



INNOVATION RESEARCH
INTERCHANGE

Accelerating Value Creation

NORTHWESTERN UNIVERSITY



Kellogg
School of Management
Northwestern University

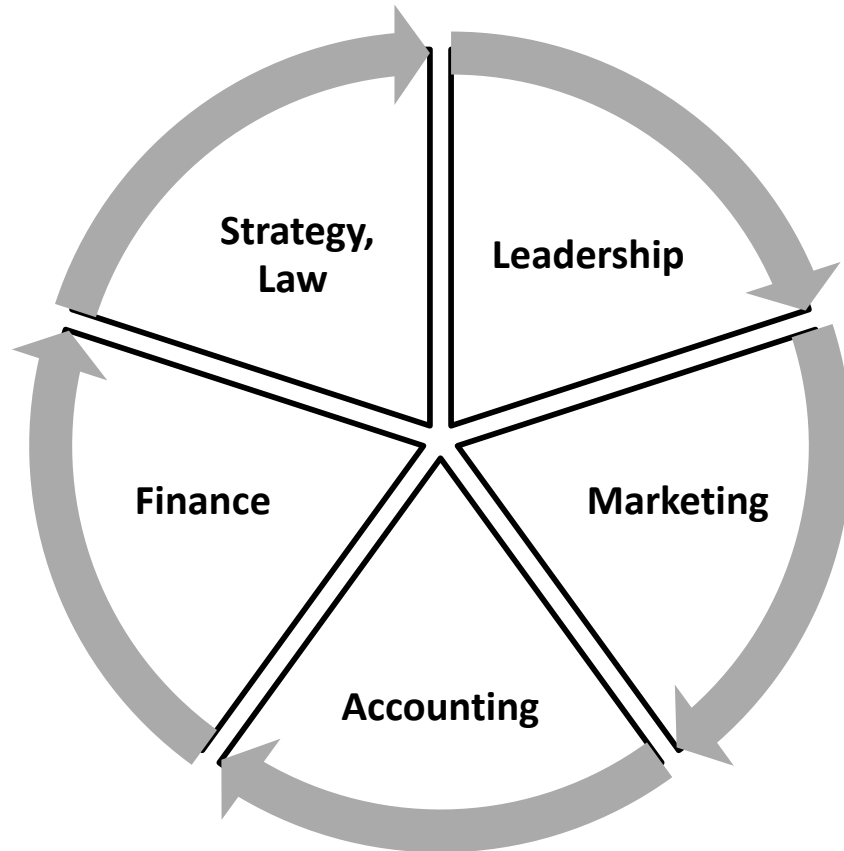
Shaping Innovation Leaders

June 15-19, 2026

Professor Marian Powers,
Academic Director and Faculty

Overview of Academic Content

Shaping Innovation Leaders Program



Two Categories of Courses

Business Basics:

**Strategy, Marketing, Law
Accounting & Finance**

- Strategic Orientation
- Goal: Asking Good Questions

Leadership Effectiveness

- Making it Happen

Shaping Innovation Leaders Program

Academic Content

STRATEGIC ORIENTATION IN BUSINESS BASICS

Marketing

- Driving profitable growth

Accounting

- Understanding Financial Statements
- Evaluating Financial Results

Finance

- Evaluation of Investment Programs
- Financial Strategy & Strategic Investments

Strategy

- Strategic Thinking
- Strategic Alliances

Legal

- Law for Technical Executives

LEADERSHIP EFFECTIVENESS

- High Performance Negotiation Skills
- Building a Better Network

Draft Matrix 2026

Time	Monday June 15	Tuesday June 16	Wednesday June 17	Thursday June 18	Friday June 19
6:30-8:00		Breakfast @ Hotel	Breakfast @ Hotel	Breakfast @ Hotel	Breakfast @ Hotel
	WELCOME!	High Performance Negotiation Skills Rivera	Law for Technical Executives	Building a Better Network, Part 1 Uzzi	8:00-9:30 Driving Profitable Growth * A.1. Steak Sauce: Lawry's Defense case Calkins
		Break	Break	Break	Break
10:15-11:45		High Performance Negotiation Skills (Cont'd) Rivera	Law for Technical Executives (Cont'd)	Building a Better Network, Part 2 Uzzi	9:45-11:15 Driving Profitable Growth (Cont'd) Calkins
11:45-1:00	Lunch	* Class Photo * Lunch	Lunch	Lunch	11:15-11:45 Lunch
1:00-2:30	Program Introduction Powers 1:00-1:30pm Strategic Thinking * Blue Ocean Strategy 1:30pm -3:00pm Turmell	Evaluating Financial Results * Accounting for Computer Software Development Costs Powers	Study Groups * Energy Gel (A) Raviv	Study Groups * Richardson Vicks (A)/(B) Raviv	11:45-1:15 Strategic Alliances * Chip Alliance Fails – What went wrong? Zajac
2:30-2:45	Break	Break	Break	Break	Break
Strategic Thinking (Cont'd)	3:15pm-4:45pm Strategic Thinking (Cont'd) Turmell	Study Groups * Delta Air Lines Powers	Evaluation of Investment Programs * Energy Gel (A) Raviv	Strategic Investments * Richardson Vicks (A)/(B) Raviv	1:30-3:00 Strategic Alliances (Cont'd) Zajac
4:15-4:30	Break	Break	Break	Break	3:00
4:30-6:00	5:00pm-6:30pm Understanding Financial Statements * Cafe Caliente Powers	Evaluating Financial Results (Cont'd) * Delta Air Lines Powers	Evaluation of Investment Programs (Cont'd) Raviv	Strategic Investments (Cont'd) Raviv	Program Concludes Thank You for choosing KELLOGG! Safe travels home.
	Social Time Welcome Dinner	Free	Free	Social Time Closing Dinner	
	Late Lounge	Free	Free	Late Lounge	

Leveraging the Classroom Experience



Case Preparation

Individually, read case carefully & thoroughly

- Appendices & tables usually important
- Answer professor's study questions

Why?

- Follow classroom discussion
- Actively participate in study groups and/or class discussions

Typical preparation time

- Approximately one hour

Registration

Shaping Innovation Leaders Executive Management Program

- You may pay in full or place a deposit to hold your place to attend the program. Registration is on a first-come, first-served basis.
- The program fee includes tuition, materials, a single guest room for 4 nights at the Hilton Orrington Hotel, daily transportation between The Global Hub and the Hilton Orrington Hotel, all breakfasts and lunches, all coffee breaks, and welcome and closing dinners.



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Timeline

- Early Registration Deadline: **February 2.**
 - \$12,625.00 for IRI members
 - \$14,775.00 for non-members.
- Final Registration Deadline: **April 15.**
 - \$13,625.00 for IRI members.
 - \$15,775.00 for non-members.

SIL Alumni Network

In 2026, we are excited to launch a series alumni-exclusive activities designed to bring the network together. These opportunities will focus on helping alumni expand their professional network, share ideas and experiences, and continue learning and growing beyond the program.



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Shaping Innovation Leaders Info Session: *Alumni Perspectives*

November 19
12 p.m. ET

[Click here to register](#)



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