

# ST. GALLEN EXECUTIVE MANAGEMENT PROGRAM

Duration: 2 × 4 days

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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

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### 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

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- 1015-E** part 1: 18.–21.03.2025, Zürich  
part 2: 05.–08.05.2025, Hallwilersee
- 1025-E** part 1: 18.–21.03.2025, Zürich  
part 2: 13.–16.10.2025, Davos
- 1035-E** part 1: 08.–11.09.2025, Davos  
part 2: 13.–16.10.2025, Davos

### Program Fees

CHF 10900.–\* (plus 8.1% VAT)

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

## SMP CUSTOM PROGRAMS

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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](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.

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