stages, and transformed various commercial organizations via private equity buyouts. His approach to launching and evolving products begins with a foundation of data-driven decision-making focused on achieving large outcomes through AI digital transformations. Most recently, Professor Shah was the head of product for ML/AI at Uber. He was also an early pioneer in machine learning and generative AI in agriculture with the Climate Corporation, part of Monsanto. He currently owns a generative AI company, where he is implementing generative AI platform technology into Fortune 500 companies that alerts and reports on procurement and sustainability supply chains. Professor Shah graduated from Northwestern University with a BS in Industrial Engineering and obtained his MBA at MIT Sloan School of Management, where he was a Legatum and a McGovern Scholar.



Jim Lecinski
Clinical Associate
Professor of Marketing;
L.G. Lavengood
Outstanding Professor
of the Year (2022)

Professor Lecinski is a Clinical Associate Professor of Marketing at Kellogg, where he teaches Marketing Strategy and Omnichannel Marketing Distribution Strategy. Prior to coming to Kellogg, he spent 30 years in the marketing industry, most recently 12 years at Google, where he was Vice President of Customer Solutions for the Americas. His seminal book about the new marketing model, “Winning the Zero Moment of Truth,” known as “ZMOT” (pronounced: “Zee MAHT”) was published in 2011, and has been read by over 300,000 marketers worldwide and was featured in The New York Times, Advertising Age and Forbes. His newest project, “The AI Marketing Canvas: A Five-Stage Roadmap to Implementing Artificial Intelligence in Marketing,” was published by Stanford University Press in 2021.

“This program is a differentiator. AI is unlocking significant top-line and bottom-line efficiencies that allow companies with strategy and planning flexibility to diffuse across all CxO departments. Do not get stuck in your yearly planning cycle and go slow; it’s time to double down on your generative AI strategy now — and impress your shareholders with real outcomes. This is a positive black swan moment for your organization.”

BIRJU SHAH

Learn more and register:
kell.gg/kxgenai

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