EXECUTIVE EDUCATION PROGRAM GUIDE

CREATE SHAREHOLDER VALUE • BUILD COMPETITIVE ADVANTAGE • UNLOCK A TEAM’S CREATIVE POTENTIAL
LEVERAGE COST OF CAPITAL • STRUCTURE TEAM ROLES TO MAXIMIZE POTENTIAL • VALUE ACQUISITION
TARGETS • LEVERAGE CUSTOMER INSIGHT FOR NEW PRODUCT DEVELOPMENT • OPTIMIZE SUPPLY CHAIN
DESIGN AND PROCESSES • BUILD A CUSTOMER VALUE MODEL • MANAGE CAPITAL STRUCTURE • QUANTIFY RISK
FORMULATE A NEGOTIATING STRATEGY • DESIGN STRATEGIC SOURCING MODELS • ALIGN IT INITIATIVES WITH
BUSINESS STRATEGY • BENCHMARK IT BEST PRACTICES ACROSS INDUSTRIES • MANAGE THE PRODUCT
PORTFOLIO • DEVELOP MINDFULNESS • BUILD STRATEGIC ADVANTAGE THROUGH INTELLIGENT ANALYTICS
DESIGN SUPPLY CHAINS THAT INCREASE PROFITABILITY • REDUCE AND CONTROL DEMAND VARIABILITY
CREATE A VIBRANT CULTURE • EVALUATE LONG-TERM SUSTAINABILITY OF COMPETITIVE ADVANTAGE
MAXIMIZE VALUE CAPTURE • CAPITALIZE ON STRATEGIC GROWTH OPPORTUNITIES • CREATE A CULTURE OF
INNOVATION • DEVELOP A LEADERSHIP PROFILE • CREATE THE ULTIMATE CUSTOMER EXPERIENCE

GREAT LEADERS START HERE.

EMPOWER AND MOTIVATE OTHERS • DRIVE ORGANIC GROWTH INITIATIVES • IDENTIFY WINNING VALUE
PROPOSITIONS • MITIGATE BUSINESS RISK • CO-CREATE PRODUCTS WITH CUSTOMERS • FORECAST SUCCESS
OF NEW PRODUCT LAUNCHES • GROW YOUR PRODUCT PORTFOLIO • FOSTER GROWTH AND INNOVATION
MANAGE A PORTFOLIO OF BRANDS • CRAFT A BRAND POSITIONING STRATEGY • DETECT RED FLAGS IN
FINANCIAL STATEMENTS • INTEGRATE FINANCING AND INVESTMENT DECISIONS • SEGMENT YOUR MARKET FOR
OPTIMAL CHANNEL DESIGN • LEARN TO GROW PEOPLE, TEAMS AND ORGANIZATIONS • DESIGN STRATEGIC
SOURCING MODELS • PERSUASIVELY ADVOCATE CHANGE • PREDICT FINANCIAL IMPLICATIONS OF MANAGERIAL
DECISIONS • COACH YOUR EXECUTIVE TEAM TO MAXIMIZE PERFORMANCE • TRANSFORM YOUR ORGANIZATION
STRUCTURE VALUE-CREATING DEALS • EVALUATE INVESTMENT OPPORTUNITIES • MAXIMIZE LEADERSHIP
POTENTIAL IN OTHERS • MANAGE THE NEEDS OF MULTIPLE STAKEHOLDERS • DEVELOP AND SUSTAIN A PERSONAL
LEADERSHIP PHILOSOPHY • RECRUIT HIGHLY EFFECTIVE BOARD MEMBERS • GROW HERE. START NOW.
At the Kellogg School of Management, we offer a myriad of intensive, content-rich programs to support your professional growth. We equip you with the tools and skills you need to maximize your impact in your organization. Collaborate with like-minded peers while you learn from our outstanding faculty, including groundbreaking researchers, renowned scholars and leading practitioners.

Our Executive Education programs are predominantly held at the James L. Allen Center, situated on the beautiful Lake Michigan lakefront on the campus of Northwestern University in Evanston, Illinois. A short drive north of downtown Chicago, the Allen Center features classrooms, study group rooms, private bedrooms, dining rooms and inviting lounge areas, as well as an exercise room.

