At the Kellogg School of Management, our distinctive cross-disciplinary approach to research and teaching drives innovation, creates real-world insights for business leaders and focuses on the issues most critical to contemporary business. It also drives our Executive Education program design, ensuring that you are not only exposed to the most current business thinking, but are ready to immediately and practically apply insights in your organization.

Kellogg is known for a culture that fosters collaboration and challenges leaders to think innovatively. Our programs exemplify that culture by creating an immersive, supportive environment where insights emerge.

The majority of our Executive Education programs are offered in the unique living-and-learning environment of the James L. Allen Center, which creates an ideal context to step away from your usual routine and spend focused time learning from the faculty and your fellow participants.

If you are a Kellogg School of Management or Northwestern University alum, enjoy lifetime benefits, including a 15% discount on all Executive Education C-level, year-long online programs and a 30% discount on all other Executive Education open enrollment programs.

We are located on the beautiful campus of Northwestern University in Evanston, Illinois, on the shores of Lake Michigan, just a short drive from Chicago. You will benefit from the perspective and resources of a major research university and a global mindset that instills an expansive view of the world and your organization’s role in it.
Open enrollment programs

For high-potential individuals

Our portfolio of more than 40 open enrollment programs enables individuals and small teams to develop new skills, stay current on trends and address personal leadership challenges. In all our programs, you will join peers from across a diverse range of geographies and industries to learn from Kellogg faculty who are on the leading edge of business. You will finish with a renewed sense of purpose, an expanded network and an action plan to deliver results.

Our online programs are developed for professionals in the early to middle stages of their careers, and help you build and enhance critical foundational skills that set the stage for your professional success.

Please email or call us if you would like a personal consultation.

Leading fearlessly in times of change

In this era of dramatic economic and social change, business leaders are being challenged as never before — and the need for leadership development has never been greater. To respond to our participants’ requests and adapt to this new environment, Kellogg offers a different kind of executive education experience — live, online programming that offers deep insight and real-time engagement with faculty and peers.

Kellogg Executive Education live virtual programs feature:

• Live online learning — Delivered in our live virtual classroom, with a limited number of participants to ensure maximum engagement
• Top Kellogg faculty — Our 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 toward a Kellogg Executive Scholar Certificate — All our live virtual programs count toward completion of your certificate

Live virtual programs at Kellogg have been purpose-built to deliver a world-class experience comparable to our in-person programs, with class sizes limited to provide a rich and personal learning environment. You’ll engage in real-time interaction with professors and peers online, immerse yourself in discussions and ideations surrounding the current world situation, and acquire strategies and tools that you can immediately deploy to solve your most pressing challenges.
Kellogg Center for Nonprofit Management

The Center for Nonprofit Management educates and inspires nonprofit leaders, empowering them to maximize organizational outcomes and drive social impact. Bring your nonprofit’s unique mission and key challenges to us and discover a holistic approach to transformative leadership development in a collaborative learning and peer networking environment. With a focus on individual leadership, organizational effectiveness, general management and topics specific to the nonprofit sector, our executive programs offer a rigorous and relevant learning experience and the opportunity for real-world application of the theories and frameworks presented. You will return to your organization with an action plan to affect immediate, positive change. Let’s advance your mission together.

Please email or call us if you would like a personal consultation.

Custom programs

For high-performance organizations

Kellogg designs customized learning experiences that focus on the business issues and talent development goals unique to your organization. Approaching each engagement as a blank canvas, our dedicated faculty teams collaborate with you to create relevant lectures, case studies and classroom experiences that enable your participants to engage with and learn from some of our most senior faculty members.

Please contact us for assistance in customizing a program for your organization.
Executive Scholar Certificate

A Kellogg credential that is uniquely you.

As a growth-minded professional, you understand that lifelong learning is an essential part of staying ahead of the curve in a rapidly evolving global marketplace. With the Executive Scholar Certificate, you can earn a Kellogg credential that distinguishes you as a leader, is customized to your professional development goals and rewards you with a lifetime of benefits.

Become a Kellogg Executive Scholar by attending four in-person or live virtual executive programs within the next five years. Choose from one of the specializations below or build your own certificate.

Earn a specialization in the following portfolios by attending two programs from that portfolio as listed on our website. Your remaining two programs can be selected from any of our portfolios. Please note that our online programs do not apply toward a Scholar Certificate.

