ADVANCED MANAGEMENT PROGRAM

UNLEASHING THE POWER AND POTENTIAL OF EXCEPTIONAL LEADERS

INTENSIVE
JUNE 5–24 // 2016 // EVANSTON, IL

THE GLOBAL EXPERIENCE
OCTOBER 9–21, 2016 & JUNE 25–30, 2017 // EVANSTON, IL
MARCH 12–18, 2017 // CHINA
A PREMIER PROGRAM FOR
PREEMINENT LEADERS

THIS IS EXECUTIVE EDUCATION AT ITS FINEST

TRANSFORMATIONAL IN APPROACH.
POWERFUL IN IMPACT.

When well designed and realized, growth delivers lasting value for the company and benefits for all, from shareholders and the economy to consumers and communities alike. Growth empowers enterprises and employees, attracts top talent, helps fund expansion and fuels transformation. At Kellogg we believe growth is the essential means to extraordinary ends. Achieving that growth challenges every organization and leader.

Kellogg’s Advanced Management Program will help you reexamine and refine your thinking about what it means to be a growth-minded leader. You will ask yourself powerful questions and gain an expanded perspective essential for success at the top. You will leave equipped to thrive in today’s fast-paced, interconnected economy with the tools, insights and frameworks you need to ignite growth and propel your organization forward.

PROFESSIONAL DEVELOPMENT.
PERSONAL GROWTH.

Kellogg’s Advanced Management Program promises an unparalleled educational experience marked by immersive, rigorous academics, engaging real-time case studies and stimulating interaction with fellow executives and Kellogg’s world-class faculty.

An optional international experience is designed for executives of global enterprises or those with an eye toward global expansion.

As a participant, you will:

• DEVELOP frameworks for customer and market insights, tools for strategic collaboration and models for innovation and entrepreneurship.

• DEEPEN your understanding of macroeconomic issues, stakeholder management and organizational health; explore the role of market transformations in strategic decision-making.

• MASTER agendas for driving change; apply strategies to your current role while preparing for future responsibilities.

• COLLABORATE with faculty and peers to apply what you’ve learned.

• EXPLORE new methods for developing thoughtful collaborations with CEOs, boards of directors and corporate partners.

If you choose the Advanced Management Program Global Experience option, you will also:

• ENGAGE in an immersive international experience and expand your understanding of geopolitical, cross-cultural, strategic and operational challenges/opportunities.
“With the rise of the global, technology-driven, 21st-century economy, traditional forms of economic might, social status and political hierarchy no longer hold. And the rules for effective leadership in organizations have changed. This program offers distinctive opportunities for senior leaders to reflect on, master and integrate the newest tools and frameworks for leading strong, transformational organizations in this dynamic, ever-evolving environment.”

SALLY BLOUNT ’92, DEAN
A TRANSFORMATIVE EXPERIENCE
FOR A TRANSFORMING WORLD

Recognizing the extraordinary time and resource demands placed on senior executives today, we offer the Advanced Management Program in two distinct formats designed to accommodate individual schedules and professional development goals:

ADVANCED MANAGEMENT PROGRAM: INTENSIVE

A sabbatical format with three consecutive weeks of rigorous, interactive classroom programming.

ADVANCED MANAGEMENT PROGRAM: THE GLOBAL EXPERIENCE

Three weeks split into two nonconsecutive sessions with a fourth experiential week in an international location.

CORE CURRICULUM FOR BOTH OPTIONS

- **LEADERSHIP SKILLS**  Build on your strengths, address weaknesses and develop the dexterity to manage enterprise-wide responsibilities while staying true to yourself.

- **CHANGE MANAGEMENT**  Learn how to apply your newly acquired skills to drive change throughout the organization — such as engaging with the board and leading cross-functional teams.

- **STRATEGY IMPLEMENTATION**  In this phase of the program, you will synthesize key lessons and frameworks into plans of action for immediate implementation.

Following in-classroom programming, the Advanced Management Program faculty and global peer network provide continuing guidance and support. Distance learning opportunities are also available after the program to provide you with continued access to Kellogg networking and resources.

