

IN ENGLISH

HR has a role to play in digital transformation - and it is far more critical than one thinks. Among the most important elements of successful digital transformation are culture and talent – recruitment, development and retention. Furthermore, a culture capable of handling high levels of uncertainty and increased outside pressure needs to be established.

## Concept

The digital revolution transforms the foundations of most companies. It is changing the business processes, the daily tasks and therefore the job requirements. HR is a key player in developing the “how” for organizations and should be a trusted partner in the transformation process. HR is faced with demands from multiple angles: the sought-after employer brand is changing, the business side of the organization is seeking a new culture to deal with the new challenges – and lastly – the entire technology stack and way of operating as a human capital department is fundamentally shifting. What is the difference? How can HR help the business to thrive in this fast-paced customer-centric business environment?

In this program for HR executives, HR managers, and business leaders, participants will be equipped with a clear understanding of the characteristics that are driving the digital transformation of HR. Participants will grasp what is needed to create thriving cultures, foster innovation and understand how to develop the future work environment. Finally, participants will recognize how their own area of operation is being fundamentally transformed.

## Topics

### Digital Transformation and HR

The HR landscape is a highly complex environment. Technological changes and shifts in employee behavior add to this complexity. This seminar explores, maps, and narrows down the landscape to a simple and understandable form.

- > How technology is changing the world
- > The digital transformation landscape
- > The HR landscape

### The Future Role of HR

With a clear understanding of the world around HR in the context of the digital transformation, the future role of HR has to be defined. How should HR be driving and supporting the digital transformation initiatives?

- > The future of HR
- > The “how” of the digital transformation

### The New Employees

With knowing the context and understanding how digital transformation can work, the focus needs to shift towards the employees.

- > The future employee
- > The quantified employee
- > Employee experience design

### Culture

Culture and digital transformation naturally go hand in hand. For the HR executive and manager, it is fundamental to understand the underlying cultural changes that are needed to successfully transform the company. The participants will understand the different designs for cultures and how to best nurture them. The participants will get an insight into how to use “purpose and principles” as a compass for decision making that drives culture.

- > Culture design and culture development
- > Purpose and principles as a cultural compass

### Bringing it Home

After a 3-day seminar, returning to one’s own work environment can often cause frustration and friction, as the participants attempt to apply their newly acquired skills. Based on years of experience, part of the program is designed to give the HR executives or managers specific tools to transfer the knowledge and design the transformation journey as effectively as possible.

- > Tools to transfer knowledge, culture and mindset into the company
- > Designing a 12-month roadmap for success

## Program dates (3 days)

Sem-Nr	Place	Date
E-22122	St. Gallen	May 02–05, 2022
E-22222	St. Gallen	October 17–19, 2022

Program fee: CHF 3900.– (plus 7.7% VAT for seminars in Switzerland)  
Further information and booking via internet: [www.sgmi.ch/dbt03](http://www.sgmi.ch/dbt03)  
\*Invoicing in EUR possible (depending on current currency rate)

## 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  
Bogenstrasse 7  
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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