

Executive Education

2024 Program Guide

Northwestern
Kellogg
School of Management

The background of the entire page is a photograph of the James L. Allen Center, a modern, multi-story building with large glass windows and a curved entrance. The building is light-colored and has a prominent entrance with a curved canopy. Several people are walking on the sidewalk in front of the building. The sky is clear and blue. The text is overlaid on the top left of the image.

Kellogg Executive Education

Immersive. Collaborative. Innovative. Practical.

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

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. Whether you join us in-person or live online, 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 will 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.

847.467.6018

**ExecEd@kellogg.
northwestern.edu**

kell.gg/kxeced

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.

847.491.3415

**nonprofit@kellogg.
northwestern.edu**

kell.gg/kxnonprofit

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.

847.467.7200

**custom-programs
@kellogg.
northwestern.edu**

kell.gg/kxcustominfo



Executive Scholar Certificate

A Kellogg credential that is uniquely you.

Growth-minded leaders like 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 credential that distinguishes you as a leader, is customized to your professional development goals and rewards you with a multitude of benefits upon certificate completion.

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

Choose from one of the specializations below or build your own certificate (no specialization) for ultimate flexibility. A specialization can be earned by completing two or more live virtual or in-person programs from within the same topic area as listed on our website, with your remaining program/s from any topic area.

Specializations:

Leadership

Growth & Innovation

General Management*

Finance

Marketing & Sales

Operations & Technology

Strategy

Family Enterprises

Nonprofit Management*

Key benefits

Upon completion of your certificate, you will be granted access to exceptional benefits:

- A Certificate of Professional Achievement
- 30% discount on Executive Education open enrollment programs
- 15% discount on Executive Education year-long Chief Officer 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 branded email 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:

kell.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.*

		2024 – Live virtual sessions					2024 – In-person sessions						
		JAN	FEB	MARCH	APRIL	MAY	JUNE	JUL	AUG	SEPT	OCT	NOV	DEC
General Management	Executive Development Program — <i>multiple sessions</i>						June 2–21				Oct 13 – Nov 1		
	Strategic Capabilities for Emerging Business Leaders: Building a Foundation for Growth												Dec 2–13
	Women’s Senior Leadership Program — <i>multiple sessions</i>	2024 Dates TBD											
Finance & Accounting	Corporate Finance: Strategies for Creating Shareholder Value											Nov 10–15	
	Finance for Executives: Make Better Decisions With Greater Confidence			March 4–15			June 16–21					Nov 3–8	
	Merger Week: Creating Value Through Strategic Acquisitions and Alliances					May 12–17					Oct 20–25		
Growth & Innovation	Delivering Business Growth: An Actionable Framework						June 3–6				Oct 28–31		
	Generative AI: Executive Strategies to Unlock Enterprise Value			March 5–8									
	Leading and Sustaining a Culture of Innovation: Cultivate a Leading Edge Organization				April 8–11					Sept 16–19			
Governance	Corporate Governance: Effectiveness and Accountability in the Boardroom						June 10–13					Nov 4–7	
	Family Enterprise Boards: Navigating Unique Governance Challenges										Oct 22/Nov 4–8		
	Forming Family Enterprise Governance: Creating Structures and Processes to Ensure Success and Continuity	Jan 29 & 31/ Feb 19–22 Miami Campus											
	Governing Family Enterprises: New Insights and Skills for All Involved in the Family Business		Feb 26 & 28/ March 18–21 Miami Campus							Oct 1/Oct 7–11			
	The Single Family Office: Maximizing Performance in a Complex Environment						June 11–13						
	Women’s Director Development Program: The Journey to the Boardroom											Nov 13–15	
Leadership	Beyond Diversity: Executive Strategies for Doing DEI Right						June 24–28						
	Constructive Collaboration: Driving Performance in Teams, Organizations and Partnerships			March 11–15						Sept 23–27			
	Driving Organizational Change: Achieving Business Goals Through Purposeful Change Management			March 25–28							Oct 28–31		
	Empowering Women: From the Poker Table to a Seat at the Executive Leadership Table	2024 Dates TBD											
	Energizing People for Performance: Develop People-Engagement Strategies			March 4–7								Nov 11–14	
	High-Performance Negotiation Skills: Maximize Your Outcome With Proven Strategies		Feb 12–16										
	Leading High-Impact Teams: How to Build and Lead a Powerful, Successful Team	Jan 8–12									Oct 7–11		
	Leading With Advanced Analytics and Artificial Intelligence: Creating Business Value Through Data Science				April 15–18					Sept 9–12			
	Negotiation Master Class: Mastering the Art of Complex Negotiations					May 6–17							Dec 2–13
	The Customer-Focused Organization: Leading Transformation, Renewal and Growth					May 13–24					Oct 14–17		
	The Leader Within: Maximizing Your Authentic Leadership Impact				April 8–12					Sept 9–13			Dec 2–6
	The Strategy of Leadership: Unleashing the Power of Influence				April 29 – May 1							Nov 11–13	
	Advanced Analytics for Sales Leaders: Utilizing the Power of Data to Drive Sales Performance				April 23–25					Sept 24–26			
Marketing & Sales	Advanced Marketing Management: Enhancing Digital Capabilities to Drive Your Marketing Strategy						June 24–28					Nov 18–22	
	Business Marketing Strategy: Driving Profitable Growth in the New B2B Environment				April 22–26						Oct 28 – Nov 1		
	Chief Marketing Officer Program — <i>multiple sessions</i>					May 6–8/June 17–19							
	High-Impact Sales Strategy in a Digital World: Driving Revenue and Profit Growth						June 2–5						
	Kellogg on Branding: Strategies for Building Strong Brands	Jan 22–26 Miami Campus				May 13–24					Oct 7–11		
	Kellogg Sales Bootcamp: Become a Magnetic and Unstoppable Sales Leader	2024 Dates TBD											
	Maximizing Sales Force Performance: Implement Frameworks for Driving Top-Line Growth				April 7–11						Oct 6–10		
Operations & Technology	Lean Operations: Managing Risk and Uncertainty				April 28–30							Nov 18–22	
	Operations Strategy: Designing Operations to Maximize Value			March 26 – April 1						Sept 16–18			
	Supply Chain Management: Strategy and Planning for Effective Operations				April 30 – May 3						Oct 21–25		
Strategy	Competitive Strategy: Creating and Sustaining Competitive Advantage					May 13–17				Sept 9–13			
	Creating and Managing Strategic Alliances: Develop Strong Alliance Capabilities									Sept 30 – Oct 4			

