



Driving Organic Growth Through Innovation

Discover Innovative Solutions to Sustain Growth

EXECUTIVE SUMMARY

Whether you need to innovate quickly to stay ahead of competitors, overcome organizational barriers to innovation or leverage customer insight for marketplace advantage, this results-focused program equips you with the tools and methodologies you need to build sustainable growth engines.

Our comprehensive, step-by-step innovation-driven growth process integrates the critical role of leadership by creating concepts and commercializing them across the full spectrum of objectives: from longer-term, fundamental changes in your business design to meeting short-term challenges in the marketplace. The material is grounded in the understanding that organizations — both for-profit and nonprofit — must meet their respective, short term goals.

Guided by our faculty of seasoned practitioners and innovation thought leaders, you'll gain practical insights from examples of innovation in companies with demonstrated records of growth. You'll also deepen your learning experience by creating a customized Growth Initiative Journal focused on a real-time business challenge. You'll leave with practical, results-focused solutions you can deploy immediately to ignite sustainable, profitable growth in your company.

“[The] program contents and methodology meet the right balance between academic knowledge and business application. [This course] helps you to “re-think” the way management is approaching growth within the company.”

Business Development & Strategy Director, TIM WE

NEXT STEPS

Learn more and apply
kell.gg/kxgrowth

Consult with an
Executive Development Advisor
execed@kellogg.northwestern.edu
847.467.6018

September 24–28, 2018

Kellogg School of Management
Evanston, Illinois, USA



PROGRAM FEE

• \$6,600

Your program fee includes accommodations, meals, course materials and access to a fitness center. Program fee is subject to change.

KEY BENEFITS

- Learn how to meet your growth goals while meeting your short-term business commitments
- Leave with a market-proven, step-by-step process for innovation-driven organic growth that was built by recognizing and then overcoming the potential pitfalls and stumbling blocks to growth found in most organizations
- Design innovative business initiatives created from deep customer insights that foster growth
- Commercialize growth initiatives by actively managing business risks
- Expand opportunities for creating and securing value
- Manage your growth portfolio effectively
- Institutionalize your company's growth engine

WHO SHOULD ATTEND

- Executives who lead and manage growth in medium-to-large companies
- Division presidents, vice presidents, directors and executives in business development, marketing, technology, R&D, operations and strategic planning
- Multiple participants from the same organization who share growth responsibilities

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PROGRAM CONTENT HIGHLIGHTS

Market-Driven Growth Framework

- Gain a holistic view of what it takes to grow, starting with the critical role of leadership
- Leave with a comprehensive, step-by-step process for innovation-driven organic growth

Innovative Business Design

- Gain customer insights as the basis for all our work
- Develop winning value propositions

Optimize Value Capture

- Manage intellectual capital to dramatically enhance value capture
- Create and deploy intellectual property strategies early

Innovation Radar

- Understand the full landscape of growth opportunities
- Use a systematic approach to bring new initiatives to market

The Commercialization Engine

- Manage and mitigate business risk/uncertainty in growth initiatives
- Learn essential tools for the differential management of growth initiatives
- Develop approaches to develop the required capability platforms
- Identify and mitigate critical decision biases that create enormous internal barriers

Capability Platform

- Analyze and determine when to make, buy or ally
- Create and manage value-adding alliances

Managing A Portfolio for Growth

- Match your resource allocations to your corporate goals
- Make tough portfolio decisions

Institutionalize Market-Driven Growth

- Put the growth process into action at your company
- Ensure its consistent application over time

YOUR LEARNING ENVIRONMENT

The program is held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.



THE FACULTY



Robert A. Cooper
Academic Director;
Lecturer of Executive
Programs; industry
growth practitioner

James Gerard Conley

Clinical Professor of Technology, Managerial Economics and Decision Sciences; Faculty Fellow at Segal Design Institute

Loran Nordgren

Associate Professor of Management & Organizations

Mohanbir Sawhney

McCormick Foundation Chair of Technology; Clinical Professor of Marketing; Director, Center for Research in Technology and Innovation (CRTI)

Robert Wolcott

Clinical Professor of Innovation and Entrepreneurship; Co-Founder and Executive Director, Kellogg Innovation Network (KIN)

Ed Zajac

James F. Bere Professor of Management & Organizations

Please note: Faculty is subject to change.

This program's faculty includes researchers and thought leaders who focus on your learning experience.

SPECIAL FEATURE

GROWTH INITIATIVE JOURNAL

The faculty encourages each participant to bring an example of a priority growth initiative at his or her company to create a Growth Initiative Journal. Faculty members will critique these during and after the program.

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Robert Cooper, Academic Director

Sample Schedule

	DAY 1	DAY 2	DAY 3	DAY 4
MORNING SESSION(S)		Optimizing Value Capture Conley	Developing Winning Value Propositions Sawhney	Making Better Decisions - Defeating Decision Biases Nordgren
LUNCH				
AFTERNOON SESSION(S)	Overview of the Market Driven Growth Framework and Program Design Cooper	Optimizing Value Capture (cont'd)	Building the Capability Platform: Creating and Managing Strategic Alliances Zajac	Integrating MDG Principles Into Your Company Cooper
Managing the Growth Portfolio Cooper		Growth Initiative Journal (GIJ) Cooper		
DINNER				
EVENING SESSION	Growth Initiative Journal (GIJ) Cooper	Independent Study/ Free Evening	Independent Study/ Free Evening	