Please call 847.467.6018 or email ExecEd@kellogg.northwestern.edu for more information and to speak with an executive development advisor. You can also find more information and apply online at kellogg.northwestern.edu/execed.
### 2016 Calendar of Executive Education Programs

**Dates subject to change. Check program’s website for current dates.**

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*a Multiple sessions. Please see the program description for a complete schedule of dates.
b October 26, 2016–October 12, 2017
OPEN ENROLLMENT PROGRAMS
Kellogg’s open enrollment Executive Education programs are designed to equip you with the latest tools and techniques to meet the unique demands of the 21st century and position your organization for growth and sustainable competitive advantage.

With more than 40 programs to choose from, you will find curricular offerings that cater to your specific needs as an experienced manager and leader.

In each program you’ll benefit from a deeply immersive and highly collaborative learning environment that balances academic theory with practical, real-world application.

Led by globally recognized scholars and award-winning practitioners, open enrollment programs offer powerful opportunities for engagement with industry experts as well as benchmarking with peers.

CUSTOM PROGRAMS
Custom programs are a year-round option for organizations seeking a focused, world-class learning experience for a group of executives. A custom program ensures a uniform learning experience for your group and gives you the opportunity to tailor the curriculum to your organization’s needs.

This offering is particularly appealing for organizations facing cultural, strategic or organizational challenges that require collective learning in real time.

For assistance in customizing a program for your organization, contact custom-programs@kellogg.northwestern.edu.

NONPROFIT EXECUTIVE EDUCATION
Kellogg’s Center for Nonprofit Management provides outstanding academic programs for nonprofit practitioners to hone their skills and to develop additional competencies to take their enterprises to even greater success.

These programs are directed at senior managers — executives who have direct impact on their organizations’ goals. Board members and trustees will also gain valuable insights. In addition to lectures and cases, instructors use problem-solving and role-playing exercises to promote group learning and they invite leading practitioners to share their experiences with participants.

You will find a complete listing of Kellogg’s Nonprofit Executive Education programs at: WWW.KELL.GG/KXNONPROFIT.

COMBINED PROGRAMS, SPECIAL DISCOUNTS.
Expand your learning opportunities and take advantage of fee discounts when you enroll in the following Executive Education program combinations as a series of consecutive sessions.

INSIGHT AND ANALYTICS WEEK
Customer Insight Tools & Strategic Data-Driven Marketing
APRIL 3–8
This combination of programs gives you a comprehensive toolkit of best practices and shows you how to use both quantitative and qualitative data to create powerful marketing strategies.

GROWTH AND INNOVATION WEEK
Driving Organic Growth through Innovation & Creating and Leading a Culture of Innovation
MARCH 13–18
SEPTEMBER 25–30
This dynamic series expands your perspective on the opportunities that innovation creates and gives you a practical framework for capitalizing on these opportunities to drive sustainable growth.

OPERATIONS MANAGEMENT WEEK
Supply Chain Management & The Science of Lean Operations
APRIL 10–15
This combination of programs offers you an executive-level overview of the innovative approach to operations management.
KELLOGG EXECUTIVE SCHOLARS

RECOGNIZING YOUR COMMITMENT TO PROFESSIONAL DEVELOPMENT

Whatever your professional goal, whether you want to reposition yourself in your company, refresh prior education or sharpen a specific skill, certification as a Kellogg Executive Scholar provides a practical, flexible and academically rigorous pathway for achieving it. With a choice of more than 40 programs, you can customize a curriculum perfectly aligned with your vision of your professional future.

On completion of a selected track of Kellogg Executive Education programs, you will join the ranks of Kellogg Executive Scholars and be awarded a Certificate of Professional Achievement in one of these subject areas:

- FINANCE
- GENERAL MANAGEMENT
- INNOVATION
- LEADERSHIP
- MARKETING & SALES
- NONPROFIT MANAGEMENT*
- OPERATIONS & TECHNOLOGY

*To learn more about our programs for nonprofit executives, see the previous page.

