

MAXIMIZING EXECUTIVE IMPACT

Duration: 2 × 4 days

12

By the end of the 2-part seminar, you will be well-positioned to communicate your strategies and desired direction of the company with impact and to ensure a successful execution with confidence - even under challenging circumstances.

Part 1 of the seminar focuses on Strategic Management, equipping participants with the tools and frameworks needed to develop and implement effective strategies. Using the St. Gallen approach, executives learn how to analyze market dynamics, identify unsolved customer problems, and explore opportunities in new and existing markets. Emphasis is placed on turning strategic insights into actionable, measurable plans to ensure strategies translate into organizational impact.

Part 2 shifts to Personal Development to maximize the impact of the strategies within the organization. Starting with helping leaders understand how their personality, communication, and leadership style shape their effectiveness. The seminar examines how leadership behavior shifts under pressure, offering tools to remain effective in challenging situations. In-depth training in communication and negotiation enhances participants' ability to connect, influence, and resolve conflicts with confidence.

This integrated approach ensures leaders are both strategically skilled and personally impact-ful in driving personal and company performance.

PARTICIPANTS

- Entrepreneurs, CEO's, managing directors.
- Executives from the top layers of their organization
- Managing directors of important subsidiaries or business units
- Managers and professionals in positions with strategic responsibilities

TOPICS PART 1: STRATEGIC MANAGEMENT

In today's rapidly changing world, companies must proactively shape their future by crafting sound and convincing strategies that can adapt and stand the test of time. Part 1 of this seminar provides insights into strategic management and how to apply practical tools and proven methods to develop, communicate, and implement effective strategies. Ensuring everyone is aligned, motivated, and ready to drive long-term success.

- The St. Gallen approach to Strategic Management
- Consequences of strategic decisions
- Strategic analysis – how to defend, explore and attack new markets
- Unsolved customer problems as basis for new products and services

- How to cope with technological substitution and changes in market structure
- Managing the value drivers – the concept of core competencies
- Methods und instruments for formulating strategies; from insights to strategic direction
- From paper to practice: how to transfer strategic plans into budgets and quantitative targets
- Balanced Scorecard and St. Gallen Implementation Barometer
- Effective methods for successful implementation of strategic concepts

TOPICS PART 2: PERSONAL DEVELOPMENT

Impression and Impact

By focusing on your personal image, exploring how your personality and leadership style are perceived by others, you become more aware of your own strengths and how you communicate with and credibility and portray genuine charisma. You will learn to distinguish between simply being a person and developing a distinctive personality, understanding how charisma can be cultivated and expressed authentically. You will delve into both conscious and unconscious signals in interpersonal communication, analyzing the verbal and non-verbal cues you send and reflecting on your characteristics as a communicator and leader. Additionally, the seminar addresses how personal leadership behavior may vary in everyday situations compared to times of pressure or crisis.

Communication and Negotiation skills

In the second part of the seminar, we shift the focus to communication and negotiations, highlighting their pivotal role in executive leadership. This emphasis demonstrates how personality is most effectively expressed and leveraged during interpersonal interactions. You will gain a solid understanding of the fundamentals of communication, learning how people connect and exchange information in ways that foster understanding and cooperation. The seminar highlights the art of rhetoric, how to construct compelling arguments and present ideas persuasively. You will explore the various phases of negotiation, from preparation through to resolution, and learn strategies and tactics to succeed at each stage. Finally, it covers maintaining credibility in critical negotiation situations, including communication techniques for managing crises and conflicts effectively.

SESSIONS

- 8016-E** part 1: 23.–26.02.2026, Frankfurt, DE
part 2: 29.06.–02.07.2026, Brunnen
- 8026-E** part 1: 06.–09.07.2026, Köln, DE
part 2: 23.–26.11.2026, Luzern
- 8036-E** part 1: 28.09.–01.10.2026, Zürich
part 2: 23.–26.11.2026, Luzern

Program Fees

CHF 9900.–*

(plus 8.1% VAT)**

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

** country-specific VAT for seminars outside of Switzerland.

SMP CUSTOM PROGRAMS

All Programs are available as company-specific Seminars. Please contact us: +41 71 510 92 93

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
Management Programm St. Gallen
Haggengpark, Oberstrasse 275
CH-9014 St. Gallen
Telefon +41 71 244 55 55
seminare@smp.ch
www.smp.ch