

BE A LASTING LEADER

THE EXECUTIVE
DEVELOPMENT
PROGRAM AT

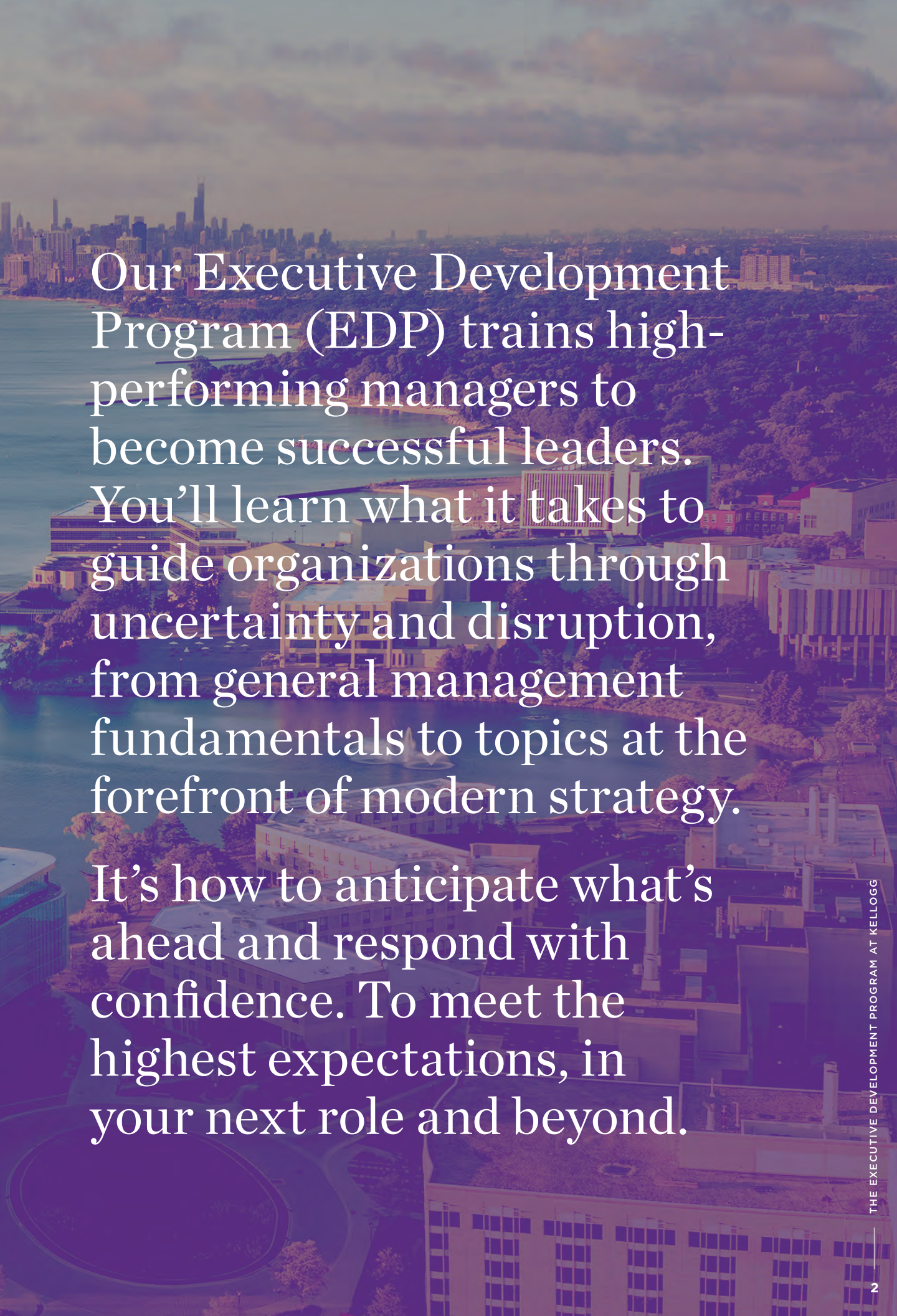
SPRING / FALL



/01

Kellogg Executive Education prepares rising leaders with the skills, dexterity and confidence to address today's unique business challenges.

What we teach is more critical than ever. Agility and rigor. Resiliency and resolve. Empathy and analysis. These capabilities help you meet the pace of change — and find fulfillment in your work — for the rest of your career.



Our Executive Development Program (EDP) trains high-performing managers to become successful leaders. You'll learn what it takes to guide organizations through uncertainty and disruption, from general management fundamentals to topics at the forefront of modern strategy. It's how to anticipate what's ahead and respond with confidence. To meet the highest expectations, in your next role and beyond.