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.

2024 dates TBD

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/kxcorpfm

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

Generative AI

Executive strategies to unlock enterprise value

Live virtual: March 5-8, 2024

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

“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/kxinno



Governance

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 10-13, 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/kxcorgov

Family Enterprise Boards

Navigating unique governance challenges

BLENDED EXPERIENCE

**Live virtual: October 22, 2024
In-person: November 4-8, 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

“[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

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: October 1, 2024
In-person: October 7-11, 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

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

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

“As a senior marketing executive ... I thought I knew what it would take to make this step. Thanks to the Kellogg Women’s Director Development Program, I now know what I didn’t know. I am so much better equipped to start the journey to the boardroom after completing this course. The speakers were all experts in their field — extremely articulate and generous with their expertise and counsel. The other participants were inspiring. I think this course is a must for any woman contemplating becoming a board director.”

EVP, LEO BURNETT



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 doing DEI right

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

Driving Organizational Change

Achieving business goals through purposeful change management

**In-person: March 25–28, 2024
October 28–31, 2024**

Use your own real-life challenges as a platform for putting the latest theories and tools for organizational change management into practice. Learn how to build business agility and organizational resilience — the cornerstones of driving ongoing change.

kell.gg/kxorgchange

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

2024 dates TBD

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

"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

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

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

**Live virtual: April 23–25, 2024
September 24–26, 2024**

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

**In-person: June 24–28, 2024
November 18–22, 2024**

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/kxibtob

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/kxcmop

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

“[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

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

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

“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



Online programs

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

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

Business Leadership in the Age of Disruption

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/kxldt

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/kxcpo

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

Data Strategy for Generative AI Platforms

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

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

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/kxlgls

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/kxcxs

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: Develop and Manage Successful Products

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



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