

ST. GALLEN EXECUTIVE MANAGEMENT PROGRAM

Duration: 2 × 4 days

80

Managers, who want to permanently preserve their expertise and thus support their potential for upward mobility, constantly have to keep up with the latest findings in management knowledge.

The St. Gallen Executive Management Program is an intensive, holistic-oriented management program in two modules of four days each. It covers the latest knowledge on the main issues of modern management. Content, organization, speakers and methodology meet the highest requirements in terms of professionalism, practice and scientific reference. During the course, it is possible for the participants to discuss their own practical problems individually with the speakers.

PARTICIPANTS

- Members of the board
- Top executives and upper management levels
- Head of business units, departments, divisions or major business units
- Head of central units with managerial responsibility
- Experienced executives in responsible positions, which want to enhance their management knowledge and update it to the latest state.

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

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: LEADERSHIP FOR EXECUTIVES

Leadership Models

- Theories of leadership
- Leadership models as a useful guide
- Fundamental questions of leadership
- The key traits of effective leaders
- Developing your own leadership model

Leadership skills

- Developing your leadership style
- Comprehending how your leadership style impacts people
- Adapting your leadership style to the situation
- How leadership develops in practice
- Inspiring and influencing others to perform
- Communication and negotiation skills
- Social competence and character
- Feedback and coaching

The Impact of Leadership

- Improving the effectiveness of the organization
- The appropriate use of power in leading and influencing people
- Empowerment through delegation
- Getting commitment
- Achieving results through objectives
- Identifying and recognizing success
- Leading teams to results
- Trust as an element of productivity

Success as Leader

- Assessing your motivation, attitudes and preferences
- Discovering your leadership capacities and talents
- Understanding others' personality types and your own
- Building teams
- Dealing with conflicts
- Developing accountability
- Understanding and using power
- Developing a personal action plan: reinventing your-self as a leader

SESSIONS

1021-E part 1: 22.–25.03.2021
Brunnen
part 2: 28.06.–01.07.2021
Brunnen

1031-E part 1: 23.–26.08.2021
Davos
part 2: 22.–25.11.2021
Brunnen

Program Fees

CHF 9900.–* (plus 7.7% 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 71 244 55 55

ADMINISTRATION AND ORGANISATION

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 topicspecific combinations. This facilitates the option to customfit our programs to the individual needs of our clients

Counseling and Information

We will gladly provide you with more information about our seminars, programs and diplomas. Please contact us if you would like an SMP advisor to help you make the right personaldevelopment choice among our many courses and programs.

Phone: +41 71 244 55 55
EMail: seminare@smp.ch

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

Registration

We kindly ask you to registry via Email (seminare@smp.ch) or on the product description site of our homepage (www.smp.ch). Additionally the next page provides a registration form than can be sent to us via fax or postal services.

If a seminar is fully booked or if acceptance in a diploma program is not possible, we will inform you immediately. SMP reserves the right to make small adjustments to programs or changes of faculty.

After we receive your registration, we will send you

- A confirmation of your registration including the invoice.
- Information on logistics, hotel and travel to the program venue.
- A reservation sheet for your accommodation.

SMP Administration

Phone +41 71 244 55 55
Fax +41 71 244 55 56
seminare@smp.ch
www.smp.ch

Fees and Accommodations

Seminar fees include the cost of the seminar and the seminar materials (plus 8% 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. Our seminars take place in hotels. For this reason, we offer reasonable priced packages. A participant may choose different accommodations, however a fixed daily amount will be charged by the hotel nevertheless. 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 350 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.

Certificate

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

REGISTRATION CARDS

We are looking forward to your registration. Please send your registration card by mail, fax, email or submit your application online at www.smp.ch

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We register for the following program:

Number/Date

Last Name, First Name, Date of Birth

Company/Organization

Street, Number

ZIP Code/City

Phone

Fax

EMail

Industry, Number of Employees

Function

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