Specializations:
- Leadership
- Growth & Innovation
- General Management*
- Finance
- Marketing & Sales
- Operations & Technology
- Strategy
- Family Enterprises
- Nonprofit Management*

Key benefits
Completion of the Kellogg Executive Scholar Certificate comes with exceptional benefits:
- A Certificate of Professional Achievement
- Kellogg Executive Education Alumni status
- 15% discount on all Executive Education C-level, year-long online programs and a 30% discount on all other Executive Education open enrollment programs
- Membership in the global Kellogg alumni network and access to the online network
- Opportunities to participate in alumni clubs and events
- Access to cutting-edge research and content from Kellogg faculty and leading practitioners
- A Kellogg alumni Gmail account

Take the first steps toward your Kellogg credential
Begin your path to certificate attainment by submitting an online application and scheduling a consultation with our Executive Scholar Certificate Advisor.

To access the online application, learn more about the certificate and view a complete list of program options, please visit: keli.gg/kxscholars or email: scholars@kellogg.northwestern.edu

* The General Management and Nonprofit Management specializations have separate requirements and may not be combined with other specialization options. Online asynchronous programs do not count toward the certificate.
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<tr>
<th>Program Area</th>
<th>Event Description</th>
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<td>Empowering Women: From the Poker Table to a Seat at the Executive Leadership Table</td>
<td>Jan 22/23/30/Feb 6/13/20/27/March 5</td>
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<td>High-Performance Negotiation Skills: Maximize Your Outcome</td>
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<td>Leading High-Impact Teams: How to Build and Lead a Powerful, Successful Team</td>
<td>Jan 8–12</td>
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<td>Negotiation Master Class: Mastering the Art of Complex Negotiations</td>
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<tr>
<td>The Leader Within: Maximizing Your Authentic Leadership Impact</td>
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<td>The Strategy of Leadership: Unleashing the Power of Influence</td>
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<td><strong>Leadership</strong></td>
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<td>Advanced Analytics for Sales Leaders: Utilizing the Power of Data to Drive Sales Performance</td>
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<td>Advanced Marketing Management: Enhancing Digital Capabilities to Drive Your Marketing Strategy</td>
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<td>Chief Marketing Officer Program</td>
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<tr>
<td>High-Impact Sales Strategy in a Digital World: Driving Revenue and Profit Growth</td>
<td>April 22 – June 17–19</td>
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<tr>
<td>Kellogg on Branding: Strategies for Building Strong Brands</td>
<td>June 2–5</td>
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<tr>
<td>Kellogg Sales Bootcamp: Become a Magnetic and Unstoppable Sales Leader</td>
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<tr>
<td>Maximizing Sales Force Performance: Implement Frameworks for Driving Top-Line Growth</td>
<td>April 7–11</td>
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<td>Strategic Marketing Communications: Creating Effective Marketing Campaigns in an Evolving Media Landscape</td>
<td>2024 Dates TBD</td>
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<td><strong>Marketing &amp; Sales</strong></td>
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<tr>
<td>Lean Operations: Managing Risk and Uncertainty</td>
<td>April 28–30</td>
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<td>Operations Strategy: Designing Operations to Maximize Value</td>
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<td>Supply Chain Management: Strategy and Planning for Effective Operations</td>
<td>April 30 – May 3</td>
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<td>Competitive Strategy: Creating and Sustaining Competitive Advantage</td>
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<td>Creating and Managing Strategic Alliances: Develop Strong Alliance Capabilities</td>
<td>May 13–17</td>
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<tr>
<td><strong>Strategy</strong></td>
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## 2024 Executive online programs

**KELL.GG/KXEXECED**

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<td>Advertising and Marketing Communications Strategy</td>
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<td>AI Applications for Growth</td>
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<td>B2B Marketing: Growth Strategies for Your Organization</td>
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<td>Business Analytics: Decision Making With Data</td>
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<td>Chief Digital Officer Program: Leading Transformation</td>
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<td>Chief Marketing Officer Program</td>
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<td>Chief Product Officer Program</td>
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<td>Customer Loyalty: Strategy and Application</td>
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<td>Design Thinking: A Toolkit for Breakthrough Innovation</td>
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<td>Digital Marketing Strategies: Data, Automation, AI &amp; Analytics</td>
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<td>Digital Transformation in Operations</td>
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<td>Driving Product Success With Data Insights</td>
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<td>Essentials of Marketing</td>
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<td>Kellogg Accelerated Marketing Leadership Program</td>
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<td>Kellogg Sales School</td>
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<td>Leading Growth Strategy: Drive Exponential Growth With a Proven Framework</td>
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<td>Leading With Behavioral Science: Creating Breakthrough Customer Experiences</td>
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<td>Legal Strategy for Business</td>
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<td>Managerial Finance</td>
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<td>Mastering Sales: A Toolkit for Success</td>
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<td>Omnichannel Marketing</td>
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<td>Product Strategy</td>
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<td>Professional Certificate in Digital Marketing</td>
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<td>Professional Certificate in Product Management</td>
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<td>Real Estate Finance and Investment</td>
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<td>Strategic Change Management</td>
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<td>Strategies that Build Winning Brands</td>
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<td>Transforming Disruption into Advantage: A Strategic Approach</td>
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</table>

