

IRI/KELLOGG SHAPING INNOVATION LEADERS 2024

JUNE 9-14, 2024

Academic Director: Marian Powers, PhD

Program Manager: Gina Green

Time	Sunday June 9	Monday June 10	Tuesday June 11	Wednesday June 12	Thursday June 13	Friday June 14
7:00–8:30	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
8:30–10:00	WELCOME!	High Performance Negotiation Skills Rivera	Law for Technical Executives McCareins	Strategic Investments * Richardson Vicks (A) & (B) Raviv	Building a Better Network, Part 1 Uzzi	Strategic Alliances * Chip Consortium Zajac
10:15–11:45		High Performance Negotiation Skills (Cont'd)	Law for Technical Executives (Cont'd)	Strategic Investments (Cont'd)	Building a Better Network, Part 2 Uzzi	Strategic Alliances (Cont'd)
11:45–1:00	Lunch	* Class Photo * Lunch	Lunch	Lunch	Lunch	Box Lunch
1:00–2:30	1:00-1:30 Program Introduction Powers 1:45-3:15 Strategic Thinking * Blue Ocean Strategy Turmell	1:00-1:30 Measuring Value Creation * Accounting for Computer Software Development Costs Powers	Evaluation of Investment Programs * Energy Gel (A) Raviv	Segmentation-Targeting-Positioning * Blue Apron Hennessy	1:00-4:00 Leading Initiatives and Changing Beliefs EIS Simulation Uzzi	11:45-1:15 Driving Profitable Growth Calkins
2:45–4:15	3:30-5:00 Strategic Thinking (Cont'd)	Evaluating Financial Results * Delta Air Lines Powers	Evaluation of Investment Programs (Cont'd)	Segmentation-Targeting-Positioning (Cont'd)	4:15-5:00 Simulation Case Debrief Uzzi	1:30-3:00 Driving Profitable Growth (Cont'd)
4:30–6:00	5:00-6:30 Understanding Financial Statements * Cafe Caliente Powers	Evaluating Financial Results (Cont'd)	Financial Strategy & Cost of Capital Raviv	Defending Your Brand * A.1. Steak Sauce: Lawry's Defense Calkins	5:15-6:30 Reciprocity Ring Exercise Uzzi	3:00 Program Concludes E-Evaluations: Zajac, Calkins, Final
Evaluations	E-Evaluation: Turmell	E-Evaluations: Rivera, Powers	E-Evaluation: McCareins	E-Evaluations: Raviv, Hennessy, Calkins	E-Evaluation: Uzzi	Thank You for choosing KELLOGG! Safe travels home.
6:00–6:30 6:30–7:30	6:45-7:45 Dinner	Social Time Dinner	Social Time Dinner	Social Time Dinner	Social Time Dinner	
7:30–9:00	7:45-9:15 Study Groups * Delta Air Lines Powers	Study Groups * Energy Gel (A) Raviv	Study Groups * Richardson Vicks (A) & (B) Raviv	Individual Study or Recreation	Individual Study or Recreation	
9:00–11:00	Late Lounge / Networking	Late Lounge / Networking	Late Lounge / Networking	Late Lounge / Networking	Late Lounge / Networking	

* Denotes materials posted to the IRI program course site.