

# Leading into the Future:

*Managing in a Changing World*

November 1 – November 12, 2020

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Information Session

Northwestern | Kellogg

EXECUTIVE EDUCATION

# The Team



**David Collins**  
Program Manager

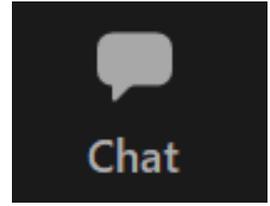


**Gretchen Baker**  
Associate Director  
of Advising



**Cindee Bath**  
Session Support

# Chat Prompt



**Where are you joining us from?**

# Program Academic Director



**David S. Friedman**

Clinical Assistant Professor of Executive Education

Senior Program Director of Executive Education

# Program Overview

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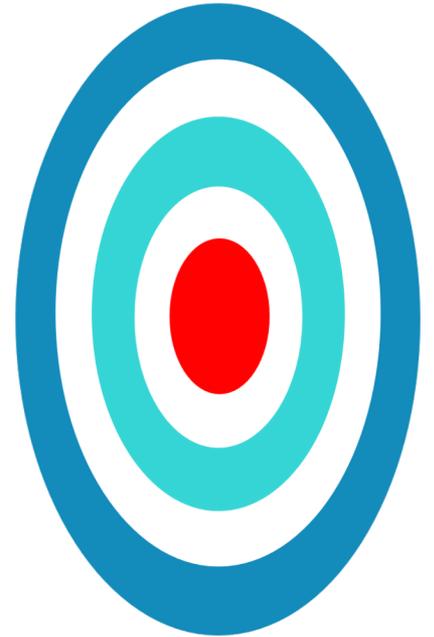
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# Why attend this program



- Learn tools to survive and thrive - as you lead into the future
- Take the time to think about how each tool links to what you do, and what you'll need to do
- Learn from faculty and from each other



# Why Live Virtual?

- 
- Very interactive – not a webinar or an “online program”
  - You can do it now!
    - Get the knowledge
    - Make the connections

# Resources & Opportunities to Connect



Network with your peers during small group lunches

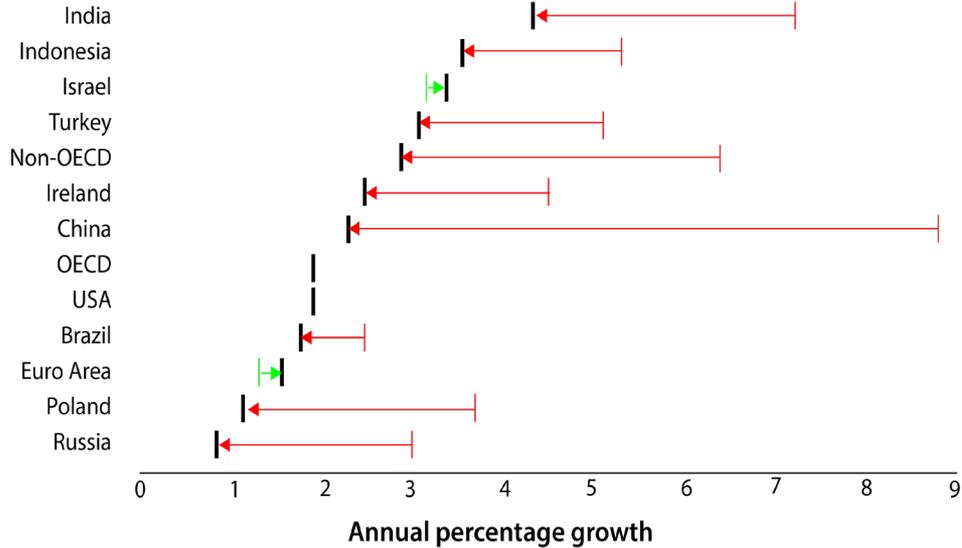
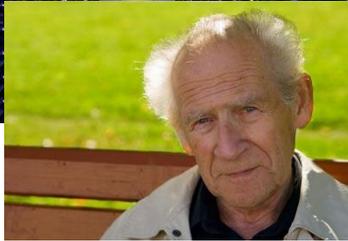
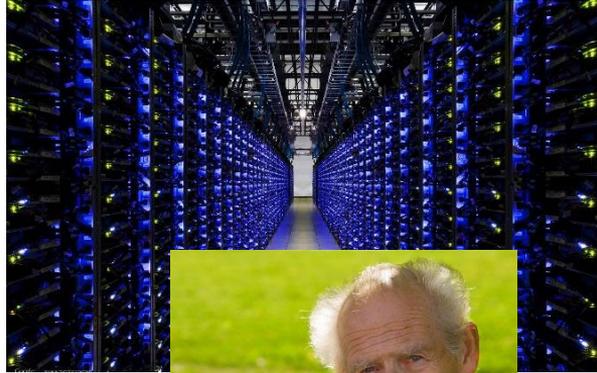


