



Change Management for Leaders

IN ENGLISH



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Three-day seminar on methodology and the most important components of goal-oriented change management. For executives facing or involved in change management projects or acquiring tools related to change management.

Concept

What are the key success factors of a company? According to recent studies, one often overlooked ability stands out: The ability to drive the necessary change with full commitment. Companies and their departments have to be fit for change. For years, the SGMI Institute of Management St. Gallen has been exploring mechanisms for positive change management. What did we learn? Driving change boldly and with full commitment, while preserving the proven aspects, is the most promising way for change. In this seminar, we teach the methodology and key components of successful change management.

Managing change means establishing new elements without sacrificing the proven and valuable experience of an organization and its employees. It is much more than "change management", which primarily focuses on new things, giving the impression that everything new is automatically right and good, and that all accumulated experiences belong to the past are therefore useless. Managing change is the comprehensive management of a far-reaching, profound transformation. It is about achieving something new while preserving gained experiences. This way of thinking from St. Gallen helps avoiding camp formations between innovative change agents and conservative preservationists in an organization and aligning both groups to work together towards a successful future.

Topics

Change Management

Changes in the environment leading to adjustments in strategy, structure, culture, or processes require executive leadership. Employees need to understand why a change is necessary. And they need to understand the purpose of new concepts and why they are fundamental to future success. But above all, they need to understand what the change demands of themselves and how their behavior can be beneficial or a hindrance in the process.

Lead to Implement

New strategies, structures, and concepts that come from "higher up" are rarely met with enthusiasm. Skepticism and mistrust, or even a wait-and-see attitude, prevail. Only a few see change as an opportunity. Then again, implementing change is hardly possible at the touch of a button or by decree. But positive results are mainly achieved at the operational level, i.e., by the employees who are - at least partially - negatively opposed to the change.

- ▶ Achieving acceptance for change
- ▶ Change management as a core management task
- ▶ The most common implementation barriers from practice

Successful Implementation through Leadership

A successful implementation requires full commitment and deep knowledge of the principles of change management:

- ▶ Phase model for successful change management; implementation concept
- ▶ Creating a common "higher goal"
- ▶ Anticipated psychological stress as an implementation amplifier
- ▶ Creating a sense of achievement and reinforcing change
- ▶ Modeling expected behavior
- ▶ Promoting cultural change by example
- ▶ Controlling the implementation process

Change Leadership

Good leadership is easy when the employees' and the company's objectives are largely aligned. However, this is rarely the case when major changes happen. The personal behavior, i.e., leading by example, is therefore of great importance. The seminar illustrates how to successfully shape change through personal leadership performance.

- ▶ Successful leadership
- ▶ Analyzing and understanding leadership behavior
- ▶ Examining leadership behavior
- ▶ Leadership for change
- ▶ Leading authentically

Program dates (3 days)

Sem.-Nr.	Ort	Datum
E-57124	Brunnen	17. - 19.06.2024
E-57025	A-Vienna	17. - 19.02.2025
E-57125	Brunnen	23. - 25.06.2025

Program fee*: CHF 4500.- (plus 7.7% VAT for seminars in Switzerland)

Further information and booking via internet: www.sgmi.ch/ens21

*Invoicing in EUR possible (depending on current currency rate)



Corporate Programs:

As well available as Corporate Program

Administration & Registration

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.

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Registration

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

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Fax +41 (0)71 223 50 32

Internet www.sgmi.ch

E-mail 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 8.1% 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 Francs (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 400 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.

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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