ADVANCED MANAGEMENT PROGRAM: THE GLOBAL EXPERIENCE

If you choose this program option, you will embark on an experiential learning week in a select global market. Destinations have included China and Brazil, with a new market chosen each year. During this week, you will engage with business leaders to gain a greater understanding of the unique attributes of customers and complex value chains in markets around the world.
# Advanced Management Program

## AMP: Intensive

### Three-Week Sabbatical Program

Three consecutive weeks in residence at Kellogg, which allows for a full immersive program experience. Weekly topics:

- Leadership Insights
- Change Management
- Taking Action

### In-Residence Coaching

Individual coaching
- Three 1-hour sessions

Small group coaching
- In Weeks 1 and 2, participants apply initiatives from the Leadership Insights and Change Management sessions

### Leadership Topics

- Emerging trends in the global economy
- Building agility in and adapting to the evolving world of business
- Internal and external communication strategies

## AMP: The Global Experience

### Four-Week Modular Program

Two weeks in residence at Kellogg covering:

- Leadership Insights
- Change Management

One week in a global market

One additional week in residence at Kellogg on Taking Action

### Interim and Postprogram Coaching

Individual coaching
- Three 1-hour sessions

Small group coaching
- In interim periods, participants apply initiatives from the Leadership Insights and Change Management weeks

### Leadership Topics

- Emerging trends in the business world
- Building agility in and adapting to the evolving world of business
- Internal and external communication strategies

### Additional Enrichment

- Exploration of functional topics in finance, operations and marketing
- Destination learning at an international location, taught by local faculty
- Engagement with regional leaders and guest speakers
The Advanced Management Program focuses on themes specific to the needs of executive leadership:

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<tr>
<th>DEVELOP SENIOR EXECUTIVE LEADERSHIP AGILITY</th>
<th>DRIVE INNOVATION AND IDENTIFY GROWTH OPPORTUNITIES</th>
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<td>• Acquire requisite leadership abilities to foster talent, prepare for the unknown and identify and articulate a compelling vision.</td>
<td>• Develop the broad organizational perspectives and capabilities needed in a world of uncertainty and disruption.</td>
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<td>• Develop the insight and communication skills for collaborating across industries and geographies.</td>
<td>• Learn how to identify, develop and scale the “next big idea” while staying attuned to shifts within markets and among customers.</td>
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<td>• Prepare to lead high-performance teams, effective organizations and vibrant communities.</td>
<td>• Leverage innovation to create new opportunities, drive growth, forge new business models and position your organization for success in the marketplace.</td>
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<th>HONE IMPLEMENTATION STRATEGIES</th>
<th>DEEPEN YOUR UNDERSTANDING OF THE GLOBAL MARKET (THE GLOBAL EXPERIENCE OPTION)</th>
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<td>• Engage in immersive action-learning experiences that synthesize program insights and strategies.</td>
<td>• Engage in an unparalleled international learning experience in such markets as China and Brazil.</td>
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<td>• Learn how to equip your organization for 21st-century challenges and opportunities by creating structures, developing partnerships and building connections within a broader ecosystem.</td>
<td>• Connect with top executives and thought leaders; gain perspectives on geopolitical, cross-cultural, strategic and operational issues.</td>
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<td></td>
<td>• Equip your organization to thrive in the global marketplace.</td>
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<th>ARE YOU READY FOR THE AMP?</th>
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<td>You are a candidate for the Advanced Management Program if you are a seasoned entrepreneur or executive with a minimum of 20 years of business experience, including five to 10 years in a general management or senior functional role. Advanced Management Program participants are poised to take on or have just taken on enterprise-level responsibilities. Past program participants have included successful entrepreneurs, current executives at leading global brands and executives on sabbatical while determining their next enterprise-level role.</td>
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The Advanced Management Program features Kellogg’s top faculty, world-class researchers and teachers in their respective disciplines, who are also deeply grounded in the real world with hands-on experience working with senior executives. In addition to close interaction with these thought leaders, participants will have the opportunity to interact with CEOs, board members and other senior executives of major multinational companies.

Diana Cordova  
*Expert in leadership development, human motivation*  
Co-Academic Director, AMP; Clinical Professor of Executive Education; Academic Director, Kellogg Executive Leadership Institute (KELI)

Fred Harburg  
*Expert in leadership development, executive coaching*  
Co-Academic Director, AMP; Clinical Professor of Executive Education; Executive Director, Kellogg Executive Leadership Institute (KELI)

Sally Blount  
*Expert in negotiations, behavioral decision-making, management and organizations*  
Dean, Kellogg School of Management; Michael L. Nemmers Professor of Management and Organizations

Stephen Alltop  
*Expert in leadership communication, team dynamics*  
Senior Lecturer, Conducting and Ensembles, Bienen School of Music, Northwestern University

Michelle L. Buck  
*Expert in leadership, negotiations, organizational learning*  
Clinical Professor of Management and Organizations

Gregory Carpenter  
*Expert in brand management, consumer behavior, marketing strategy*  
James Farley/Booz Allen Hamilton Professor of Marketing Strategy; Director, Center for Market Leadership; Faculty Director, Kellogg Markets and Customers Initiative (KMCI)

Carter Cast  
*Expert in marketing, entrepreneurship, management*  
Clinical Associate Professor of Innovation and Entrepreneurship