MAKING THE COMMITMENT

Kellogg awards a Certificate of Professional Achievement to participants who meet the following criteria:

- Depending on the certificate subject area, complete four or five selected Executive Education programs, including one required and several elective programs.**
- Complete your Executive Scholars track within five years of the first program’s start date.
- You may attend your selected programs in any order you like.
- To review a complete listing of qualifying programs and certificate requirements or to download a curriculum guide to help you plan your track, please visit our website at WWW.KELL.GG/KXSCHOLARS.

**The Certificate of Professional Achievement in Nonprofit Management has separate criteria.

KELLOGG EXECUTIVE EDUCATION ALUMNI BENEFITS

As a Kellogg Executive Scholar, you will receive select lifelong learning and networking benefits, including:

- Membership in the global Kellogg alumni network
- Access to the online alumni network, including a network directory, discussion groups and other tools
- Opportunities to participate in alumni clubs
- Kellogg email forwarding for life
- 30 percent discount on 2- to 5-day Executive Education programs
- Access to cutting-edge research and content from Kellogg faculty and leading practitioners
- A subscription to Kellogg magazine
- Invitations to attend Kellogg-sponsored conferences on relevant issues in management
ADVANCED MANAGEMENT PROGRAM: INTENSIVE

This condensed and immersive professional development opportunity is for senior executives responsible for creating markets and driving growth in today’s fast-paced, interconnected economy. The program takes a holistic approach to assessing the organizational impact of one’s leadership skills and style, all supported with executive coaching.

JUNE 5–24, 2016 // Evanston Campus // WWW.KELL.GG/KXINTNSV

ADVANCED MANAGEMENT PROGRAM: THE GLOBAL EXPERIENCE

This is the same core leadership content for senior executives as our Advanced Management Program: Intensive, but in a modular format that includes an additional week of programming. This breakthrough course design provides an unparalleled week of experiential learning in select markets around the world.

WEEKS 1&2 // OCTOBER 9–21, 2016 // Evanston Campus
WEEK 3 // SPRING 2017 // Global Week: Beijing & Shanghai, China

EXECUTIVE DEVELOPMENT PROGRAM

This program equips high-potential middle and senior managers with the business knowledge and leadership skills needed to succeed in general management. Explore theory-driven knowledge and concrete strategies across all business areas and return to your workplace energized to continue your advancement as a leader, decision-maker and change agent.

JUNE 12–JULY 1 & OCTOBER 2–21 // WWW.KELL.GG/KXEDP

WOMEN’S SENIOR LEADERSHIP PROGRAM

With an emphasis on practical learning and talent development, this four-part program — strategically paced over the course of a year — equips 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.

OCTOBER 26–28, 2016 // Evanston Campus
FEBRUARY 1–3, 2017 // Evanston Campus
MAY 3–5, 2017 // Evanston Campus
OCTOBER 11–13, 2017 // Evanston Campus // WWW.KELL.GG/KXWSLEAD

BUSINESS FOR SCIENTISTS AND ENGINEERS

Develop the business acumen to advance your life’s work. In this collaborative program, you will gain skills in marketing, leadership, finance and other management areas to build on your expertise in science or engineering.

JULY 11–15 // Chicago Campus // WWW.KELL.GG/KXBUSSCI

“The Kellogg AMP has been a life-changing experience for me. The creative use of business principles to drive home leadership skills was amazing and unique. The learning approach provided exposure to top, published experts and hands on work with the teams. The group’s diversity gave me perspectives that I could experience only by developing relationships with leaders from around the globe.”

DIRECTOR, QUALITY ASSURANCE, H-E-B
ACCELERATING SALES FORCE PERFORMANCE

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.

APRIL 17–21 & OCTOBER 16–20 // WWW.KELL.GG/KXSALES

BUSINESS MARKETING STRATEGY

Learn how to build customer value models that provide a better understanding of the value of your offerings to target customers and market segments and that help you deliver market offerings to better meet customers’ requirements and preferences.


THE CUSTOMER-FOCUSED ORGANIZATION // LEADERSHIP, STRATEGY AND IMPLEMENTATION

Develop the tools and frameworks to transform a company focused on procedures or assets to one focused instead on customers. Define the customer-focus end state, develop a marketing strategy and design the organization to implement that strategy.

