

Leading International Management

For Management Boards, Senior Executives, Strategic Planning Officers and Business Owners.

Context and Framework

You can expect brief and clear cut answers to the following questions: Is your organization in a position to implement its strategies as desired? How well is it calibrated to the dynamics of global markets? What potential is there for cost savings without affecting performance?

It is highly recommended that the seminar is booked as an in-house program for a company, as confidential information can remain confidential.

The seminar focuses on the specific needs of the company in order to achieve the highest possible impact. The Centre prepares the seminar by means of document evaluations and interviews which permit a good understanding of the corporate context. The seminar itself is a one-day program, which is intensive and very much results driven. It may be conducted on company premises or at a suitable external seminar venue. On request coaching can be provided after completion of the seminar.

The focus of the seminar is a strategy diagnosis of the organization in the international context extracted from achievements, competencies, products and services on the one hand, and structural requirements and market realities on the other. The diagnosis will enable the organization to fully exploit the internationalization potential available to it, to reduce costs and benefit from scalability, besides identifying and neutralizing risks.

The optional coaching provides a platform for all seminar participants to individually reflect on the consequences of the seminar outcomes for their specific area of responsibility, and to consider effective measures.

Contact

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