Dig deeper during faculty office hours



Explore resources on a robust course site

# Gain tools to respond wisely to long-term forces..



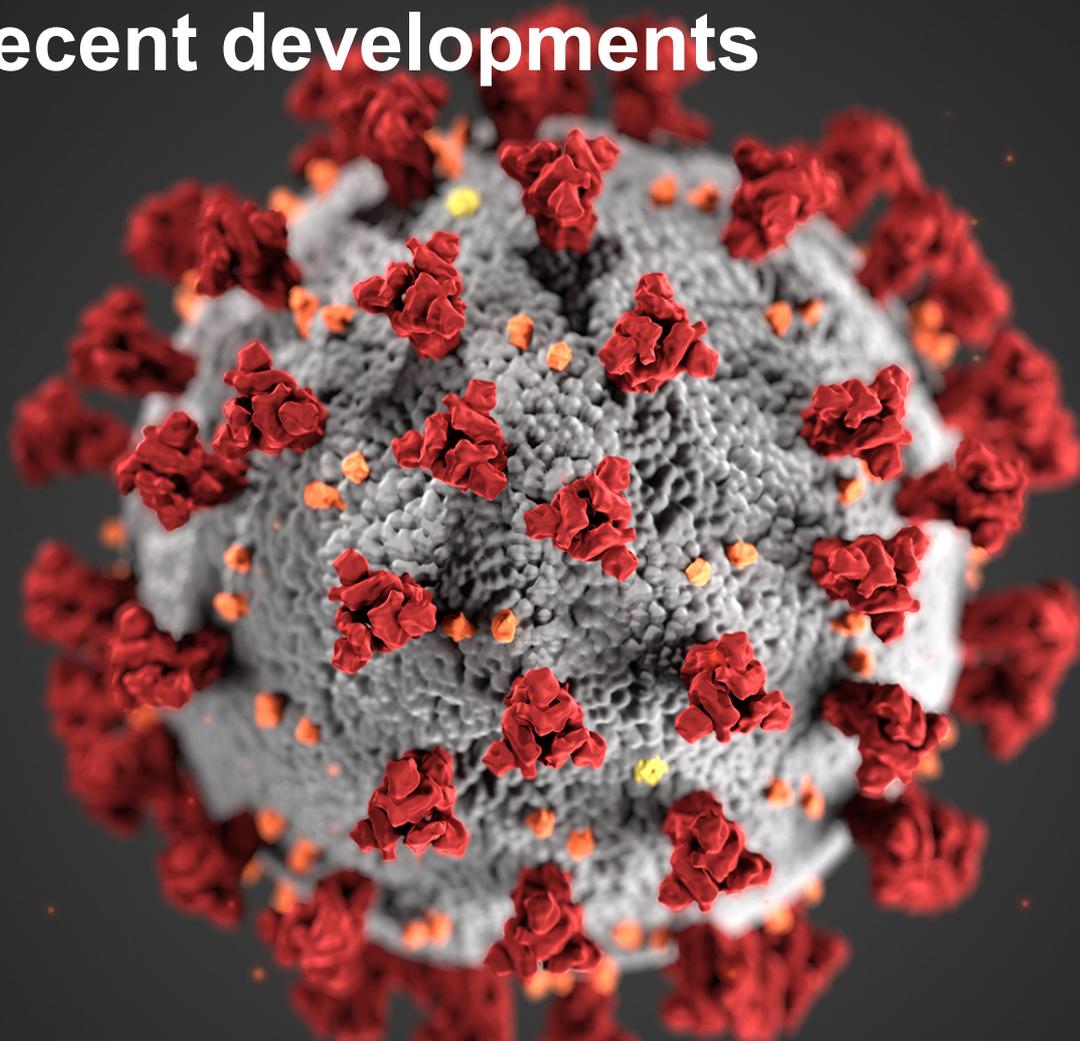
**Growth rates**

2000-2020 

2020-2040 

Source: OECD long-term baseline projections, No. 103

... and recent developments



# Let's talk with each other



- Name