/02

WHY YOU'RE HERE

LEAD WITH IMPACT.

Helping modern organizations thrive demands a new kind of leader. One who can draw on a complete set of capabilities — contemporary business insight and broad cross-functional perspective — to guide forward progress.

EDP trains this leader. You'll learn from our elite faculty how to harness empathy to break down silos, use storytelling to drive engagement, and learn how values-based leadership can inspire the courage to move your business where it needs to go.



“A fast-paced and fun-filled three weeks of learning, networking and reflection. Material and instruction were outstanding. A top life experience that will pay dividends for years to come.”

DIRECTOR, HEAD OF U.S. AND CANADA
ACCEPTANCE, DISCOVER GLOBAL NETWORK

Navigate from a higher perspective.

This program helps you see the full set of functions that sustain healthy organizations. You'll learn how core disciplines are strategically linked, and gain a deeper understanding of the challenges that shape the thinking of top leaders. By seeing the big picture, you'll gain the acumen to anticipate hidden obstacles and add value with every decision you make.

Nail your next leap forward.

Whether you're moving from middle management to senior leader or beyond, Kellogg EDP prepares you with the training and support to thrive. You'll practice the language of leadership so you can confidently work alongside seasoned executives. And you'll master techniques you can use to make an immediate impact.

/03 WHAT YOU'LL LEARN

EXPAND YOUR KNOWLEDGE.

Kellogg EDP provides the most comprehensive general management overview. It's a unique balance of business school essentials and emerging topics — from digital transformation to design thinking.

“Highly impressive program that rolled out top thought leadership from across fields. Information was urgently relevant and actionable. Good as a refresher and a deep look at the latest research and global considerations.”

MANAGING DIRECTOR, DELOITTE CONSULTING

You'll learn how to connect the critical dots that make a business run, and you'll practice the leadership strategies essential to guiding modern workforces.

Strategy <.....>

Examine the forces influencing competitive advantage and innovative approaches to creating value for a firm or organization.

- Study conceptual frameworks for evaluation and formulating of business strategy
- Consider how industry economics impact the decisions that individual firms make
- Explore the role of resources and capabilities in shaping and sustaining competitive advantage

Finance <.....>

Familiarize yourself with financial officers' frame of reference and common challenges.

- Explore cash flow analysis, capital budgeting allocation and capital structure analysis
- Learn models for evaluating investment alternatives and ranking investment projects
- Become comfortable discussing financial concepts, opportunities, and constraints

Prepare to make a lasting impact.

Our curriculum extends beyond the fundamentals to prepare you for the challenges ahead. You'll explore ideas in a setting of curiosity and trust, where you can experiment with new techniques before trying them out for real. It's how to move from doing to leading. Overseeing to inspiring. And potential to impact.

Predictive
Analytics for
Decision Making

Decoding Global
Markets

Communicating
for Change
Management

ESG for Business
Leaders: The Why,
What and How

Artificial
Intelligence and
Customer Privacy

Marketing < Operations < Accounting

Understand the role of marketing as a strategic function that creates enduring customer loyalty and value.

- Learn from the experts at Kellogg how marketing is changing and how strategy must adapt
- Expand your understanding of new ways of defining the target market
- Analyze how organizations utilize customer insight to design products and services that win with consumers

See organizations from a systemic view to understand the role of operations in financial success.

- Identify key metrics for targeting improvement
- Explore the linkage of operational and financial flows as part of daily management
- Examine issues of strategic capacity investment and the challenges of managing multi-country supply chains

Demystify the math so you can confidently ask the right questions and talk numbers.

- Examine the workings of corporate financial statements and reports
- Learn strategies to evaluate earnings and cash flow and link them to value creation
- Develop a clearer understanding of corporate disclosures and nondisclosures

/04 WHO YOU'LL MEET



BUILD AN INFLUENTIAL NETWORK.

The Kellogg EDP experience is all about getting a diverse group of top talent learning and connecting on all cylinders. It's not just an opportunity to learn alongside the future leaders of global companies. It's an indispensable personal advisory board you can count on for the rest of your career.

A lifetime of benefits.

