

The Strategy of Leadership

Unleashing the power of influence

In-person

Feb. 24-26, 2025

April 28-30, 2025

Nov. 10-12, 2025

\$9,000*

In today's global marketplace, your success as a leader ultimately depends on your ability to innovate and persuade others to adopt and carry out your winning ideas that drive business growth. The new rules of influence rely less on having traditional authority and more on the power of your professional network, relationships and personal brand. What's more, your network is a powerful resource for driving change, finding novel solutions and increasing creativity throughout your leadership career.

In this program you'll learn electrifying new concepts and practical tools for driving better workforce performance and improving business outcomes. The content of this program uniquely combines cutting-edge scientific research on social networks, creativity and persuasion with compelling interactive learning exercises, including simulations, experiential activities, assessments and case studies. You will learn tools and techniques to build and use a network to improve performance, get others to see the merits of your ideas, drive change and exceed expectations.

"This program is at the forefront of the strategic leadership discipline, and the faculty is world class. The network and tipping point strategies were very relevant; I was able to return to the office and immediately adopt the leadership tools and techniques."

VICE PRESIDENT, SOLUTIONS MARKETING, OPTUM

Key benefits

- Maximize your social capital as a leader, developing your face-to-face and virtual networks
- Build your network efficiently, segmenting your targets and tailoring tactics
- Lead change virally, inducing desirable social "epidemics" in your organization
- Democratize and open up innovation by learning how to harvest crowd intelligence
- Tap into the wisdom of big data for decision-making
- Make your case visually and irresistibly persuasive using the insights of brain science and design thinking
- Turn rivals into collaborators, complexity into ingenuity

Who should attend

- Senior and general management executives
- Leaders charged with growing the business and leading initiatives and innovation
- Anyone who wants to affect change without authority

Learn more and apply: kell.gg/kxstratlead

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

Program content

Leading in today's dynamic world

- Explore the cutting-edge new science of leadership
- Gain relevant, practical tools to lead teams
- Expand leadership networks and enhance social capital
- Understand how your personal brand impacts your ability to influence others

Leadership that promotes action and collaboration

- Learn to assimilate diverse pieces of incomplete information
- Convince others of the merits of your ideas using the latest insights from neuroscience and visual design
- Create a better network that heightens access to valuable insights and resources
- Build the necessary and critical skill set to compel buy-in and commitment from others

Propel results with relevant leadership

- Assemble diverse resources and perspectives to drive novel solutions
- Use tipping points to maximize the adoption of your ideas and products by your colleagues and clients
- Tap crowds — your unpaid army of R&D scientists — to generate more informed hypotheses, quicken the pace of innovation and produce ingenious solutions

“This is one of the best programs that I ever attended because of how [applicable] the concepts were to my leadership role within the organization. It is amazing to see how powerful [my] strategic network can be and how [I] can use it to better persuade and influence people around [me].”

DISTRIBUTION VICE PRESIDENT, SABMILLER EL SALVADOR

The faculty

To deliver this one-of-a-kind experience, Kellogg convenes top-rated faculty members — best-selling authors, leading practitioners and renowned scholars — who will equip you with the tools, insights and frameworks to successfully lead your organization.

Brian Uzzi

Academic Director; Richard L. Thomas Professor of Leadership and Organizational Change; Co-Director, Northwestern Institute on Complex Systems (NICO); Professor of Industrial Engineering and Management Sciences, McCormick School (Courtesy); Professor of Sociology, Weinberg College (Courtesy)

Leslie DeChurch

Department Chair; Professor, School of Communication at Northwestern University

Steven Franconeri

Professor of Psychology, Weinberg College of Arts and Sciences; Director, Northwestern Cognitive Science Program; Professor of Leadership, Kellogg School of Management (Courtesy)

Loran Nordgren

Professor of Management & Organizations

Adam Pah

Clinical Assistant 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/kxstratlead

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