

PERSONAL DEVELOPMENT SEMINAR

Duration: 4 days

Unlock your leadership potential with our Personal Development Seminar, where you'll dis-cover how authentic presence and powerful communication - not just strategies - drive real success and inspire teams.

Anyone who believes leadership success is based solely on the use of modern management methods and attractive concepts is mistaken. In many cases, it is above all a manager's leadership personality and communication skills that determine success or failure.

Many sound approaches fail because leaders are unable to convincingly embody them and communicate the concepts coherently to their employees. Enthusiasm and commitment do not arise from strategies, but from trust and understanding. Only those who present themselves convincingly and send the right messages will ultimately be able to inspire and motivate their employees.

Success-oriented people therefore need to analyze their own personality, identify their strengths and weak-

nesses and develop them further in a targeted manner. The aim is to give yourself a distinct profile as a leader. Predictable, demanding, supportive, striving for joint results.

The "Personality Development Seminar" aims to address the following topics:

- Participants will be able to recognize which elements make up a leadership personality and how these are perceived by those around them.
- They reflect on the importance of personality and appearance in business life.
- Under the guidance of highly qualified trainers, they analyze their own personal strengths and weaknesses in appearance, impact and communication.
- Based on these findings, they develop new techniques and skills to make better use of their personality in leadership situations.

PARTICIPANTS

- Experienced professionals who want to change characteristics of their leadership behavior or use

them in a more results-oriented way.

- Managers and those responsible for results or projects from all areas who want to under-go comprehensive leadership training in order to recognize and further develop their own strengths as leaders.
- Specialists and practitioners who want to focus more on the principles of modern leadership and communication.

TOPICS

Personal Image

The first part of the seminar analyzes how your own personality is perceived by others. The aim is to become aware of your own strengths and to communicate credible to the outside world in terms of charisma and behavior.

Communication & Negotiation

Personality unfolds its effect primarily in interpersonal contact. The second part of the seminar therefore deals with the active communication skills of a manager. The focus is on arguing and convincing.

SESSIONS

5616-E 29.06. – 02.07.2026,
Brunnen

5626-E 23. – 26.11.2026,
Luzern

Program Fees

CHF 4900.–* (plus 8.1% VAT)

* Invoicing in EUR possible (subject to daily exchange rates).

REGISTRATION, ADMINISTRATION AND ORGANIZATION

Our paramount goal is to provide top of mind, holistic and practical management knowledge.

If possible, the content and structure of the seminar is adapted to a certain degree to the specific interests and backgrounds of the participants to foster the transfer of the provided concepts and methods into practice.

Our seminars in management education are structured as standalone modules that allow topic specific combinations. This facilitates the option to customize the programs to the individual needs of our clients.

We will gladly explain the advantages of this concept and advise you on the selection of the optimal program for you.

The following administrative references allow for a smooth process of your registration. We gladly assist you in any queries

Certificate

After your attendance of the seminar/ completion of a program, you will receive a certificate on the last course day.

Fees and Accommodations

Seminar fees include the cost of the seminar and the seminar materials (plus 8.1% VAT for seminars in Switzerland). Seminars outside of Switzerland are taxed according to local regulations. Not included are all hotel costs of the participant including room and board, directly payable at the hotel. Multipart seminars can be booked only as a whole. Missed seminar days or seminar parts cannot be made up at a later date (Exceptions may apply). Seminar and diploma fees are invoiced in Swiss Francs (CHF). Upon request, payment in EURO (EUR) is possible at the daily currency exchange rate.

Change of Registration / Cancellation

Changes of registration from one seminar or diploma program to another are possible only up to 6 weeks before the start of the seminar at the cost of a CHF 400 change of reservation fee.

Cancellations are free up to 3 months before the start of a seminar or diploma program. 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 or diploma program will be charged the full fee.

We recommend that participants take out cancellation insurance to cover the above seminar cancellation costs in case of illness or other unforeseen circumstances.

With your registration you accept the General Terms and Conditions of the SGMI Management Institut St. Gallen AG. For further information please go to www.smp.ch/en/tc

Hotel

Seminars are usually organized in hotels. You hereby benefit from a reasonably priced fixed rate. However, you are free to select your own accommodation. In any case, a daily flat rate is to be paid directly to the hotel. With the registration confirmation you will receive detailed hotel information and a room reservation sheet, which you should fill out and return to us immediately. We will then take care of the hotel reservation on your behalf. The hotel will then invoice you individually on departure.

REGISTRATION

We welcome your registration.

Please register using the form on the corresponding product website at www.smp.ch or by e-mail to seminare@smp.ch with the corresponding product information. Thank you very much.

Registrations will be considered on a first-come, first-served basis. If there are no more places available for a seminar, you will be informed immediately. Partial attendance of multi-part programs is possible on individual basis.

We reserve the right to make minor changes to the program, provided that they are beneficial to the success of the seminar.

SMP

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