- Your organization & responsibilities
- What are the biggest challenges and issues you face?
- What are the biggest opportunities you face?

# Challenges

# Opportunities

**Future is both challenge and opportunity**



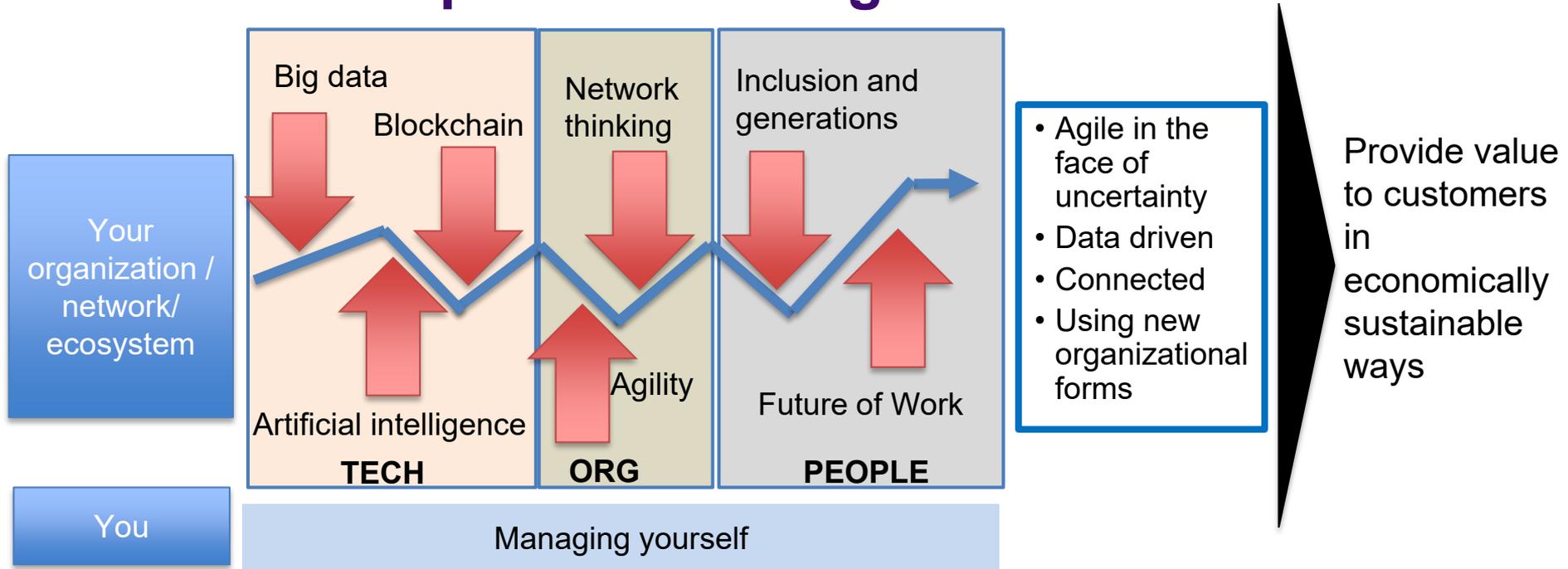
# Three questions we want you to answer - repeatedly

What?

So  
what?

Now  
what?

