

IN ENGLISH

Intensive four-day management program, featuring international speakers, that covers the success factors of effective strategic leadership. Particularly suitable for executives, directors, managers responsible for business divisions or units and those who carry strategic management responsibility.

## Concept

**Successful companies are different from their competitors. They are unique. Not exchangeable. Their valuable customer benefits are confirmed again and again. Their brand stands for something special. They are ahead of the competition because their capabilities cannot be easily copied: well thought-out, carefully designed and marked by consistently managed success.**

**Building a secure, competitive advantage requires focus and conscious use of resources. The task of top management is to provide strategic clarity:**

- > What is the company's central success position?
- > What distinguishes the company from the competition?
- > What unique benefits does the company offer customers?
- > How can all company divisions and business units be aligned with the principles and ideas of the overall strategy?

## Topics

### Strategic Management in Transition

Strategic planning means actively concerning yourself with securing the future of the company. Strategic leadership is about transforming the results of your strategic consideration and discussion into concrete policies and actions at all levels of management. Strategic implementation should then lead to demonstrable results for the purpose of securing this future. So much for theory.

What about practice? Dynamic, unpredictable markets and increasingly difficult business conditions make the quality and quantification of strategic planning more difficult than ever before. For the conversion of strategic concepts into level-appropriate plans and objectives, the instruments are missing, or too slow and cumbersome. So, strategies get bogged down in the quick-sand of implementation.

How can you optimize the chances of your deployment strategies?

- > The process of strategic planning
- > Strategic management in the age of digital business transformation

- > What distinguishes good from bad strategies
- > How to formulate and represent strategies instrumentally
- > First implementation barriers: structure, culture, processes and lack of core competencies
- > How to communicate strategies
- > Early warning systems; strategic control
- > The art of strategy implementation

### New Approaches for Market Success

Customer focus alone is no longer enough. Few companies can afford to ignore systematically studying customer needs, controlling customer satisfaction and developing a customer-oriented company culture.

- > The new consumer and customer
- > Consequences of globalization for marketing strategy
- > Brand strategy, identity and positioning
- > Innovation and service leadership
- > Exploiting the opportunities of new media

### Implementation and Leadership

Modern management in an international environment requires a high degree of identity, trust, entrepreneurship and self-organization. The Boston Strategy Program shows you how to tackle these challenges in your own company, so you can develop an effective, implementation- and result-oriented management culture.

- > Specifying vision, mission and key objectives
- > Anchoring culture and values in the company
- > Designing a simple, transparent structure
- > Providing for leadership and implementation
- > Change management as a tool for implementing beneficial, value-added change
- > Introducing well-aligned control and incentive models
- > Sparking motivation and winning spirit in everyday business

### Program dates (4 days)

Sem-Nr	Place	Date
E-59121	USA-Boston	October 18–21, 2021
E-59122	USA-Boston	October 18–21, 2022

Program fee: CHF 4900.– Invoicing in EUR possible (depending on current currency rate)  
Further information and booking via internet: [www.sgmi.ch/ens13](http://www.sgmi.ch/ens13)



## Information and Advice

We will gladly provide you with more information about our seminars, programs and diplomas. Call us if you would like an SGMI advisor to help you make the right personal-development choice among our many courses and programs.

Phone +41 (0)71 223 50 30  
Fax +41 (0)71 223 50 32

## Registration

Please fill out the attached registration card and send it back to:

SGMI Management Institute St. Gallen  
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CH-9000 St. Gallen  
Fax +41 (0)71 223 50 32  
Internet [www.sgmi.ch](http://www.sgmi.ch)  
E-mail [seminare@sgmi.ch](mailto:seminare@sgmi.ch)

After we receive your registration, we will send you the following

- > The confirmation of your registration with an invoice.
- > Information on logistics, hotel and travel to the program venue.
- > A room reservation sheet for your hotel reservation.

If a seminar is fully booked or if acceptance in a diploma program is not possible, we will inform you immediately. SGMI reserves the right to make small adjustments to programs or changes of faculty.

## Seminar Fees

Seminar fees include the cost of the seminar and the seminar materials (plus 7.7% VAT for seminars in Switzerland). Not included are all hotel costs participants pay the hotel directly, including room and board. Multipart seminars can be booked only as a whole. Missed seminar days or seminar parts cannot be made up at a later date.

Seminar and diploma fees may be paid in EURO (EUR) or Swiss Franks (CHF) at the daily currency exchange rate.

## Change of Registration / Cancellation

Changes of registration from one seminar or diploma to another are possible only up to 6 weeks before the start of the seminar and only at the cost of a CHF 350 change of reservation fee. Cancellations are free up to 3 months before the start of a seminar. Registered participants who cancel their registration between 3 months and 6 weeks before the start of a seminar will incur a charge of 40% of the respective seminar or diploma fee. Registered participants who cancel their registration within 30 working days of the start of the seminar will be charged the full seminar fee.

We recommend that participants take out cancellation insurance to cover the above seminar cancellation costs in case of illness or other unforeseen circumstances.

The complete SGMI terms and conditions are available here at [www.sgmi.ch/tc](http://www.sgmi.ch/tc).

## Travel to the Hotel

Travel directions and information about the hotel are sent with the registration confirmation.

## Registration Card

We register for the following program:

Number/Date	Last Name	First Name
	Date of Birth	
	Company/Organization	
	Street, Number	
	ZIP Code/City	
	Phone	Fax
	E-mail	Number of Employees
	Industry	Function
	Date	Signature

We are looking forward to your registration. Please send your registration card by mail, fax, or e-mail.

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