

The Customer-Focused Organization

Leading Transformation, Renewal and Growth

ACADEMIC DIRECTOR: Gregory Carpenter

TOPIC OVERVIEW – LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

WEEK 1	DAY 1: Monday		DAY 2: Wednesday		DAY 3: Friday
8:15am - 8:30am CT	Welcome		Welcome		Welcome
8:30am - 10:00am CT	The Customer-Focused Organization Carpenter		The Customer Journey Leininger		Customer Loyalty O'Toole
10:15am - 11:45am CT	The Customer-Focused Organization (cont.) Carpenter		Branding Hennessy		Ecosystems Anderson
WEEK 2		DAY 4: Tuesday	DAY 5: Wednesday		DAY 6: Friday
8:15am - 8:30am CT		Welcome	Welcome		Welcome
8:30am - 10:00am CT		Data Analytics for Customer Centricity Shapiro	Leading Organizational Change Zajac		Fewer Bigger Bolder Khosla
10:15am - 11:45am CT		Data Analytics for Customer Centricity (cont.) Shapiro	Got Courage Stengel		Transforming Marketing Sawhney

Learn more and apply:
kell.gg/kxfocus

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

Northwestern University reserves the right to change without notice any statement in this publication concerning, but not limited to, rules, policies, tuition, fees, curricula and courses. This includes the right to cancel a program at any time for any reason. In case of a cancellation, the university is not responsible for any travel or other related expenses accrued by the program registrant.