



LEADERSHIP ACADEMY

Building Business Acumen for School Leaders

Tuesday, June 23 –
Thursday, June 25, 2020

IN PARTNERSHIP WITH THE KELLOGG SCHOOL
CENTER FOR NONPROFIT MANAGEMENT

LOCATED AT NORTHWESTERN UNIVERSITY
DOWNTOWN CHICAGO CAMPUS

Northwestern
Kellogg
School of Management
EXECUTIVE EDUCATION



REGISTER AT WWW.ISACS.ORG

WHO SHOULD ATTEND

LEADERS OF INDEPENDENT SCHOOLS

DATES & TIMES

TUESDAY, JUNE 23, 9:00 AM TO THURSDAY, JUNE 25, 3:30 PM

TOPICS INCLUDE

Building High Performance Teams, Gail Berger

Teams are often tasked with key organizational responsibilities including developing strategic school initiatives, designing curricula and programs, and executing against adopted proposals. It is imperative for school leaders to understand team dynamics to be effective collaborators and contributors. Participants will develop a deeper understanding of the factors that foster peak team performance. They also will examine the biases and pitfalls that can adversely impact team productivity and strategies and best practices that positively impact collaboration.

Leadership as Relationship: The Dynamics of Leading & Following, Michelle L. Buck

Leadership is not a solo visionary activity, but rather a dynamic relationship between leader and followers. Leadership is about making extraordinary things happen through other people. This session will address this interdependent relationship and will take the position that agile leaders know when and how to both lead and follow depending on what is called for in the situation. We will use case studies, reflective exercises, and a dynamic experiential learning exercise to explore these topics.

Telling Stories through Data, Steven Franconeri

Through a review of techniques and hands-on exercises, this session will convey the best research-backed guidelines for presenting your data as a clear and persuasive story, drawing from cognitive science, data visualization, graphic design, and data journalism.

Board Partnerships – Who’s the Boss: Knowing Your Role & Respecting Theirs, Megan Kashner

In this session, we’ll delve into the complex and high-stakes relationship between an organization’s chief executive and its board of directors. From clear delineations of responsibilities to solid lines of communication, executive evaluation, and more, learn best-practices and explore dynamics that make boundaries both difficult and essential.

Marketing Essentials for School Leaders, Kevin McTigue

In this session, we will tackle the fundamental concepts in marketing: segmentation, targeting, and positioning. To make the class actionable, we will mix a series of practical work sessions with lectures so participants can apply the learnings in real time. Key concepts include: how to practically segment a market into different audiences; choosing the right target audience based on value to your organization and the audience; managing multiple target audiences; tools to identify the most meaningful positioning; and understanding purpose-driven communications.

Using Financial Statements for Decision Making, Marian Powers

This session will provide a review of school financial statements and identify strategies for gaining insights about the story each financial statement conveys. There will be opportunity to apply these skills to your school’s financial statements.

Intersection of Finance & Mission, Marian Powers

This session will illustrate how finance can lead to better mission-focused decision-making and examine the use and benefits of Activity Based Reporting.



GAIL BERGER, PhD is an assistant professor of instruction at Northwestern University in the Kellogg School of Management, the McCormick School of Engineering, and the School of Communication.

She brings experience in the areas of talent development and assessment, conflict resolution, team dynamics, and executive coaching across a variety of industries including consumer services, education, engineering, financial services, hospitality, and the nonprofit sector. Berger received her PhD from the Kellogg School of Management and is the recipient of the Instructor of the Year Award at Northwestern’s School of Education and Social Policy.



MICHELLE L. BUCK is clinical professor of leadership at the Kellogg School of Management at Northwestern University. She has previously served as the School’s first director of leadership initiatives,

designing and coordinating opportunities for personal leadership development to complement the School’s academic curriculum. She has served as academic director of numerous Kellogg executive programs and teaches in Kellogg’s Advanced Management Program, the Senior Women’s Leadership Program, the Leading Family Enterprises Program, and the master of science program at Northwestern. She has a PhD in social psychology from Princeton University and a bachelor’s degree in Psychology from the University of Michigan.