# Program goal – serving customers well by effective response to change



# First Week

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*Participant Introductions on Sunday, November 1, at 10:00 AM CDT*

LEADING INTO THE FUTURE			FIRST WEEK: NOVEMBER 1-6, 2020		
Academic Director: David Friedman david.friedman2@kellogg.northwestern.edu			Program Manager: David Collins d-collins@kellogg.northwestern.edu		
TIME (US CENTRAL)	MONDAY NOVEMBER 2	TUESDAY NOVEMBER 3	WEDNESDAY NOVEMBER 4	THURSDAY NOVEMBER 5	FRIDAY NOVEMBER 6
7:45 - 8:00	Zoom meeting opens	Zoom meeting opens	Zoom meeting opens	Zoom meeting opens	Zoom meeting opens
8:00 AM - 9:30 AM	<b>Program Introduction</b> (8:00-8:30 AM)  David Friedman	<b>Generating Business Value with Data Analytics</b>  Joel Shapiro	<b>Beyond Diversity: Accelerating Inclusion &amp; Leading for Equity</b>  Nicholas Pearce	<b>The Network Insight</b>  Noshir Contractor	<b>Blockchain Technology and Your Organization</b>  Sarit Markovich
9:30 - 9:45	Break	Break	Break	Break	Break
9:45 AM - 11:15 AM	<b>Creating Customer Value</b> (8:30-9:30 AM)  Rick Kolsky	<b>The What, Why and Where of Artificial Intelligence</b>  Adam Pah	<b>Beyond Diversity: Accelerating Inclusion &amp; Leading for Equity (cont'd)</b>  Nicholas Pearce	<b>Network Tools and Signatures</b>  Noshir Contractor	<b>Blockchain Technology and Your Organization (cont'd)</b>  Sarit Markovich
11:15 - 11:30	Break	Break	Break	Break	
11:30 AM - 1:00 PM	<b>Creating Customer Value (cont'd)</b> (9:45-11:15 AM)  Rick Kolsky	<b>The What, Why and Where of Artificial Intelligence (cont'd)</b>  Adam Pah	<b>U.S. Elections – Optional Chat (until 12:15 PM)</b>  David Friedman	<b>Understanding and Improving My Own Network</b>  Noshir Contractor	
OFFICE HOURS		<b>Office Hours – Rick Kolsky</b> 1:15 - 2:00 PM			
NETWORKING	<b>Virtual Lunch</b> 11:30 AM - 12:30 PM			<b>Social Hour</b> 1:15 - 2:15 PM	<b>Virtual Lunch</b> 11:30 AM - 12:30 PM

# Second Week

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LEADING INTO THE FUTURE		SECOND WEEK: NOVEMBER 9-11, 2020	
Academic Director: David Friedman david.friedman2@kellogg.northwestern.edu		Program Manager: David Collins d-collins@kellogg.northwestern.edu	
TIME (US CENTRAL)	MONDAY NOVEMBER 9	TUESDAY NOVEMBER 10	WEDNESDAY NOVEMBER 11
7:45 - 8:00	Zoom meeting opens	Zoom meeting opens	Zoom meeting opens
8:00 AM - 9:30 AM	<b>Strategic and Organizational Agility</b>  Ned Smith	<b>The Future of Work</b>  David Friedman	<b>The Emotional Brain: Managing Yourself to Manage Others</b>  Robin Nusslock
9:30 - 9:45	Break	Break	Break
9:45 AM - 11:15 AM	<b>Strategic and Organizational Agility (cont'd)</b>  Ned Smith	<b>The Future of Work (cont'd)</b>  David Friedman	<b>Looking for the Future</b>  David Friedman
11:15 - 11:30	Break	Break	Break
11:30 AM - 1:00 PM	<b>Strategic and Organizational Agility Organized Breakout Discussion</b>  Ned Smith/ David Friedman	<b>"So What's" and "Now What's" Optional Discussion</b>  David Friedman	<b>Program Close (until 12:00 PM)</b>  David Friedman

# Meet the rest of the faculty



**Noshir  
Contractor**



**Rick Kolsky**



**Sarit Markovich**



**Robin Nusslock**



**Adam Pah**



**Nicholas Pearce**



**Joel Shapiro**



**Ned Smith**

# Q & A

# For more information:

- Go to [kell.gg/kxcentury](https://kell.gg/kxcentury)
- Contact your program Advisor – Gretchen Baker  
[gretchen-baker@kellogg.northwestern.edu](mailto:gretchen-baker@kellogg.northwestern.edu)

# Thank you!