Advanced Management Program
Unleashing the Power and Potential of Exceptional Leaders

May 7–26, 2017
October 8–27, 2017
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.

“...The program content was very relevant to my leadership role and provided an opportunity for self-awareness and self-reflection. The program curriculum flowed and I appreciate the time and skill that went into its development. The Kellogg team was superb and very competent. This is a dynamic team that is extremely proud of their brand, and I am exceptionally happy to have experienced it.”

CIO, CHARTERED ACCOUNTANTS ANZ

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.

As a participant, you will:
• DEVELOP frameworks for customer and market insights, tools for strategic collaboration and models for innovation and entrepreneurship.
• HONE personal leadership agility and resilience through multi-disciplinary and experiential approaches.
• DEEPEN your understanding of macroeconomic issues, stakeholder management and organizational health; and explore the role of market transformations in strategic decision making.
• MASTER agendas for driving change; and 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.
“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

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

A THREE-WEEK COMMITMENT: A NEW CAREER TRAJECTORY
Truly transformative experiences in both our professional and personal lives often require us to step out of our daily routines and adopt new rhythms and practices for a time.
Kellogg Executive Education’s Advanced Management Program completely immerses you in a living-and-learning environment where you will enjoy the time to examine your current toolset for advancing your career. Explore and learn new ways of assessing and overcoming challenges both present and future.
A combination of deep-dive sessions and reflection with peers from around the world provide you with an international perspective on the concepts presented and allow you to return to your own organization with a fresh perspective and a new approach to your business and career.

CORE CURRICULUM
• 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 (AMP) faculty and 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.

“My experience at the Kellogg AMP has been the best educational experience I have ever had. I would never have imagined the impact that Kellogg has made in my life and the company I am working with. Kellogg has taught me to lead with wisdom.”
CHIEF EXECUTIVE OFFICER, MASS RAPID TRANSIT CORPORATION
ADVANCED MANAGEMENT PROGRAM OVERVIEW

PROGRAM HIGHLIGHTS

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

ADDITIONAL ENRICHMENT
- Exploration of functional topics in finance operations and marketing
- Engagement with regional leaders and guest speakers

PROGRAM STRUCTURE

THREE-WEEK SABBATICAL PROGRAM
Three consecutive weeks in residence at Kellogg, which allows for an immersive program experience.

Weekly topics:
- Leadership Insights
- Change Management
- Taking Action

COACHING

IN-RESIDENCE COACHING
- Individual executive coaching
  - Three one-hour sessions
- Small group coaching
  - Throughout the three weeks, participants apply learnings from the Leadership Insights and Change Management components

A HOLISTIC APPROACH: A UNIFIED YOU

Just as the same pen can be used to edit a proposal or calculate return-on-investment, an executive skillset should allow you to understand and improve a new product concept as well as project its future earnings and profits. A true leader must master both left- and right-brain techniques and present a complete, three-dimensional strategy.

The Advanced Management Program embraces and addresses the total professional. Whatever your business or career goal, Kellogg Executive Education’s approach will teach you to visualize it and advance it.
ARE YOU READY FOR THE AMP?

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. AMP participants are poised to 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.
THEORY MEETS PRACTICE.
BRILLIANCE MEETS EXPERTISE.

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.

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

Diana Cordova, Co-Academic Director  
Expert in leadership development, diversity and inclusion  
Clinical Professor of Executive Education;  
Academic 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, conflict management and organizational learning  
Clinical Professor of Management and Organizations

Gregory Carpenter  
Expert in brand management, consumer behavior and 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, merchandising and management  
Clinical Associate Professor of Innovation and Entrepreneurship

Sunil Chopra  
Expert in management, manufacturing and supply chain design  
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 Communications, Northwestern University

Martin Eichenbaum  
Expert in national and global macroeconomics  
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 communications, consumer insight tools and branding  
Adjunct Professor of Executive Education

Liz Livingston Howard  
Expert in managerial economics, decision sciences and social enterprise  
Clinical Associate Professor of Management;  
Director of Nonprofit Executive Education

Robert Hughes  
Expert in leadership, change management and organizational development  
Clinical Assistant Professor of Executive Education;  
Senior Program Director of Executive Education

Sanjay Khosla  
Expert in markets, customers and management  
Adjunct Professor of Executive Education
“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
ATTUNED TO YOUR NEEDS. DESIGNED FOR YOUR SUCCESS.

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. Your AMP 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; Clinical Professor of Executive Education; Executive Director, Kellogg Executive Leadership Institute (KELI)

Diana Cordova
Co-Academic Director, AMP; Clinical Professor of Executive Education; Academic Director, Kellogg Executive Leadership Institute (KELI)

EXECUTIVE MENTORS

David Friedman
Clinical Assistant Professor of Executive Education

Bob Hughes
Clinical Assistant Professor of Executive Education

John Parker
Clinical Assistant Professor of Executive Education

Jim Woodrum
Managing Director, Executive Education
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.
Harry M. Kraemer
Clinical Professor of Strategy

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.
INVESTING IN EXECUTIVE LEADERS

This is a sampling of organizations that have invested in the development and advancement of their most promising senior executives by sponsoring their participation in the Advanced Management Program.

Arotech Corporation
Banco Itau International
Bush Brothers & Company
The Charles Schwab Corporation
Copersucar S.A.
EXL Service
Experian
GE Energy Management
Gloria Jeans
GM Financial
H-E-B
Homburger AG
Illinois Tool Works Inc.
Jerónimo Martins
Merz Pharma GmbH & Co.
Microsoft
Mitsubishi
Norfolk Southern Corp.
Pellas Development Group
Raytheon Company
SAP
Siam Commercial Bank
SoEnergy International
Stevenato Group S.p.a.
U.S. Army
UBS Swiss Financial Advisers AG
ULTA Beauty
Unilever
W.W. Grainger Inc.

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, recreational facilities and sleeping accommodations.
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 but 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 admission 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 resources 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.

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