



Strategy & Leadership for Executives

IN ENGLISH



Strategy & Leadership for Executives

Two-part program for experienced executives with responsibility for strategy and leadership seeking to acquire state-of-the-art knowledge in central areas of future-oriented corporate management.

Concept

Mastering the entire range of leadership and management challenges is essential for executive managers, board members, CEOs, entrepreneurs, and all senior executives. This program supports participants in this task and equips them with practice-tested and implementation-oriented management know-how. The seminar addresses the most important skills in strategic management and all the increasingly important leadership qualities. Furthermore, dividing the program into two parts allows a more comprehensive view of the current challenges in modern corporate management.

Topics

Strategic Management

Clear and precise strategies can offer competitive advantages in the future. Strategies therefore need to point out today's necessities that will lead to future success. But how can we achieve this in an increasingly complex environment in which companies are repeatedly confronted with unexpected and drastic external factors? A systematic and methodical approach helps identifying, analyzing and dealing with all strategically relevant issues.

St. Gallen Strategy Approach

- ▶ The concept of strategic management
- ▶ Dealing with volatility, uncertainty, complexity, and ambiguity
- ▶ St. Gallen phase model of effective strategy development
- ▶ From analysis to implementation

Strategy Development

- ▶ Assessing initial situations through strategic analyses
- ▶ Driving strategy processes through business innovation
- ▶ Defining strategic business areas
- ▶ Designing business models

Strategy Formulation

- ▶ Methods and instruments of strategy formulation
- ▶ Strategic quantification and financing strategies
- ▶ Translating strategic initiatives into goals, means, and measures

Strategy Implementation

- ▶ Identifying and addressing implementation barriers
- ▶ Organizational change and management of structures
- ▶ Business process optimization
- ▶ Using management tools of strategic controlling

Leadership Management

Leadership is a very broad field with numerous different doctrines, concepts, and instructions. Maintaining an overview can be difficult and using only one particular "recipe" often falls short. Here, the St. Gallen Leadership Concept comes into play: it classifies the different approaches and offers a structure for developing a leadership style based on one's own strengths.

Integrated St. Galler Leadership Approach

- ▶ Holistic thinking in leadership
- ▶ The role of corporate values
- ▶ The link between excellent leadership and improving corporate results
- ▶ Dealing with new leadership approaches in the age of new work

Leadership Skills

- ▶ Achieving goals together
- ▶ Going from risk culture to opportunity culture
- ▶ Recognizing and avoiding mistakes in employee management
- ▶ Leadership in crisis situations and times of uncertainty

Effective Leadership

- ▶ Recognizing your own leadership personality and strengths
- ▶ Maintaining authenticity and leading socially competent
- ▶ The difference between leadership in normal situations and under pressure
- ▶ Using feedback as an opportunity for personal development

Core Competences: Communication and Motivation

- ▶ Communicative requirements of a leader
- ▶ Critically examining established and new communication concepts
- ▶ Peak performances through motivation
- ▶ The effect of motivated employees on the entire organization

Program dates (2 × 4 days)

Sem.-Nr.		Ort	Datum
E-14124	part 1	D-Berlin	11. - 14.03.2024
	part 2	Brunnen	15. - 18.04.2024
E-14224	part 1	D-Berlin	11. - 14.03.2024
	part 2	Lucerne	14. - 17.10.2024

Program fee*: CHF 10 900.– (plus VAT for seminars in Switzerland, see p. 146)

Further information and booking via internet: www.sgmi.ch/ens22

*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.

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 Fax +41 (0)71 223 50 32

Registration

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

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 Bogenstrasse 7
 CH-9000 St. Gallen
 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 7.7% VAT for seminars in Switzerland, from 2024 8.1 % VAT). 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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