MAY 2–5 & NOVEMBER 14–17 // WWW.KELL.GG/KXFOCUS

CUSTOMER INSIGHT TOOLS // TURNING INSIGHT INTO EFFECTIVE MARKETING STRATEGIES

Learn practical tools for uncovering and leveraging customer insights to create powerful marketing strategies. Infused with the right blend of qualitative and quantitative tools, this interactive program will prepare you to use customer insights to build strong marketing plans and gain a sustainable competitive advantage.

APRIL 3–5 // Chicago Campus // WWW.KELL.GG/KXINSIGHT

DISTRIBUTION CHANNEL MANAGEMENT // CREATING GO-TO-MARKET GROWTH STRATEGIES

This one-of-a-kind learning experience offers an enlightened perspective and practical approach to all the challenges and critical components of effective channel design and management. Learn how to design, develop, maintain and manage productive channel relationships to create sustainable competitive advantage.

APRIL 3–6 // WWW.KELL.GG/KXCHANNEL

HIGH-IMPACT SALES STRATEGY // DRIVING REVENUE AND PROFIT GROWTH

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.

MAY 22–25 & OCTOBER 30–NOVEMBER 2 // WWW.KELL.GG/KXSALESTRAT

INNOVATING NEW PRODUCTS AND SERVICES

To maximize the power of innovation, organizations must also implement the right strategy, design, development, marketing and more. This program will show you how. From market entry and positioning strategies to motivating team performance, learn new techniques for creating an innovation mindset and move your big ideas from concept to market and beyond.

MAY 22–25 // WWW.KELL.GG/KXNEWPRODUCT
KELLOGG ON BRANDING // CREATING, BUILDING AND REJUVENATING YOUR BRAND

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.

MAY 15–20 & OCTOBER 23–28 // WWW.KELL.GG/KXBRAND

KELLOGG ON CONSUMER MARKETING STRATEGY

To compete in today’s hypercompetitive, constantly evolving markets, you must understand consumers’ goals, beliefs and behaviors — then translate your insights into an effective marketing strategy. Through discussions, case studies and collaborative exercises, you’ll develop a well-defined approach for identifying attractive targets and effectively positioning products and services for them.

APRIL 17–22 // WWW.KELL.GG/KXMARKSTRAT

STRATEGIC DATA-DRIVEN MARKETING

Learn how to maximize marketing impact in consumer and business-to-business settings, optimize Internet marketing, adopt best practices for customer life cycle management, implement state-of-the-art segmentation techniques and more.

APRIL 6–8 // Chicago Campus // WWW.KELL.GG/KXDATA

STRATEGIC MARKETING COMMUNICATIONS

Gain a greater understanding for marketing in the nanosecond culture, where generational differences play a distinct role in customers’ values, communication habits, uses of technology and expectations for products and services. The program serves both B2C and B2B leaders.

MAY 9–13 & NOVEMBER 7–11 // WWW.KELL.GG/KXCOMSTRAT

CONSTRUCTIVE COLLABORATION // DRIVING PERFORMANCE IN TEAMS, ORGANIZATIONS AND PARTNERSHIPS

Learn from the experts the why, what and how of collaboration — the strategic rationale, design requirements and critical insights for assessing opportunities and risks in multiple contexts. This interactive program provides the conditions and competencies that foster highly productive collaboration and demonstrates how you can build and sustain these qualities in your company and its people.

MARCH 7–10 & NOVEMBER 7–10 // WWW.KELL.GG/KXCOLLAB

DRIVING ORGANIZATIONAL CHANGE // BUILDING BUSINESS AND HUMAN RESILIENCY

Successful leaders do not simply respond to change, they recognize that driving change is an ongoing imperative. In this innovative program you will engage in project-focused learning using real-life challenges as a testing ground for putting into practice the latest theories and tools for making your business more agile and the humans involved more resilient.

SEPTEMBER 18–21 // WWW.KELL.GG/KXORGCHANGE

ENERGIZING PEOPLE FOR PERFORMANCE

Discover how to create and deploy people-focused strategies and initiatives to maximize bottom-line results and master processes and tools for motivating your team.

APRIL 24–27 & SEPTEMBER 18–21 // WWW.KELL.GG/KXPEOPLE
LEADING FAMILY ENTERPRISES

Manage the strategic issues and personal challenges at the heart of every dynamic family enterprise. Learn how to best lead key stakeholders and discover how to innovate while still respecting the owners’ values and traditions.

