

# The Customer-Focused Organization

## October 26 – November 6, 2020

---

*Info Session*

*September 17, 2020*

# The Customer-Focused Organization

## October 26 – November 6, 2020

---

*Info Session*

*September 17, 2020*

# Your Kellogg Team

---

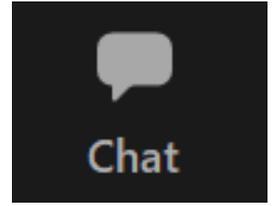


**Gretchen Baker**  
Associate Director of Advising



**Carolyn McHugh**  
Program Manager

# Chat Prompt



**What industry are you in?**

# Program Overview

---

Professor Gregory Carpenter

# Program Faculty

## The Customer-Focused Organization

### Gregory Carpenter



Gregory Carpenter is the James Farley/Booz Allen Hamilton Professor of Marketing Strategy, Director of the Center for Market Leadership and Faculty Director, Kellogg Markets and Customers Initiative (KMCI) at Kellogg School of Management.

Professor Carpenter focuses on understanding how firms succeed with consumers. Based on award-winning research, his recent book, *Resurgence: The Four Stages of Market-Focused Reinvention* (Palgrave Macmillan, 2014), examines how firms that face serious challenges create a more customer-focused culture and renewed success.

His teaching includes an MBA class on Consumers, Culture & Leadership, and he is the academic director of two Kellogg Executive Education programs: the Chief Marketing Officer Program, which helps prepare executives for the challenging role of CMO, and The Customer-Focused Organization. He also co-chairs the Marketing Leadership Summit, bringing thought leaders together each fall to explore the future of marketing.

He often speaks and advises firms such as Bacardi, Carnival Corporation, Coca-Cola, Cunard Lines, Diageo, Dow Chemical, Federal Reserve Bank, Government of Mexico, General Electric, Harley-Davidson, Health Management Academy, Novartis, PepsiCo, Pfizer, SC Johnson, Target, Unilever, and Visa. As a former Academic Trustee of the Marketing Science Institute, he served as a member of the board of advisors of Hamilton Consultants, and a member of the advisory board of Terlato Wine Group. He was named a Chevalier in the Ordre des Coteaux de Champagne for his contribution to champagne.

Previously on the faculty of the UCLA, Columbia University, and the Yale School of Management, he received his B.A. from Ohio Wesleyan University, and M.B.A., M.Phil. and Ph.D. degrees from Columbia University.

# Question

- What is the most significant obstacle slowing your organization's journey to being more customer focused?
  - Cultural resistance to change
  - Gaining a deeper understanding of customers
  - Creating powerful brands and fostering loyalty
  - Managing and leading in an eco-system
  - Using data and analytics more effectively
  - Leading organizational change and fostering innovation

# Culture and Customer Focus



- What is a market-focused organizational culture and how does an organization move more towards one?

# Customers, Brands, and Loyalty



**Eric Leininger**



**Tom O'Toole**



**Julie Hennessy**

# Ecosystems, Data and Analytics



**Eric Anderson**



**Joel Shapiro**

# Organizational Change & Innovation



**Ed Zajac**



**Jim Stengel**



**Sanjay Khosla**



**Mohan Sawhney**

## THE CUSTOMER-FOCUSED ORGANIZATION

Academic Director: Greg Carpenter

**OCTOBER 26 – NOVEMBER 6, 2020**

Program Manager: Carolyn McHugh

Carolyn.mchugh@kellogg.northwestern.edu

TIME (US CENTRAL)	MONDAY October 26	Wednesday October 28	Friday October 30
8:15-8:30	Welcome	Welcome	Welcome
8:30-10:00	<b>The Customer-Focused Organization</b>  Greg Carpenter	<b>The Customer Journey</b>  Eric Leininger	<b>Customer Loyalty</b>  Tom O'Toole
10:00-10:15	Break	Break	Break
10:15-11:45	<b>The Customer-Focused Organization (Cont'd)</b>  Greg Carpenter	<b>Ecosystems</b>  Eric Anderson	<b>Branding</b>  Julie Hennessy
11:45-1:00	Break	Break	Break
OFFICE HRS		1:15 to 2:15 p.m. Team Office Hours	1:15 p.m. Optional Virtual Lunch
NETWORKING		5:00 p.m. Optional Virtual Happy Hour	

## THE CUSTOMER-FOCUSED ORGANIZATION

Academic Director: Greg Carpenter

**OCTOBER 26 – NOVEMBER 6, 2020**

Program Manager: Carolyn McHugh  
 Carolyn.mchugh@kellogg.northwestern.edu

TIME (US CENTRAL)	MONDAY November 2	Wednesday November 4	Friday November 6
8:15-8:30	Welcome	Welcome	Welcome
8:30-10:00	<b>Data Analytics for Customer Centricity</b>  Joel Shapiro	<b>Leading Organizational Change</b>  Ed Zajac	<b>Fewer Bigger Bolder</b>  Sanjay Khosla
10:00-10:15	Break	Break	Break
10:15-11:45	<b>Data Analytics for Customer Centricity (Cont'd)</b>  Joel Shapiro	<b>Got Courage</b>  Jim Stengel	<b>Transforming Marketing</b>  Mohan Sawhney
11:45-1:00	Break	Break	Break
OFFICE HRS		1:15 to 2:15 p.m. Team Office Hours	
NETWORKING	1:15 p.m. Optional Virtual Lunch	5:00 p.m. Optional Virtual Happy Hour	

# Learning Experience

---

# Resources & Opportunities to Connect



Network with your peers during small group lunches and events



Dig deeper during faculty office hours



Explore resources on a robust course site

Q & A

# For more information:

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

**THANK YOU**