Online programs are being added throughout the year; please visit our website for all programs and dates: [kell.gg/kxonline](kell.gg/kxonline)
General Management

Kellogg created these high-impact learning experiences to focus on general management training and executive leadership development for three key groups: senior executives responsible for creating markets and driving growth at the global enterprise level; high-potential middle-to-senior managers preparing to assume greater levels of responsibility in their organizations; and experienced, talented women executives poised to step into top roles in the C-suite and beyond.

Executive Development Program
Transforming to strategic leadership
In-person: June 2–21, 2024
October 13 – November 1, 2024
The Kellogg Executive Development Program (EDP) transforms organizational leaders. It equips top-performing, mid-level to senior managers to make decisions and take strategic action based upon both traditional and innovative business practices. Participants build skills and awareness as they realize their potential for assuming general management roles.
kell.gg/kxedp

Strategic Capabilities for Emerging Business Leaders
Building a foundation for growth
Live virtual: December 2–13, 2024
This highly interactive, live virtual program positions the high-performing, emerging leader to make bold career moves, laying the foundation for general management and leadership of the broader business. Through an exploration of strategic business functions with some of our leading faculty, you will immerse yourself in how to lead in a complex, competitive, global market.
kell.gg/kxstratcap

“[EDP] shows you how to be purposeful in your strategy and how that must align with everything you do. It also gives you tactical tools to achieve success.”
DIRECTOR, TRAINING AND MAINTENANCE SERVICES, NAV CANADA

Women’s Senior Leadership Program
Revolutionizing careers.
Transforming the corporate landscape.

MODULE 1
In-person: October 11–13, 2023
Live virtual: December 6, 2023
January 9, 2024

MODULE 2
In-person: February 14–16, 2024
Live virtual: March 5, 2024
April 9, 2024

MODULE 3
In-person: May 29–31, 2024

With an emphasis on practical learning and talent development, this four-part program — strategically paced over the course of a year — equips executive women with the knowledge and tools needed to elevate themselves to the C-suite and beyond. Strengthen and broaden your leadership talents through this rigorous program of intensive classroom instruction, individual career appraisals, personal coaching, case studies and simulations.
kell.gg/kxwslead
Finance & Accounting

In these focused financial management and accounting programs, senior and mid-level executives learn how to unravel the complexities of corporate financial management and decision-making. Whether it’s analyzing and valuing a deal, understanding the multidimensional challenges of mergers and acquisitions or simply becoming more fluent in corporate finance and accounting, participants develop a deeper understanding of how to apply the principles in practice and gain greater confidence in their decision-making skills.

Corporate Finance
Strategies for creating shareholder value
In-person: November 10–15, 2024
Learn to optimize and integrate investment and financing decisions to maximize shareholder value. Understand how to accurately value investments, make informed financial decisions and design a more consistent, cohesive corporate investment and finance strategy.
kell.gg/kxcorpfin

Finance for Executives
Make better decisions with greater confidence
Live virtual: March 4–15, 2024
In-person: June 16–21, 2024
November 3–8, 2024
Dramatically improve your knowledge, fluency and confidence in making financial decisions through this immersive program. You will gain hands-on experience interpreting financial reports, evaluating investments, applying valuation methods and exploring the implications of strategic decisions on cash flow and stock price.
kell.gg/kxfinexec

Merger Week
Creating value through strategic acquisitions and alliances
In-person: May 12–17, 2024
October 20–25, 2024
Offering a comprehensive and practical view of mergers and acquisitions, this program will change the way you think about any restructuring deal and empower you for value generation. You will emerge ready to evaluate M&A from all angles and understand how finance, leadership, negotiations and strategy contribute to your success.
kell.gg/kxmweek
Growth & Innovation

Innovation-driven growth at the organizational level requires a multidisciplinary approach. To achieve that growth, leaders must adopt a strategy for fostering new thinking and, blueprint in hand, convey that strategy both laterally and vertically. It all comes down to the communication: disseminate knowledge and best practices, and work toward organization-wide acceptance, from planning to execution.

Delivering Business Growth

*An actionable framework*

**In-person: June 3–6, 2024**
**October 28–31, 2024**

Access a market-tested framework that defines and executes an agenda for profitable and sustainable growth. You will return to your organization with a greater understanding of how to implement the growth agenda and gain insights on balancing globalization with localization.