Sunil Chopra  
*Expert in manufacturing, supply chain design and management*  
IBM Professor of Operations Management and Information Systems; Professor of Managerial Economics and Decision Sciences

Rives Collins  
*Expert in storytelling, leadership communication*  
Associate Professor, School of Communication, Northwestern University

Janice Eberly  
*Expert in macroeconomics, monetary policy, corporate capital structure*  
James R. and Helen D. Russell Professor of Finance; Faculty Director, Kellogg Public-Private Initiative (KPPI)

Jean Egmon  
*Expert in innovation, networks, management*  
Clinical Professor of Management; Director, Collaborative Practices

"ALL THE FACULTY MEMBERS HAVE BEEN REALLY IMPRESSIVE: DEEP EXPERTS IN THEIR FIELDS AND GREAT PRESENTERS OF THE INFORMATION. THEY KNOW HOW TO TRANSLATE THE WORK THEY’VE DONE INTO SOMETHING THAT WE CAN TAKE AWAY VERY QUICKLY AND SUCCINCTLY. THERE’S ALSO A GREAT DIVERSITY IN THE LEVEL OF PEOPLE IN THE GROUP, WHICH HELPS TO BRING DIFFERENT PERSPECTIVES AND APPROACHES."

SVP, SAP IMAGINEERING AND SAP SCREEN PERSONAS
Martin Eichenbaum  
Expert in national and global macroeconomics  
Professor of Executive MBA; Charles Moskos  
Professor of Economics, Weinberg College of Arts and Sciences; Co-Director, Northwestern’s Center for International Macroeconomics (CIM)

Timothy Feddersen  
Expert in leadership and strategic crisis management  
Wendell Hobbs Professor of Managerial Politics; Professor of Managerial Economics and Decision Sciences

Lisa Fortini-Campbell  
Expert in integrated marketing, consumer insight  
Adjunct Professor of Executive Education

Liz Livingston Howard  
Expert in nonprofit governance, social enterprise  
Clinical Associate Professor of Management; Director of Nonprofit Executive Education

Thomas N. Hubbard  
Expert in management, strategy, organizational economics  
Senior Associate Dean for Strategic Initiatives; Elinor and H. Wendell Hobbs Professor of Management; Professor of Strategy

Sanjay Khosla  
Expert in markets, customers and management  
Adjunct Professor of Executive Education

Harry Kraemer  
Expert in managerial and organizational leadership, global citizenship  
Clinical Professor of Strategy

Victoria Medvec  
Expert in leadership, group dynamics, negotiations  
Adeline Barry Davee Professor of Management and Organizations; Executive Director, Center for Executive Women

J. Keith Murnighan  
Expert in ethics, leadership, group decision-making  
Harold H. Hines Jr. Professor of Risk Management; Professor of Management and Organizations

Mitchell A. Petersen  
Expert in corporate finance, economics, risk management  
Glen Vasel Professor of Finance; Director, Heizer Center for Private Equity and Venture Capital

Holly Raider  
Expert in leadership, management, organizational change  
Clinical Professor of Management; Managing Director of Executive Education

Sergio Rebelo  
Expert in emerging markets, globalization, international finance, macroeconomics  
Tokai Bank Chair in International Finance

Leigh Thompson  
Expert in team leadership, cross-cultural negotiations  
J. Jay Gerber Professor of Dispute Resolution and Organizations; Director, Kellogg Team and Group Research Center (KTAG)

Brian Uzzi  
Expert in innovation, networks, behavioral finance  
Richard L. Thomas Professor of Leadership and Organizational Change; Co-Director, Northwestern Institute on Complex Systems (NICO); Faculty Director, Kellogg Architectures of Collaboration Initiative (KACI)

Robert Wolcott  
Expert in corporate innovation, globalization, corporate entrepreneurship  
Clinical Professor of Innovation and Entrepreneurship; Co-Founder and Executive Director, Kellogg Innovation Network (KIN)

Jim Woodrum  
Expert in leadership, corporate governance  
Clinical Assistant Professor of Executive Education

Edward Zajac  
Expert in competitive strategy, corporate governance  
James F. Beré Professor of Management and Organizations

Florian Zettelmeyer  
Expert in marketing, information technology  
Nancy L. Ertle Professor of Marketing; Faculty Director, Program on Data Analytics at Kellogg (PDAK)
Kellogg’s Executive Education team designed the Advanced Management Program from the outside in. We spent the better part of a year listening to our corporate partners and speaking with senior executives and thought leaders from around the world to understand how Kellogg can best meet the professional development needs of the seasoned executive.

