

Region and Country Management

Context and Framework

The specific tasks and challenges a region or country head face are markedly different to those of a local market. By this we do not only mean the obvious cultural distinctions, which must be addressed and overcome, but rather the successful strategic management at region and country level, on which HQ is critically dependent. The four-day seminar on 'Region and Country Management' hones the competencies of practicing managers and provides tools for them to effectively master the situations leadership in a complex context poses.

Topics

Day 1: Strategy

- > Corporate/HQ strategy versus regional/country strategy
- > Role of the Region/Country Head in the corporation
- > Strategy instruments and real case studies
- > Strategy cockpit for Regional/Country Heads
- > Alignment/Communication of strategy initiatives out of regions/countries

Day 2 & 3: Strategy Implementation at Region and Country Level

- > Application of the strategy cockpit to countries/regions. Capability check for local organizations
- > Cultural challenges
- > Building an effective country/regional organization
- > Stakeholders in the international context
- > Implementation challenges
- > Communication management
- > Reporting

Day 4: Profile and Instruments of a Country/Regional

- > Profile requirements – what practical experience tells us
- > Critical success factors in a country/region setting
- > Comparison of ideal profile versus effective profile
- > Market development instruments and growth
- > Mentoring instruments

Contact

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