STEVEN FRANCONERI is a leading scientist, teacher, and speaker on visual thinking, visual communication, and the psychology of data visualization. He is a professor of psychology

in the Weinberg College of Arts & Sciences at Northwestern and director of the Northwestern Cognitive Science Program, as well as a Kellogg Professor of Management & Organizations by courtesy. His undergraduate training was in computer science and cognitive science at Rutgers University, followed by a PhD in experimental psychology from Harvard University and postdoctoral research at the University of British Columbia.



MEGAN KASHNER serves as the director of Social Impact at Northwestern University’s Kellogg School of Management. In her leadership of Kellogg’s Social Impact offerings, Kashner focuses on the

areas of impact investing, social entrepreneurship, sustainability, nonprofit management, policy, global development, values, and ethics. She has spoken at the White House and at national conferences on social innovation, philanthropy, and entrepreneurship. She has been featured on CNN and in *FastCompany*, *Mashable*, *MSNBC*, the *New Yorker*, and the *New York Times*. Kashner holds an MBA from Northwestern’s Kellogg School of Management, a master’s from the University of Chicago’s School of Social Service Administration and a BA in public policy from Brown University.



KEVIN MCTIGUE is a clinical associate professor of marketing at Northwestern University’s Kellogg School of Management teaching multiple classes for the MBA and Executive Education Programs. His

career spans over 20 years in teaching, consulting, brand management, and advertising. Before his full-time appointment, McTigue led the Strategy and Consulting practice in the central region of the U.S. for global digital agency SapientRazorfish. His work focused on driving value for clients in a digital age. From marketing strategies to digital transformation roadmaps to creation of entirely new businesses, he advised senior Fortune 500 clients on how to best leverage digital to create value.



MARIAN POWERS, PhD serves on the faculty of the Kellogg School of Management’s Allen Center for Executive Education at Northwestern University. She specializes in teaching financial reporting and analysis to executives. Since 1987, Powers has designed and delivered customized finance and accounting training for corporations and nonprofit organizations. She is co-author of several college accounting textbooks. Her research has been published in *The Accounting Review*, *The International Journal of Accounting*, *The Journal of Accountancy*, *The Journal of Business*, *Finance and Accounting*, and *Financial Management* among others.

HOTEL ACCOMMODATIONS

ISACS has secured a discounted room rate at the Courtyard by Marriott, 165 East Ontario, Chicago, which is located less than two blocks from the Kellogg Center’s downtown campus. The special rate is: \$209/night plus tax (single or double occupancy) for the nights of June 22, 23, and 24. To make a reservation, please call the hotel directly at (312) 660-2404 and mention the group name ISACS. For online reservations, [click here](#) Reservations must be made by Monday, June 1, 2020 and before the room block reaches capacity. If availability allows, the hotel will honor extended reservations one day before and one day after the Academy. If you have a problem securing the rate, please call the ISACS staff at (312) 750-1190.

REGISTRATION FEE

- \$2250 ISACS member fee • \$2500 non-member fee
- Academy includes: three breakfasts, three lunches, and one dinner

PARTIAL SCHOLARSHIPS

Thanks to a grant from Skilling and Andrews Foundation, registrants from schools with assets of less than \$18 million are eligible for partial scholarships. To determine your school’s assets, see the Statement of Financial Position from the most recent audit and find “Year-End Total Net Assets.” These scholarships are available for member and non-member schools. For more details about the partial scholarship, please contact Karen Zeitlin at (312) 750-1190 or karen@isacs.org.

TEAM DISCOUNT

Registrations from the same school are at 60% after the first registration. While the program was designed with heads in mind, we have found that it is a good fit for aspiring heads, CFOs, and other school leaders. Taking the experience home with school colleagues can maximize the potential for applying the learning. For more details about the team member discount, please contact Karen Zeitlin at (312) 750-1190 or karen@isacs.org.