MAY 1–5 // WWW.KELL.GG/KXFAMLEAD

LEADING HIGH-IMPACT TEAMS

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 program delivers knowledge, tools and techniques you can apply immediately to the complex team challenges you face every day.

APRIL 5–8 & OCTOBER 4–7 // WWW.KELL.GG/KXTEAMS

LEADING INTO THE FUTURE // MANAGING IN A CHANGING WORLD

Explore the innovations in marketing, talent management, operations and leadership that formulate the new frontiers of today’s rapidly changing business environment. You will come away with a clear understanding of the technology and managerial tools that will enable you to tackle tomorrow’s challenges, today.

MAY 15–20 & DECEMBER 4–9 // WWW.KELL.GG/KXCENTURY

LEADING WITH BIG DATA AND ANALYTICS // FROM INSIGHT TO ACTION

This cutting-edge program provides organizational leaders with the working knowledge of data science needed in today’s competitive environment. Learn to distinguish between “good” and “bad” analytics, identify where analytics add value, lead the analytics decision-making process with confidence, and jump-start your organizational capabilities in big data and analytics.

APRIL 4–8 & SEPTEMBER 26–30 // WWW.KELL.GG/KXANALYTICS

NEGOTIATION STRATEGIES FOR MANAGERS

There is a science to negotiation. 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.

MAY 9–12 & SEPTEMBER 19–22 & DECEMBER 5–8 // WWW.KELL.GG/KXNEGOTIATE

REINVENTING LEADERSHIP // A BREAKTHROUGH APPROACH

Develop a new leadership mindset and a personalized strategy for maximizing your own success and that of those you lead. Working one-on-one with an executive coach, gain an enhanced understanding of the motivations and attitudes that drive you and others, connect those drivers to corporate objectives and gain inspiration to become a more purposeful and effective leader.

MAY 2–5 // Miami Campus // WWW.KELL.GG/KXLEAD

THE SOUL OF LEADERSHIP

Thought-provoking, unconventional, stimulating and inspirational, this program teaches you how to tap into your own leadership potential and gives you practical tools and insights to realize it more fully.

FEBRUARY 8–10 & OCTOBER 3–5 // WWW.KELL.GG/KXSOU1
THE SPHERE OF LEADERSHIP // A HOLISTIC APPROACH TO GROWING YOUR IMPACT

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 leadership journey designed to elevate your leadership capabilities.

NOVEMBER 6–11 // WWW.KELL.GG/KXLSPHERE

THE STRATEGY OF LEADERSHIP // UNLEASHING THE POWER OF INFLUENCE

Learn the essential research-based insights and tools you need as a leader to drive positive business outcomes in today's increasingly complex and interconnected world, by working with and through others to effect change, in a program that offers a uniquely compelling mix of live simulations, experiential activities and case studies.

JUNE 6–8 & NOVEMBER 28–30 // WWW.KELL.GG/KXSTRATLEAD

CORPORATE FINANCE // STRATEGIES FOR CREATING SHAREHOLDER VALUE

Learn the latest techniques — and their real-world application — for analyzing and valuing financial decisions. Find answers as to what investments you should make, what should be divested and the impact financing strategy can have on your bottom line.

SEPTEMBER 18–23 // WWW.KELL.GG/KXCORPFIN

FINANCE FOR EXECUTIVES

Dramatically improve your knowledge and fluency as well as your confidence in the decisions you influence and make. This immersive program will give you hands-on experience interpreting financial reports, evaluating investments, applying valuation methods and exploring the implications of strategic decisions on cash flow and stock price.

MAY 8–13 & OCTOBER 30–NOVEMBER 4 // WWW.KELL.GG/KXFEXEC

MERGER WEEK // CREATING VALUE THROUGH STRATEGIC ACQUISITIONS AND ALLIANCES

Learn how to evaluate M&A from all angles — and then implement a process that leads to the greatest value generation for your organization. This program will teach you how to take a multifaceted approach to any restructuring deal, considering how finance, leadership, negotiations and strategy each contribute to your success.

