



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
8:00-9:30					
10:15-11:45		High Performance Negotiation Skills Rivera	Law for Technical Executives	Building a Better Network, Part 1 Uzzi	Driving Profitable Growth *A.1. Steak Sauce: Lawry's Defense case Calkins
11:45-1:00	Lunch	* Class Photo * Lunch	Lunch	Lunch	11:15-11:45 Lunch
1:00-2:30	Program Introduction Powers Strategic Thinking *Blue Ocean Strategy Turmell	1:00-1:30pm Evaluating Financial Results *Accounting for Computer Software Development Costs Powers	1:30pm - 3:00pm 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
3:15pm-4:45pm					
4:15-4:30	Break	Break	Break	Break	3:00
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)	Strategic Investments (Cont'd) Raviv	Program Concludes Thank You for choosing <b>KELLOGG!</b> 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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