[kell.gg/kxbizgrowth](kell.gg/kxbizgrowth)

Generative AI

*Executive strategies to unlock enterprise value*

**2024 dates TBD**

In this program, 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.

[kell.gg/kxgenai](kell.gg/kxgenai)

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

MOHANBIR SAWHNEY

Leading and Sustaining a Culture of Innovation

*Cultivate a leading edge organization*

**In-person: April 8–11, 2024**
**September 16–19, 2024**

Successful innovation management requires highly trained leaders who can ignite the creative spirit and create a culture of innovation. In this program, you will develop the skills and tools you need to instill an innovation mindset within your organization and inspire your people to higher levels of creativity.

[kell.gg/kxinnov](kell.gg/kxinnov)
The most effective board members possess a deep and expansive view of their role. Their commitment extends beyond compliance to ensuring value creation for all stakeholders and growth for the organization. For current, new and aspiring board members, our corporate governance training programs deliver a rich understanding of board structures, roles and responsibilities.

Corporate Governance
Effectiveness and accountability in the boardroom
In-person: June 3–6, 2024 November 4–7, 2024
This program will improve your understanding of the responsibilities of board membership and develop the skills and strategic insight needed to become a more effective director. You’ll orient yourself to the shareholders’ perspective and gain an understanding of the interests of multiple constituencies. You’ll also learn frameworks that can move the board beyond compliance to the creation of opportunities for long-term value.
kell.gg/kxcorpgov

Cybersecurity Essentials for Leaders
Managing risk, building teams, defining effective strategies
2024 dates TBD
Cybersecurity has evolved from being strictly an IT concern to become a key strategic consideration for organizations. This program provides leaders and board members with an understanding of current and emerging cybersecurity risks and the tools to develop an effective cybersecurity strategy.
kell.gg/kxcyber

Family Enterprise Boards
Navigating unique governance challenges
BLENDED EXPERIENCE
Live virtual: October 14 & 16, 2024 In-person: November 4–7, 2024
Designed for current and future directors of family-controlled organizations, this program empowers you to navigate the uniquely complex system of a family enterprise. Participants will learn to design, engage and lead family business boards to leverage their strategic advantages.
kell.gg/kxfamboard

For current, new and aspiring board members, our corporate governance training programs deliver a rich understanding of board structures, roles and responsibilities.

Forming Family Enterprise Governance
Creating structures and processes to ensure success and continuity
BLENDED EXPERIENCE
Live virtual: January 29 & 31, 2024
In-person: February 19–22, 2024/Miami Campus
One of the most critical times in a family enterprise evolution is moving from the processes, people and structures that proved successful for a controlling owner to those that support a sibling partnership. Offered on our Miami campus, this program is focused on what skills leaders need to design appropriate governance architecture, lead effective decision-making across all stakeholders and set a vision that will guide multigenerational continuity.
kell.gg/kxfameg

Governing Family Enterprises
New insights and skills for all involved in the family business
BLENDED EXPERIENCE
Live virtual: February 26 & 28, 2024
In-person: March 18–21, 2024/Miami Campus
BLENDED EXPERIENCE
Live virtual: September 16 & 18, 2024
In-person: October 7–10, 2024
In a supportive environment alongside members of other enterprising families, you will examine the challenging leadership and governance issues facing complex family organizations, distinguishing between the roles and responsibilities of family members, directors and owners. You will leave with the skills and confidence to define the future of the family enterprise.
kell.gg/kxfamgov
Sustainability Essentials for Leaders
Strategies and tools for business transformation
2024 dates TBD
Incorporating sustainable business practices impacts every facet of a firm’s operations — from manufacturing to logistics to service and everything in between. In our newest program on sustainability, you’ll identify opportunities to integrate sustainability into your business, creating value, driving growth, and differentiating your organization.
kell.gg/kxsustain

Women’s Director Development Program
The journey to the boardroom
In-person: November 13–15, 2024
Gain the skills you need to be an effective board member as well as practical tools for landing a seat at the table. Develop a deep understanding of board responsibilities, structures and strategies, and prepare yourself to reach and excel at the highest level of corporate governance.
kell.gg/kxwomen

The Single Family Office
Maximizing performance in a complex environment
In-person: June 11–13, 2024
Challenging, often subtle family dynamics, sensitive communications, and interlinked governance structures all contribute to the complexity of family offices. You will learn to navigate complex family office dynamics to more fully align stakeholders. You will develop skills to plan strategy, promote trust and communication, and address challenging issues around governance and continuity.
kell.gg/kxfamoff

“[Governing Family Enterprises] is a very comprehensive and insightful program on what makes great family companies great. You’ll learn about the importance of acknowledging independence between owners, management and family and how these dynamics work.”

