

ST. GALLEN CEO PROGRAM

Duration: 2 × 4 days

8

Top program in two parts for entrepreneurs, business administrators and executives of the upper and top management

The first part of this program introduces active measures to safeguard the future through strategic management. This course provides up-to-date knowledge with many practical examples, focusing on the perceptions of top managers with extensive result responsibility: What steps are necessary today, in order to safeguard a future with above-average returns? When is it appropriate to integrate employees in the decision making process and when are top-line guard rails necessary?

Part two covers the main questions of finance management from the perspective of a top executive. Course topics are financial concepts, how to reach ambitious financial goals, and controlling from a strategic point of view. Furthermore, we explore how to increase corporate value, how to handle acquisitions and divestitures of companies and divisions, financial reengineering, venture capital for start-ups, preparation for going public, investor's relations and systems for financial management.

PARTICIPANTS

- Board members, directors
- CEO's, CFO's, CxO's
- Members of the executive board, managing directors, executives
- Managing partners, entrepreneurs

TOPICS PART 1: STRATEGIC MANAGEMENT

Components of Integrated Management

- Basic concepts and prospects of strategic management
- Systematic thinking and acting in management
- Top management's dependence of organizational maturity

Setting Guard Rails

- Management initiatives to direct the development of the enterprise on track
- When management should hold back in order to encourage proactive employee behavior and intrapreneurship
- Effect of guard rails: Best-practice examples

Strategic Goal Setting

- Strategic goal systems: How to translate strategic goals and guard rails into actual goals.
- Setting ambitious goals: Ambitious, yet achievable

Significance of Annual Reports

- Analysis and interpretation of financial statements/profit and loss statements
- Performance figures and their interpretation. Where are the limitations of significance?

Defining Strategic Direction and Impact

- Comprehensive information as strategic prerequisite: Strategic analysis and evaluation
- Strategy formulation: Design of trendsetting strategies on corporate, managerial and functional level
- Strategy implementation: Balanced scorecard: Successful implementation of strategic concepts
- Integrated corporate development: Linking strategy formulation, structural development and potential

Strategic Marketing: Market Success

- Alternative approaches to integrated strategic marketing
- Latest inputs for futuristic marketing approaches
- Corporate Branding: Conscious design of corporate identity and image
- Personal branding, credibility and profiling of an enterprise by personalities

TOPICS PART 2: FINANCE

Finance Management for Executives

- The role of senior management in financial leadership
- Financing of strategic options
- Financial goals and their causal connections
- Outsourcing and capital turnover
- Achieving above-average results
- Focusing on core business and impact on cash-flow

Management Information System

- Financial information and performance figures for executives
- The fact book as leadership tool
- Controlling in strategic and operative finance management

Active Profit Management

- Alternatives for better performance
- Programs to improve enterprise performance and profitability
- Sustainable optimization

Corporate Value

- Drivers of corporate value
- How to assess corporate value
- Development of a program to improve corporate value
- Exertion and limitation of influence
- Intrinsic value, earning value and hybrid calculations
- Discounted cash-flow analysis (DCA)
- Prizing examples from the business practice

SESSIONS

1215-E part 1: 18.–21.03.2025, Zürich
part 2: 23.–26.06.2025, Davos

1225-E part 1: 18.–21.03.2025, Zürich
part 2: 17.–20.11.2025, Davos

1235-E part 1: 08.–11.09.2025, Davos
part 2: 17.–20.11.2025, Davos

Program Fees

CHF 10900.–* (plus 8.1% VAT)

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

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.

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