MAY 15–20 & OCTOBER 23–28 // WWW.KELL.GG/KXMWEEK

COMPETITIVE STRATEGY // CREATING AND SUSTAINING COMPETITIVE ADVANTAGE

Gain the insights you need to secure and maintain your organization's competitive strategy long term 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.

JUNE 5–9 & NOVEMBER 13–17 // WWW.KELL.GG/KXCOMPETE

CREATING AND LEADING A CULTURE OF INNOVATION

This program challenges you to take a candid look at your personal leadership style, values and impact. Explore ways to instill an innovation mindset and culture within your organization and constantly improve how you relate to, interact with and inspire your people.

MARCH 13–15 & SEPTEMBER 25–27 // WWW.KELL.GG/KXINNOV
CREATING AND MANAGING STRATEGIC ALLIANCES

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.

MAY 24–27 // WWW.KELL.GG/KXALLIANCE

DELIVERING BUSINESS GROWTH // AN ACTIONABLE FRAMEWORK

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.

JULY 10–13 // WWW.KELL.GG/KXBIZGROWTH

DRIVING ORGANIC GROWTH THROUGH INNOVATION

Whether you're charged with a high-priority growth initiative or seeking solutions for sustainable growth in your business or company, this program will prepare you to repeatedly grow through innovation, using a proven process for market-driven growth.

MARCH 16–18 & SEPTEMBER 28–30 // WWW.KELL.GG/KXGROWTH

CORPORATE GOVERNANCE // EFFECTIVENESS AND ACCOUNTABILITY IN THE BOARDROOM

Improve your understanding of the responsibilities of board membership, develop the strategic insight needed to become a more effective director, gain an understanding of the interests of multiple constituencies and learn frameworks that can move the board beyond compliance to the creation of opportunities for long-term value.

MAY 22–25 & NOVEMBER 15–18 // WWW.KELL.GG/KXCORPGOV

GOVERNING FAMILY ENTERPRISES

Develop new governance and leadership skills and learn to differentiate the roles and responsibilities of owners, family members, independent directors and executives. This collaborative program will equip you to define your family enterprise's future and move toward that future with confidence.

MARCH 6–10 & OCTOBER 23–27 // WWW.KELL.GG/KXFAMGOV

WOMEN’S DIRECTOR DEVELOPMENT PROGRAM

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.

NOVEMBER 2–4 // WWW.KELL.GG/KXWOMEN

THOMAS MEMMEL

PARTNER, EXECUTIVE BOARD, ZÜHLKE GROUP

“The programs are quite intense. But the real value comes after the program is over — when you go back to work and engage in self-reflection and try to apply what you have just learned to transform yourself and your company.”
CREATING STRATEGIC VALUE THROUGH IT

In this practical, team-based program, you will learn how to leverage the power of IT by aligning your technology initiatives with your overall business strategy to gain competitive advantage. Build deeper relationships with your internal and external customers, collaborate more effectively with partners, maximize business productivity and put ideas and opportunities into action.

NOVEMBER 6–9 // WWW.KELL.GG/KXITVALUE

OPERATIONS STRATEGY // DESIGNING OPERATIONS TO MAXIMIZE VALUE

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.

JUNE 8–10 & NOVEMBER 30–DECEMBER 2 // WWW.KELL.GG/KXOPSTRAT

THE SCIENCE OF LEAN OPERATIONS // IDENTIFY AND ALLEVIATE BOTTLENECKS IN YOUR PROCESS

Alleviate bottlenecks. Design effective processing systems. Identify metrics to measure improvements. Based on the science of Lean Six Sigma, this program will give you the tools and frameworks for operating a world-class organization.

APRIL 10–12 // WWW.KELL.GG/KXLEANOPS

SUPPLY CHAIN MANAGEMENT // STRATEGY AND PLANNING FOR EFFECTIVE OPERATIONS

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.

APRIL 12–15 // WWW.KELL.GG/KXSUPPLY

DIMITRA KANE

SENIOR MANAGER, ENTERPRISE TECHNOLOGY ARCHITECTURE

“The faculty is very impressive. I felt very fortunate to be taught by professors who were not only well known and award winning ... but fostered an environment of collaboration and knowledge transfer. They always welcomed the challenge of hearing others’ perspectives and thoughts.”