CHIEF COMMUNICATION & CORPORATE RESPONSIBILITY OFFICER, JERONIMO MARTINS
Leadership

Our world-renowned faculty members have created a full complement of executive education programs to meet the professional development goals of the entire leadership team — from high-potential managers primed for career advancement to seasoned C-suite executives seeking new insight into today’s complex challenges.

Beyond Diversity
Executive strategies for constructive disruption
In-person: June 24–28, 2024/Chicago Campus
Individual. Interpersonal. Institutional. Intentionally designed to be in-person, this program empowers you as DEI leaders to take proven concepts and translate them into bold actions, creating meaningful change for yourself, your employees and your organization.

kell.gg/kxbeyonddiversity

Constructive Collaboration
Driving performance in teams, organizations and partnerships
Live virtual: March 11–15, 2024 September 23–27, 2024
Well-designed collaboration powers value creation and sparks creativity. In this intensely interactive program, you’ll learn the conditions that foster highly productive collaboration at the individual, team and organizational levels. You’ll also learn how to build and sustain these ideal conditions and competencies in your organization and its people.

kell.gg/kxcollab

Empowering Women:
From the Poker Table to a Seat at the Executive Leadership Table
Flip the table on work and life while building crucial leadership skills
Live virtual: January 22 & 23 & 30/ February 6 & 13 & 20 & 27/ March 5, 2024
Kellogg Executive Education is partnering with Poker Power to offer this unique and highly innovative program designed for mid-to senior-level women executives. Through the game of poker, participants will learn key leadership skills in an educational, supportive, engaging and entertaining environment.

kell.gg/kxpoker

Energizing People for Performance
Develop people-engagement strategies
In-person: March 4–7, 2024 November 11–14, 2024
Ideal for leaders responsible for the performance of others, this program teaches you how to create and deploy people-focused strategies and initiatives to maximize bottom-line results and master processes and tools for motivating your team.

kell.gg/kxpeople

High-Performance Negotiation Skills
Maximize your outcome with proven strategies
Live virtual: February 12–16, 2024
There is a science to negotiation, and this is where you learn it. This program uses a proven approach to achieving concrete results. You’ll learn best practices and strategies that will give you a critical edge. Master the essentials of dealmaking within and between organizations, dispute resolution and negotiating in a global environment.

kell.gg/kxnegotiate
Leading High-Impact Teams
How to build and lead a powerful, successful team
Live virtual: January 8–12, 2024
October 7–11, 2024
Explore the intricacies of internal and external team dynamics and discover how you can optimize your personal performance as a team player and a team leader. This interactive program delivers knowledge, tools and techniques you can apply immediately to the complex team challenges you face every day.
kell.gg/kxteams

Leading With Advanced Analytics and Artificial Intelligence
Creating business value through data science
In-person: April 15–18, 2024
September 9–12, 2024
This cutting-edge program provides organizational leaders with the working knowledge of data science needed in today’s competitive environment. Gain awareness to seize opportunities that data analytics presents, tools to put data to practical use and insight to leverage analytics for increased efficiency, productivity or new business opportunities.
kell.gg/kxanalytics

Negotiation Master Class
Mastering the art of complex negotiations
Live virtual: May 6–17, 2024
December 2–13, 2024
Take your negotiation skills from pro to master. In this NEW certificate program, you’ll learn from professor Leigh Thompson how to navigate the most challenging negotiations, from mergers and acquisitions to internal and external crises. You’ll leave this experiential program with a playbook and the skills necessary to negotiate in any situation.
kell.gg/kxmneg

The Customer-Focused Organization
Leading transformation, renewal and growth
Live virtual: May 13–24, 2024
In-person: October 14–17, 2024
Learn how leaders successfully infuse a customer-centric perspective throughout an organization, achieve growth through greater focus, build brands with a meaningful role in consumers’ lives and create exceptional customer experiences to win in an increasingly global, competitive and customer-empowered economy.
kell.gg/kxfocus

The Leader Within
Maximizing your authentic leadership impact
In-person: April 8–12, 2024
September 9–13, 2024
December 2–6, 2024
In today’s demanding global environment, leaders with a deep sense of self-awareness and strong self-management practices thrive in challenging senior leadership roles. This dynamic program will take you on an intensive journey designed to elevate your leadership capabilities.
kell.gg/kxlsphere

The Strategy of Leadership
Unleashing the power of influence
In-person: April 29 – May 1, 2024
November 11–13, 2024
Learn the tools and techniques leaders need to build and use a network of social capital to drive change, find innovative solutions and improve performance. Based on recent discoveries in social networks and the science of influence, this program uniquely combines cutting-edge research with compelling interactive learning, including simulations, experiential activities and case studies.
kell.gg/kxstratlead

“The Strategy of Leadership 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
Marketing & Sales

Kellogg believes that marketing is more than a function or a discipline. It is a way of looking at the world that is customer-focused, insight-driven and ever-evolving. The executive education marketing curriculum incorporates a high level of practice-based content in recognition of the rapid evolution of the field of marketing and combines the latest thinking with hands-on experience to inspire and elevate performance along every dimension of marketing.

