

# Operations Strategy

**Designing operations to maximize value**

**Live virtual**

April 1-7, 2025

\$5,450\*

**In-person**

Sept. 16-18, 2024

Sept. 15-17, 2025

\$7,950\*

Optimize your operations to maximize stakeholder value. Learn how to create a best-in-class operations strategy that integrates the customer experience, boosts financial performance and establishes a competitive advantage.

Topical, practical and highly interactive, this program shows how to reconfigure your operations to benefit your firm's overall performance. You will learn tools and frameworks for making operational decisions that lead to increased efficiencies, mitigated risk, enhanced global networks and value generation.

Through a blend of interactive lectures, discussions and a live team simulation exercise, you will learn both leading-edge theories and their real-world application in a collaborative classroom environment. You'll complete the program ready to implement operational changes that strengthen your organization's performance and position in the marketplace.

**“What I really like about Kellogg’s approach is the balance between case studies and lectures. In the lectures, the professors provide frameworks and content that are very profound — my pen can never write fast enough! The case studies train you to analyze a lot of information in a short period of time and make decisions or take corrective action, which is very relevant to my business environment.”**

PRESIDENT & CEO, MISIX

## Key benefits

- Link your operations strategy to the customer experience and your firm's financial performance
- Assess your operations system from the perspectives of investors and internal management
- Build operational competencies through organic growth (e.g., investing in assets whose characteristics define or enhance the internal supply chain)
- Increase operational competencies through acquisition (e.g., a global sourcing strategy or external supply chain partners)

## Who should attend

- Senior executives who oversee strategy and operations
- High-level executives who want to improve their operational systems
- Non-operations executives who wish to increase their knowledge outside their areas of expertise

Learn more and apply: [kell.gg/kxopstrat](https://kell.gg/kxopstrat)

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

## Program content

### Foundational tools

- Learn frameworks for outlining and evaluating an operations strategy and its performance

### Generating value

- Assess investors, external partners, ROIC and operations forensics
- Leverage public information to assess an operations strategy's attractiveness
- Identify operations metrics that create value

### Role of competencies

- Explore the role of operational tradeoffs and competency focus in strategic positioning and operational efficiency
- Use related qualitative and quantitative metrics to evaluate a firm's operations strategy in a competitive setting

### Protecting assets

- Design a capacity strategy
- Structure resources and processes to mitigate risk

### Global networks and suppliers

- Optimize design of a global operational network and application of strategic sourcing

### Digital operations

- Diagnose the current level of digitization of your operation and develop strategic future directions in terms of increasing the levels of smart controls or automation

**“This program is a strategic and quantitative look at operations management. It does an excellent job of tying operational decisions to outcomes and teaches you to think of operations at a competitive level.”**

BUSINESS INTELLIGENCE ANALYST, GIFT OF HOPE

## The faculty

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

### Achal Bassamboo

Co-Academic Director;  
Charles E. Morrison Professor  
of Decision Sciences; Professor  
of Operations; Co-Director  
of MMM Program; Chair of  
Operations Department

### James Van Mieghem

Co-Academic Director;  
A. C. Buehler Professor;  
Professor of Operations

*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/kxopstrat**

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