The result is a novel structure with unparalleled program content. The Advanced Management Program synthesizes experiential and action learning with research-based insights and leadership coaching. Personalized assessments, small group workshops and meaningful networking with seasoned peers are integrated into Kellogg’s supportive learning environment.

We understand that many senior leaders cannot make the six- to eight-week commitment that some other offerings demand. The Advanced Management Program delivers deep and rich content efficiently in three weeks of rigorous, well-paced programming. (The Global Experience includes a fourth week of international travel.)

Your Advanced Management Program experience is designed around you. Leadership coaching, simulations, experiential learning, topic-based workshops, humanities and arts-based education, participatory debates and wellness workshops enliven the experience and enhance your professional development.

Kellogg’s Advanced Management Program offers the discerning senior executive a unique opportunity to hone the skills and insights needed to make a greater impact in today’s complex global economy. Join this outstanding faculty team for an exceptional learning experience designed for extraordinary times.

Fred Harburg, Co-Academic Director, AMP: The Global Experience and AMP: Intensive; Clinical Professor of Executive Education; Executive Director, Kellogg Executive Leadership Institute (KELI)

Diana Cordova, Co-Academic Director, AMP: The Global Experience and AMP: Intensive; Clinical Professor of Executive Education; Academic Director, Kellogg Executive Leadership Institute (KELI)
LEIGH THOMPSON

J. Jay Gerber Professor of Dispute Resolution and Organizations; Director, Kellogg Team and Group Research Center (KTAG)

How do companies facilitate team creativity? What is the social impact of information technology? What type of reasoning do CEOs use in their communications? Leigh Thompson’s groundbreaking research has sought answers to these questions and more — while revealing new insights about the nuances of negotiation, conflict resolution, team creativity and learning. A recipient of the National Science Foundation’s Presidential Young Investigator Award, Thompson is the author of more than 95 research articles and book chapters. She has written six books, including the highly regarded *The Mind and Heart of the Negotiator*. 
As a follow-up to his popular book, *From Values to Action: The Four Principles of Values-Based Leadership*, Harry Kraemer recently published the highly anticipated *Becoming the Best: Build a World-Class Organization Through Values-Based Leadership*. Before becoming an author, Kraemer honed his leadership skills for 22 years at Baxter International Inc., a multibillion-dollar global health care company. He joined Baxter in 1982 as director of corporate development; he later advanced to the positions of senior vice president, chief financial officer and president of the company. In 1999 and 2000, respectively, he was named CEO and chairman of the board of directors. Today, while remaining active in numerous business, educational and civic affairs, Kraemer serves as executive partner for Madison Dearborn Partners, a Chicago-based private equity firm.
WORLD-CLASS LEARNING. FIRST-CLASS ACCOMMODATIONS.

The James L. Allen Center on Northwestern University’s Evanston campus will serve as your headquarters for learning and living. Designed specifically for executive education and personal comfort, the Allen Center houses classrooms along with study, dining and recreational facilities and sleeping accommodations.

Global Experience participants only: During the Global Experience week, you will reside in business-class accommodations in your country of destination.
APPLY TODAY

ADMISSION CRITERIA

An admissions committee thoroughly reviews each application and considers the nature and scope of the applicant’s responsibilities. For the benefit of class members, sponsoring organizations and the integrity of the program, the committee seeks to admit individuals with comparable management responsibilities with diverse skills and experiences. Kellogg expects participants to attend all sessions, immerse themselves completely in the experience and free themselves of all other obligations while the programs are in session.

Proficiency in reading, writing and speaking English is part of the admissions criteria. Strong English language skills are essential to comprehend the reading materials and to contribute meaningfully to classroom and study group discussions.

SPONSORSHIP REQUIRED

To enroll in the Advanced Management Program, most applicants must have a sponsor from their organization, someone familiar with their background and motivations for attending. This could be the person to whom they report, the organization’s chief human resource officer or the person responsible for management development in the organization. An alternative option is reserved for entrepreneurs and executives in transition, in which they represent themselves and self-fund the desired program.

ENROLL ONLINE

Our Executive Education advisors are here to help. Contact us with any questions or concerns or for assistance in selecting a program that best supports you and your career. Our goal is to provide you with an exceptional educational experience that is personally fulfilling and professionally rewarding.

KELL.GG/KXAMPBIZ

J.WUELLNER@KELLOGG.NORTHWESTERN.EDU

847.467.6018

RECOGNIZED. CONNECTED. INVOLVED.

ADVANCED MANAGEMENT PROGRAM ALUMNI BENEFITS

Upon completion of your Advanced Management Program, you will be awarded the Kellogg School of Management Certificate of Professional Achievement. More than symbolic, it’s the gateway to select benefits that accrue to program alumni:

- 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
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