

ISMA-KELLOGG: UNDERSTANDING SECURITY AS A BUSINESS ASSET

SEPTEMBER 29-OCTOBER 2, 2024

Academic Director: Tim Feddersen Program Director: Gretchen Baker

Program Manager: Gina Green

Time	Sunday, September 29	Monday September 30	Tuesday October 1	Wednesday October 2
7:00-8:15	<i>Check-in/Arrival</i>	Breakfast	Breakfast	Breakfast
8:20-8:30		<i>Morning Announcements & Faculty Introductions</i>	<i>Morning Announcements & Faculty Introductions</i>	<i>Morning Announcements & Faculty Introduction</i>
8:30-10:00		Influence Without Authority Loran Nordgren	Overcoming Barriers to Agreement Nour Kteily	Generative AI for Business Leaders Mohan Sawhney
10:15-11:45		Influence Without Authority (Cont'd) Loran Nordgren	Overcoming Barriers to Agreement (Cont'd) Nour Kteily	<i>11:30am-11:45am</i> Session & Final Program Evaluations
11:45-12:00				<i>11:45am-12:00pm</i> Program Closing & Certificates
12:00-1:00	<i>11:30am-12:30pm</i> Lunch	Lunch	Lunch	Lunch (<i>optional</i>)
1:00-2:30	<i>12:45pm-1:15pm</i> Program Welcome Baker <i>1:15pm-2:45pm</i> Strategy for Organizations Jeroen Swinkels	Aligning Strategy & Operations: A Digital Framework Achal Bassambo	The Language of Finance: Understanding Financial Risks and Engaging Stakeholders Mitchell Petersen	Thank you for choosing Kellogg! Safe travels home.
2:45-4:15	<i>3:00pm-4:30pm</i> Diagnosing, Defending, and Building Your Competitive Position Jeroen Swinkels	Aligning Strategy & Operations (Cont'd) Achal Bassambo	The Language of Finance (Cont'd) Mitchell Petersen	
4:30-6:00	<i>4:45pm-6:00pm</i> Diagnosing, Defending, and Building Your Competitive Position (Cont'd) Jeroen Swinkels	Fundamentals of Marketing Strategy Kevin McTigue	The Language of Finance (Cont'd) Mitchell Petersen	
6:00-7:30	Cocktail Reception & Dinner	Social Time Dinner	Social Time Dinner	
7:30-9:00	Individual Study and/or Recreation	Fundamentals of Marketing Strategy (Cont'd) Kevin McTigue	Individual Study and/or Recreation	
9:00-11:00	Late Lounge & Networking (<i>optional</i>)	Late Lounge & Networking (<i>optional</i>)	Late Lounge & Networking (<i>optional</i>)	