

# Strategic Capabilities for Emerging Business Leaders

**Building a foundation for growth**

**Live virtual**

Dec. 2-13, 2024

Dec. 1-12, 2025

\$5,850\*

As business models evolve, leaders are required to build a set of fundamental capabilities to positively impact the organization and advance their careers. With a strategic view of the business, leaders are able to make better-informed decisions and position their business or function for success.

This highly interactive live virtual program positions the high-performing emerging leader to make bold career moves by laying the foundation for general management and leadership of the broader business. Through an exploration of strategic business functions with some of the leading faculty from Kellogg, you will immerse yourself in how to lead in a complex, competitive, global market — identifying opportunities and making strategic decisions and necessary trade-offs. You will learn foundational financial concepts to inform financial decisions as well as assess operational excellence by linking strategy and execution.

This is an opportunity to engage with faculty and peers through live Q&A, discussion boards, breakout groups and interactive exercises. Access to course materials is via a dedicated learning management system. Kellogg offers you an intimate experience with small class sizes to support engagement with faculty and peers.

**“This program is an intensive, live virtual experience that will elevate your skills and boost your leadership and strategic capabilities so you are well positioned to lead the organization through times of significant change.”**

KATHY PREBLE BAYERT, SR. PROGRAM DIRECTOR

## Key benefits

- Broaden your understanding of business strategy, recognizing the complexity of competing functional areas
- Create a strategic view of the business from financial analysis and planning to drive business results
- Reimagine and reinvent your approach to marketing, customer insights, and digital applications
- Identify the leadership skills required to effectively lead and create an impactful culture

## Who should attend

- Mid-level or emerging senior leaders who are preparing to move into a business leadership position
- Functional leaders with aspirations for general management and a desire to build strategic skills across functional areas
- Senior leaders in small to medium-sized organizations who want to understand the broader strategic capabilities required to manage the business

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

\*Dates and program fees are subject to change.

## Program content

### Leadership lessons in an ever-changing world

- Understand what attributes organizations must develop in their leaders to contend with complexity
- Discuss how leaders shape culture and how culture can help or hinder the pace of learning

### Create a negotiation strategy

- Learn to negotiate for mutual and individual gains
- Identify and overcome barriers to successful negotiation outcomes
- Define BATNAs, bottom lines and targets in the negotiation process

### Gain insight into the future of digital marketing

- Determine best practices for your future approach to digital marketing and digital transformation
- Discover how to mitigate the risks of a changing environment that includes data breaches, misinformation, lack of transparency, and deficient governance, regulation and oversight
- Evaluate new and emerging concepts such as new marketing trackers, decentralizations, NFTs, and zero party data

### Valuing business strategy

- Learn to value an entire firm prior to its initial public offering
- Examine how the market defines and correctly or incorrectly values a firm
- Learn to use a multiples approach as an alternative to discounted cash flow

### Distinguish the difference between insight and data to anticipate your customers

- Discover how to strengthen customer insight through curiosity, introspection, and by transforming biases into empathy
- Sharpen the core insight skills of keen observation, active listening, and analytical inquiry

### Navigate organizational politics and power for greater influence

- Develop your knowledge of how power, authority, and influence operate in complex organizations
- Learn the critical skills leaders need to successfully build alliances and coalitions for getting things done
- Define and practice the key behaviors that will allow you to have greater influence

### The importance of a focused leader's mindset

- Understand why the capability to focus one's attention on what's most important has become a critical executive competency
- Learn simple, research-proven methods for better focus, prioritization, and impact for you, your team, and the organization

## The faculty

### Gretchen Baker

Co-Academic Director

### Elodie Joubert

Co-Academic Director

### Kelly Cutler

Lecturer, Medill School of Journalism, Media, Integrated Marketing Communications

### Gina Fong

Clinical Assistant Professor of Marketing

### Richard Jolly

Clinical Associate Professor of Management & Organizations

### Nour Kteily

Professor of Management & Organizations

### Mitchell Petersen

Glen Vasel Professor of Finance; Director of the Heizer Center for Private Equity and Venture Capital

### Brooke Vuckovic

Clinical 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/kxstratcap](https://kell.gg/kxstratcap)

Consult with an Advisor:  
[execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu) 847.467.6018