

# CHANGE MANAGEMENT

Duration: 3 days

16

**This seminar provides executives with the necessary skills to purposefully manage and successfully implement major changes in their company. The seminar addresses hard aspects of change processes, such as systems and structures, as well as soft factors of communication and leadership in transitional periods.**

Successfully implementing a strategic realignment or sensible reorganization is one of the most challenging tasks in management. It is often easier to build something new than to convince an organization or culture of an inevitable change. Achieving satisfactory results in this endeavor requires pursuing a common goal on two levels: The necessary changes have to be applied to the so-called hard facts in order to anchor new goals and behaviors within the structures, processes, and incentive systems. In terms of the soft facts, we need to convince employees of the new path, allay their fears and uncertainties, and spark enthusiasm for the new challenge.

Both approaches pursue the same goal. However, the competencies required for a successful implementation differ considerably. Logic and understanding of the system on one side, empathy and charisma on the other. Only synergizing and coordinating both of these approaches will lead to the desired change.

## PARTICIPANTS

- Experienced middle and senior level executives realigning their area of responsibility in the long term.
- Executives who are constantly forced to adjust their organization, structures, and business model due to the dynamics of their business.

## TOPICS

### Findings on modern change process management

- Current trends in change management
- Practical experience - From vision and strategy to implementation

### Managing change processes

- Sequences of transformations
- Anticipating possible implementation barriers
- Involving employees in change processes
- Working with change agents
- Building a coalition of change agents
- Prompting bullwhip effects
- Master checklist as starting point for dividing and delegating work
- Change controlling: Avoiding common mistakes and recognizing deviations early on

### Psychology of change

- Dealing with fundamental changes in structures, processes, and culture
- Identifying and removing blockades
- Initiating changes - pointing out necessities, creating psychological stress
- Instilling positive attributes to change: Change as an opportunity for companies and employees

### Developing a learning organization

- Applying scaling concepts
- Working with atectonic structures
- Building up "Organizational Fitness"
- How to increase dynamics in an organization

## SESSIONS

- 5924-E** 25.–27.11.2024  
Brunnen
- 5915-E** 23.–25.06.2025  
Brunnen
- 5925-E** 24.–26.11.2025  
Brunnen

### Program Fees

CHF 4500.–\*  
(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](http://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](http://www.smp.ch) or by e-mail to [seminare@smp.ch](mailto: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**  
**Management Programm St. Gallen**  
**Haggienpark, Oberstrasse 275**  
**CH-9014 St. Gallen**  
**Telefon +41 71 244 55 55**  
**[seminare@smp.ch](mailto:seminare@smp.ch)**  
**[www.smp.ch](http://www.smp.ch)**