- A Certificate of Professional Achievement
- Membership in the global Kellogg alumni network and access to the online network
- A lifetime 30% discount on Kellogg Executive Education open enrollment programs (to exclude enhanced asynchronous C-Suite programs)
- Opportunities to participate in alumni clubs and infinity groups
- Invitations to webinars and select events
- Access to cutting-edge research and content from Kellogg faculty and leading practitioners
- A Kellogg branded email address

**Benefits are subject to change*

PAST PARTICIPANT PROFILE

TOP COUNTRIES

51% United States
14% Japan
10% Republic of North Macedonia

4% Brazil
3% India
3% Philippines

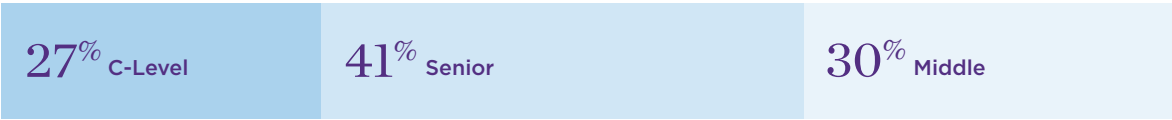
TOP INDUSTRIES



TOP JOB FUNCTIONS



MANAGEMENT LEVELS



WHO SHOULD ATTEND



High performing **mid-level and senior management executives** on a path to becoming general managers



Functional **senior leaders** who must interface with areas outside of their expertise



Principals of small and medium sized firms



Entrepreneurs or owners of small companies with growth potential



All candidates should have budget responsibilities and be able to contribute to class discussions

/05 HOW WE WORK

REALIZE YOUR POTENTIAL.

EDP brings talent from across the world together in-person on our scenic Evanston campus.

You'll learn general management principles and leadership strategies through timely case studies, active discussion, and team-based project work. Focused time on campus allows you to pause and immerse yourself in a transformative learning experience without distraction.



“The EDP program has helped me become my best self through the pursuit of value-based leadership and the diligent practice of self-reflection. The program has shown me new ways to improve my quality of life and enable the sustainable growth of my organization.”

CFO/HEAD OF FINANCE AND ADMINISTRATION,
KOSTAL GROUP

Special Program Features

Woven through the program, these special features bring participants together in meaningful, skills-based learning experiences.



Perspectives From Industry

In addition to our renowned faculty, the program features industry speakers immersed in current business challenges and opportunities. Speaker topics have ranged from Six Steps in Crisis Communication, to Decoding China, to Digital Transformation in Healthcare.



Build Executive Presence

Dedicated sessions will help you build your message up, down and across your organization. Leverage skills in communication, persuasion and presentation. Interactive and experiential group work based on the arts is interspersed throughout the program, outside of class.



Create Blueprints for Innovation

Engage in a rigorous, fast-paced workshop where you'll build action plans for implementing innovative practices throughout your organization. Learn why innovation is a messy — and necessary — practice.



Leadership Coaching Package

To enhance your EDP experience, Kellogg offers an optional leadership coaching program for an additional fee. You'll work one-on-one with a Kellogg leadership coach to set personal goals and explore situation-specific leadership strategies. On-site coaching sessions occur during the early mornings, lunchtimes or evenings.

Please note: This is an add-on module and not part of the general program content.

/06 OUR PROGRAM FACULTY

LEARN FROM THE BEST AND BRIGHTEST.

DISTINGUISHED PROFESSOR
AND CONSULTANT TO THE
WORLD BANK, THE IMF, THE
EUROPEAN CENTRAL BANK

TOP TEN

most prolific scholars in the leading
marketing journals and among the
top five marketing faculty in
the area of consumer behavior

Board member of several tech
start-ups and global giants, author
of seven management books,
pioneer in online learning, and the
'digital transformation' guru

9x

Signature
Kellogg
Teaching
Award Winner,

Voted Kellogg Professor of the Year and Executive
MBA outstanding professor multiple years

..... PRIOR C-SUITE OF

Fortune 500 Companies

sharing their leadership lessons from the field

Prior Senior Advisor to CEO,
Chief of Staff, teaching change
management and communications

Kellogg EDP has gathered a cross-disciplinary team of faculty, researchers, consultants, authors, and experienced practitioners. They stand at the forefront of their disciplines and are often tapped by top executives for consultative advice. They're dedicated to creating the most rewarding learning experiences and are readily accessible for informal conversations throughout the program.

The Executive Development Program faculty includes:



JULIE HENNESSY



MEGHAN BUSSE



MICHELLE BUCK



ANNE CHOW



MITCHELL PETERSEN



SERGIO REBELO



MOHAN SAWHNEY



BIRJU SHAH



LEIGH THOMPSON

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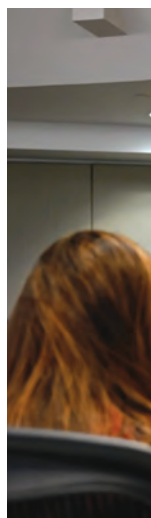
OUR CULTURE AND CAMPUS

IMMERSE YOURSELF IN THE KELLOGG WAY.

At the heart of EDP is the incomparable Kellogg experience. It's based on a human-centered philosophy that shapes everything we do, from how we structure methodology and curriculum, to how we build relationships and culture.

