TOP MANAGEMENT PROGRAM

Duration: 3 × 4 days

This three-part management program on the central issues of integrated management is aimed at executives from the top and senior management levels, who through their decisions on strategy, finance and human resources, significantly influence the further development of their company and business.

Experienced managers who have successfully worked for many years in the top positions of their companies, are facing a dilemma: the higher they rise, the more they are on their own. There is hardly an opportunity to exchange ideas with colleagues or to obtain unbiased feedback and advice. For each statement, and in every conversation, the question arises as to the «hidden agenda» of the other parties.
It is exactly this need, we meet with the St. Gallen Top Management Program. Besides imparting knowledge through excellent speakers, the focus is on dialogue and exchange of experiences between the participating top executives. The seminar offers a thematic forum for open discussion of experiences, ideas and visions with other managers in similar positions and situations. Concepts and methods, which are still new territory for one´s own industry or company, may have been implemented elsewhere long ago.
Participants can integrate own topics and examples into the syllabus or discuss them directly with the speakers, all of which have extensive consulting experience. The seminar can be used to develop innovative ideas but also to ponder critical decisions with neutral parties.

PARTICIPANTS

- Members of the board
- Executives form the top management levels.
- Head of business, departments, divisions or major business units.
- Head of central units with management responsibility.
- Experienced executives in positions of responsibility, who want to enhance and specifically bring up to date their management knowledge.

TOPICS PART 1: STRATEGIC MANAGEMENT SETTING GUARD RAILS

Components of Integrated Management

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

Finance Management for Executives
- The role of senior management in financial leadership
- Financial goals and their causal connections
- Achieving above-average results

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

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?

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

TOPICS PART 3: LEADERSHIP FOR EXECUTIVES

The list of prerequisites for leadership competence is long. We demonstrate indispensable leadership skills:
- Creativity and innovation potential
- Persuasiveness
- Perception
- Judgement
- Analytical thinking
- Sparking enthusiasm
- Result orientation
- Communication skills
- Sense for justice
- Self assurance
- Discipline
- Thirst for knowledge
- Adaptability
- Empathy
- Harmony – despite assertion

We take special care to provide genuine guidelines to really advance leadership competence and result-oriented implementation.

The personal leader program
In this seminar participants achieve condensed knowledge about the success factors of modern leadership. They identify personal strengths and talents for leadership competence. They are becoming aware of their current and future role in their actual leadership environment Participants develop a program for personal leadership competence. It focuses on advancing individual leadership skills, exploiting leadership strengths, and maximizing leadership effects. A qualified lecturer and coach will support this process and will be glad to assist participants also after class hours.

SESSIONS

1314-E part 1: 11.–14.03.2024, Berlin, DE
part 2: 15.–18.04.2024, Brunnen
part 3: 17.–20.06.2024, Davos

1324-E part 1: 09.–12.09.2024, Davos
part 2: 14.–17.10.2024, Luzern
part 3: 18.–21.11.2024, Davos

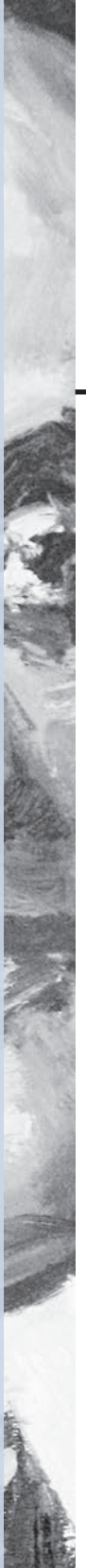
Program Fees
CHF 14900.–* (plus 8.1% VAT)**

* 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 cancelation insurance to cover the above seminar cancelation 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 got 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 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
Haggenpark, Oberstrasse 275
CH-9014 St. Gallen
Telefon +41 71 244 55 55
seminare@smp.ch
www.smp.ch