Advanced Analytics for Sales Leaders

Utilizing the power of data to drive sales performance

2024 dates TBD

This live virtual program will teach you how to integrate data for more efficient and effective decision-making on sales and revenue generation, using predictive models to better value your customers. You will learn to evaluate, test and make adjustments — getting the right salespeople doing the right things for the right customers, driving improved sales and profit.

kell.gg/kxsalesana

Advanced Marketing Management

Enhancing digital capabilities to drive your marketing strategy

2024 dates TBD

The advent of digital technology has transformed the marketing industry. As a result, executives are being challenged by the C-suite to stay cutting-edge while simultaneously managing emerging talent grounded in the digital world. This program equips seasoned leaders with the tools to gain a deeper understanding of how to implement new platforms and effectively plan an advanced marketing strategy that integrates new and established tactics.

kell.gg/kxadmark

Business Marketing Strategy

Driving profitable growth in the new B2B environment

In-person: April 22–26, 2024
  October 28 – November 1, 2024

Creating and sustaining profitable growth requires mastering the new fundamentals of B2B marketing. Learn how to navigate complexity, define a stronger competitive position and reimagine your B2B strategy.

kell.gg/kxbtob

Chief Marketing Officer Program

MODULE 1
In-person: May 6–8, 2024

MODULE 2
In-person: June 17–19, 2024

Designed to prepare senior marketing executives for this vital and increasingly complex role, this program’s immersive journey will help you develop the mindset to lead augmented marketing operations that are aligned with the mission and business goals of your organization.

kell.gg/kxicmop

High-Impact Sales Strategy in a Digital World

Driving revenue and profit growth

In-person: June 2–5, 2024

Developed for senior leaders, this program focuses on the sales strategy decisions that most affect organic growth in revenues and profits and that precede tactical decisions related to sales force management and operations. You’ll come away with a deep understanding of how to develop a holistic sales strategy, including segmentation, value proposition, channel mix, sales force structure and customer engagement process.

kell.gg/kxsalestrat

Kellogg on Branding

Strategies for building strong brands

In-person: January 22–26, 2024/Miami Campus
Live virtual: May 13–24, 2024
In-person: October 7–11, 2024

From the people who wrote the book on branding. Their latest thinking combined with hands-on experience will inspire and empower you to elevate your brand. This program will provide the practical knowledge and skills to immediately heighten customer loyalty, gain a competitive advantage, bolster profitability and build an enduring business.

kell.gg/kxbrand
Kellogg Sales Bootcamp
Become a magnetic and unstoppable sales leader
2024 dates TBD
The first program of its kind among the world’s elite business schools to study what makes the most successful, magnetic and unstoppable salespeople. We then take what the research tells us about these “elite athletes” of sales and we design inspired learning to help all sellers get good at getting great.
kell.gg/kxselling

Maximizing Sales Force Performance
Implement frameworks for driving top-line growth
In-person: April 7–11, 2024  October 6–10, 2024
Explore best practices across the core drivers of sales force effectiveness, develop practical initiatives for performance enhancement and understand how to implement and lead success-focused change. Our expert faculty will equip you to put your sales force on a fast track to high-impact performance.
kell.gg/kxsales

Strategic Marketing Communications
Creating effective marketing campaigns in an evolving media landscape
2024 dates TBD
To succeed in today’s digital marketplace, leaders need to think differently about their marketing communications. This program bridges the fundamentals, such as insight and positioning, with newer approaches such as digital and consumer engagement. Explore a variety of platforms, including broadcast, social media engagement strategies and event sponsorship, and leave with a framework applicable to both B2C and B2B marketing communications.
kell.gg/kxcomstrat

“[Business Marketing Strategy] was an outstanding program! It was time well spent, with a deep dive into the principles of marketing. I gained insight into redefining our marketing strategy and integrating marketing as a key partner in the company’s strategic direction.”
CEO CHINA, TMF GROUP
Operations & Technology

Senior executives responsible for creating and implementing operations strategy and high-level managers looking to improve processes and efficiency will discover a wide choice of academic and experiential learning options. Our more specialized offerings focus on measuring and improving performance and lean operations, creating an environment of excellence, designing effective supply chains for improved efficiency and profitability, and aligning and managing IT to create competitive advantage.