You'll learn to see businesses as living, breathing entities. You'll practice new ways to connect and collaborate with people. And you'll be supported by renowned faculty — preeminent partners you can count on for career-long guidance.

It's a growth experience as much about building knowledge as it is community, and a once-in-a-career opportunity to learn how to become a lasting leader.





Welcome to Campus

Your in-person experience includes classroom instruction, program materials, accommodations, meals, coffee breaks and receptions. The Global Hub is perched in Northwestern's urban lakefront campus in Evanston, and Wieboldt Hall is located in the heart of downtown Chicago. The Allen Center is an all-inclusive learning environment offering private room lodging at a local hotel, dining, study rooms, lounge areas, and a fitness center.

Kellogg and local hotel staff are available around the clock to assist with transportation and FedEx service, all offered with Kellogg's famed hospitality. Kellogg EDP participants have guest privileges at Northwestern University recreational facilities, plus quick access to the bustling cities of Evanston and Chicago.

** When program registration requires additional accommodations, our staff will make all the necessary arrangements for participants to stay at a nearby hotel.*

PROUD TO TRAIN THE BEST.

This is a sampling of companies that have recently invested in their most promising senior executives.

Abbott Laboratories

Aditya Birla Group

Boehringer Ingelheim
Corporation

Bridgestone

Bush Brothers & Company

Costa Asset Management

Deloitte Consulting

Defense Logistics Agency

DISAGRO

ExxonMobil Corporation

Fresenius Kabi

harlan + holden

Hormel Foods

Komatsu

Lowe's Companies

Mitsubishi Corporation

Molson Coors

Otsuka Holdings Co., Ltd.

S.C. Johnson

Toyota Motor Corporation

U.S. Air Force

U.S. Patent & Trademark Office

Valent BioSciences Corporation

Volkswagen

Vulcan Steel

Whirlpool Corporation

HOW TO APPLY

Visit our website for detailed application and payment information, including our cancellation policy and information on wiring international payments.

Please note that class size is limited to maximize group participation. Early application is encouraged. Applications are accepted on a rolling basis and are reviewed upon submission until the program fills.

If you have a question or need more information, please contact us:

ExecEd@kellogg.northwestern.edu
847.467.6018

Website: kell.gg/kxedp

Program fee: \$39,500

Program fee is subject to change.

Admission Criteria

The admissions committee reviews each application and the nature of the applicant's responsibilities. For the benefit of participants, sponsoring organizations, and the integrity of the program, the committee strives to admit individuals with diverse skills and experiences and who meet the qualification criteria outlined on page 8.

Kellogg expects that participants will attend all sessions, immerse themselves in the experience and be free of all other obligations while the program is in session.

Strong English reading, listening and speaking skills are required. It is expected that participants can read through an ambitious curriculum of business materials and meaningfully contribute to classroom and small group discussions.

Sponsorship

To enroll in the Executive Development Program, you may choose to have a sponsor from your organization who is familiar with your background and motivations for attending. This could be the person to whom you report, your organization's chief human resources officer or the person responsible for management development in your organization.

Should you be interested in self-funding your participation, please reach out to Kellogg's Executive Development Advisor for this program to discuss options.

SAMPLE WEEK ON EVANSTON CAMPUS

Sample Week	SUNDAY	MONDAY	TUESDAY
BREAKFAST			
Morning Sessions	Growing Your Business	Global Trends	Strategy of Operations
LUNCH			
Afternoon Sessions	Strategic Alliances	Frontiers of Marketing	Maximizing Your Impact
DINNER			
Evening Sessions	Welcome Dinner	Study Groups	Project Evaluations

<i>Sample Week Continued</i>	WEDNESDAY	THURSDAY	FRIDAY
BREAKFAST			
Morning Sessions	Digital Business Models and Applied Learning	Accounting: Revenue Recognition	Leadership Lessons in Growth
LUNCH			
Afternoon Sessions	Executive Decision Making	Change Management	Agile Marketing
DINNER			
Evening Sessions	Networking	Fireside Chats	Special Activity

Program is 8-9 hours each day, including breakfast, lunch, dinner and breaks.
 Accommodations are included.
 Pre-work: Reading materials are available 2-3 weeks prior to program start.
 Live online orientation prior to arrival.

LASTING LEADERS START HERE.

Learn more and apply at kell.gg/kxedp



To consult with an advisor:

847.467.6018

ExecEd@kellogg.northwestern.edu

Northwestern
Kellogg
School of Management

Kellogg Executive Education | 2211 Campus Drive | Evanston, IL 60208

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.

EDP2024-BR-NOP

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.

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