Lean Operations
Managing risk and uncertainty
In-person: April 28–30, 2024
Live virtual: November 18–22, 2024
Based on the science of Lean Six Sigma, this program will give you the tools and frameworks for operating a world-class organization. You will learn how to alleviate bottlenecks, design effective processing systems and identify metrics to measure improvements.
kell.gg/kxleanops

Supply Chain Management
Strategy and planning for effective operations
In-person: April 30 – May 3, 2024
Live virtual: October 21–25, 2024
Learn effective strategies for managing logistics and operating complex networks. You’ll develop new skills for integrating your supply chain into a coordinated system and gain practical tools for increasing service levels and reducing costs.
kell.gg/kxsupply

Operations Strategy
Designing operations to maximize value
Live virtual: March 26 – April 1, 2024
In-person: September 16–18, 2024
Optimize your operations to maximize stakeholder value. In this program you will learn how to create a best-in-class operations strategy that integrates the customer experience, boosts your financial performance and establishes a competitive advantage.
kell.gg/kxopstrat

“Every operations specialist should have the skills from [Lean Operations] in their toolbox. The knowledge ... is relevant, insightful, and immediately applicable in almost any operational setting.”
EXECUTIVE DIRECTOR OPERATIONS, FALKEN TIRE
Strategy

Our award-winning faculty has created a suite of business-strategy programs for senior leaders charged with creating competitive advantage and delivering results. Faculty members translate their cutting-edge theories into practical applications, and senior leaders acquire the new knowledge, skills and tools they need to meet wide-ranging, strategy-related challenges.

Competitive Strategy
Creating and sustaining competitive advantage
In-person: May 13–17, 2024 September 9–13, 2024
Gain the insights you need to secure and maintain your organization’s long-term competitive strategy through this interactive learning experience. With a blend of modern theory, strategic analysis and practical application, this program readies you for sustainable strategic success based on time-tested economic principles for profitability and growth.

kell.gg/kxcompete

Creating and Managing Strategic Alliances
Develop strong alliance capabilities
Live virtual: September 30 – October 4, 2024
Learn how to create and manage different forms of strategic alliances, such as joint ventures, licensing agreements, buyer-supplier partnerships and consortia. You’ll also develop a better sense of the related costs and benefits, examine the specific conditions under which alliances are preferred to other growth strategies and leave with practical tools you can apply immediately.

kell.gg/kxalliance

“[Competitive Strategy] illustrated succinct, incremental methods and frameworks that will significantly help my strategy role.”

PRINCIPAL, BUSINESS STRATEGY, ADOBE SYSTEMS INCORPORATED
Developed for professionals in the early to middle stages of their careers, our online programs help you build and enhance critical foundational skills that set the stage for your professional success. We have taken special care to ensure that the collaborative, interactive experience you expect from Kellogg carries through to our online programs in a highly flexible and convenient format.

Please note: Online programs do not count toward the Scholar Certificate, except for the Chief Digital Officer Program, the Chief Marketing Officer Program, and the Chief Product Officer Program.

Online programs are being added throughout the year; please visit our website for all programs and dates: kell.gg/kxonline

Online programs

Advertising and Marketing Communications Strategy
Create a breakthrough advertising campaign based on a well-crafted, effective strategy tied to your business goals.
kell.gg/kxamcs

AI Applications for Growth
Understand how to harness the power of AI and create a strategy that gives you a competitive edge. Learn through diverse case studies, original frameworks and hands-on exercises in this eight-week program.
kell.gg/kxailbt

B2B Marketing: Growth Strategies for Your Organization
Harness leading-edge machine learning techniques to make better marketing investment decisions and eliminate the data gap to achieve and accurately measure marketing ROI.
kell.gg/kxbmat

Business Analytics: Decision Making with Data
Build your working knowledge of data science and engage in real-world examples and case studies examining how analytics adds business value in this nine-week online program.
kell.gg/kxbusan

Chief Digital Officer Program: Leading Transformation
This immersive 12-month program will enable you to build relevant skills for high-impact digital transformation, develop growth strategies for digital disruption and innovation, and identify opportunities to increase customer engagement.
kell.gg/kxcdo

Chief Marketing Officer Program
Designed to prepare senior marketing executives for this vital and increasingly complex role, this program’s immersive journey will help you develop the mindset to lead augmented marketing operations that are aligned with the mission and business goals of your organization.
kell.gg/kxcmo

Chief Product Officer Program
This program harnesses the best practices, frameworks and hard and soft skills to be a successful product manager, whether you are already working in this field or switching from an adjacent field.
kell.gg/kxcopo

Customer Loyalty: Strategy and Application
Optimize your approach to customer loyalty and build a sustainable loyalty program in this six-week online program.
kell.gg/kxclstrat

Design Thinking: A Toolkit for Breakthrough Innovation
Unpack your assumptions about problem solving and approach new opportunities with the human experience in mind.
kell.gg/kxdth

Digital Marketing Strategies: Data, Automation, AI & Analytics
Take a strategic deep dive into modern marketing practices that leverage data, automation, AI and analytics. This online program will teach you to take a holistic view on marketing, adopt technology platforms that support decision-making across the organization and maximize your marketing investment.
kell.gg/kxdigimark

Digital Transformation in Operations
Explore the impact and value that digitization and digital transformation can have on your operations.
kell.gg/kxdom

Driving Product Success with Data Insights
Develop strategic advantages by leveraging product data in your organization, guiding you through the data supply chain and learning how to use product data as a strategic asset.
kell.gg/kxpran

Essentials of Marketing
Learn from our renowned marketing faculty how to build a strategic marketing foundation, utilize customer insights, identify your target audience and position your brand so you can maximize your marketing impact in this 12-module program.
kell.gg/kxeom
Kellogg Accelerated Marketing Leadership Program
Take your career to the next level with cutting-edge marketing skills and strategy from top Kellogg faculty to gain an end-to-end perspective to lead a modern marketing organization.
kell.gg/kxkaml

Kellogg Sales School
Create a powerful sales growth mindset, master the sales process and learn to amplify your impact in any setting in this five-month program. As one of the only programs of its kind, the Professional Certificate in Sales was conceptualized and developed by the Kellogg Sales Institute, a center uniquely dedicated to the science of sales.
kell.gg/kxpcs

Leading Growth Strategy: Drive Exponential Growth with a Proven Framework
Unlock the intricacies of growth strategies by delving into and using a framework created by an accomplished expert who literally wrote the book on growth and has successfully implemented it in many iconic global brands.
kell.gg/kxlg

Legal Strategy for Business
Gain an essential understanding of the U.S. legal system to guide your business’s strategic direction, mitigate risk and make better-informed leadership decisions.
kell.gg/kxbuslaw

Leading with Behavioral Science: Creating Breakthrough Customer Experiences
Leverage customer science to unpack your customer experience map step by step and gain a framework that will help you identify gaps, build compelling customer experiences and create brand loyalty to generate enduring value.
kell.gg/kxcsx

Managerial Finance
Demystify corporate finance and make its logic accessible to achieve optimal business objectives in this six-week program.
kell.gg/kxf

Mastering Sales: A Toolkit for Success
Discover the necessary sales and management habits that lead to success. This 10-module program will give you the tools and techniques for improving your sales skills and reveal best practices for building a high-performing sales team.
kell.gg/kxhisales

Omnichannel Marketing
Build and execute an omnichannel strategy that enables you to compete in today’s competitive marketplace. Our experienced faculty will guide you in navigating the most critical aspects of omnichannel marketing.
kell.gg/kxomni

Product Strategy
Master a “cradle-to-grave” approach for managing and optimizing the life of a product or service in this eight-week program.
kell.gg/kxol-emps

Professional Certificate in Digital Marketing
Explore the world of digital marketing through this in-depth online program, enabling you to develop the most in-demand skills and find your niche in this rapidly expanding field.
kell.gg/kxol-pcdigmark

Professional Certificate in Product Management
Master the end-to-end strategic and tactical skills to become a professional product manager. You’ll develop a broad overview of the product management landscape and gain certifications in product management tools and methodologies.
kell.gg/kxpcpm

Real Estate Finance and Investment
Harness analytical methods essential for making strategic real estate investments and financing decisions.
kell.gg/kxefi

Strategic Change Management
Go beyond common change management models and develop a strategy for creating and leading sustainable organizational change. This eight-week program will give you the tools needed to execute plans effectively.
kell.gg/kxscm

Strategies that Build Winning Brands
Learn from brand experts at Kellogg on creating a distinctive brand that cuts through the noise and competition in a hyper-connected world. This six-week program features exercises that allow you to shape your brand strategy and apply the concepts you learn to your own brand portfolio.
kell.gg/kxbstrat

Transforming Disruption into Advantage: A Strategic Approach
Empower leaders to identify and navigate potential threats and opportunities arising from disruptive forces. By applying flexible, creative perspectives, you will learn to innovatively transform disruption into an advantage over the competition.
kell.gg/kxidt

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15%  
on all Executive Education C-level, year-long online programs

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