

Company succession program

Management training and 6-month coaching

Sessions

Dates

St. Gallen Business School organizes each seminar and program several times a year. Dates see:

www.sgbs.com/ekmu97

Location

Some seminars take place in Switzerland, others in Germany or Austria.

Course fee, Duration

CHF 49'000.- excl. VAT, 4 x 4 seminar days plus coaching modules

Invoicing in Euro is possible, at the current daily rate.

Registration

Internet: www.sgbs.com/ekmu97

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Please note our General Terms & Conditions, see www.sgbs.com/terms

Concept

"Are you willing and able to take over the family business sooner or later?" We clarify these questions with you and any other family members over the course of a comprehensive management program in St. Gallen. The program is suitable for potential successors from family businesses. It helps you and your family to answer a very important question: "Are you the right person to take over? Alone or together

with other family members"? The program therefore supports you and your family in making this important decision. If the answer to this question is "probably yes", the next considerations are already underway:

- Which further path should you take?
- What academic and/or practice-related qualifications should you acquire, if any
- What professional experience and successes should you have before you take on your future role in the family business?

Structure

Part 1: 4 moduls of management training

Week 1: Customer focus and marketing

Week 2: General Management: Overview

Week 3: Financial basis

Week 4: Team behavior, leadership

The program teaches the principles of successful management. Based on the St. Gallen management approach, new management knowledge is introduced on the central topics of effective corporate management. We place particular emphasis on a high level of practical relevance and learning transfer. In addition

to professional skills and the correct use of management methods, you will develop the all-important social skills: communication, teamwork and personal impact. You will learn about your strengths as a leader. You will learn how to use these strengths correctly.

Part 2: Company Succession

Following the 4 modules, you will begin to work intensively on your company succession. For 6 months, you will be actively supported by an experienced coach from St. Gallen Business School. The coaching takes the form of 2-hour online meetings every 2 weeks. Between the individual online meetings, you will be given tasks to work on, and you can bring in other topics yourself. The amount of time you spend each month depends on your availability. During the 6 months, you will go through 3 topic coaching modules individually:

Coaching Module 1: Follow-up on management seminars 1 to 4

You have learned a lot in the previous four weeks. You have absorbed knowledge and deepened it through exercises and guided training. You have received many ideas and inputs, as well as insights into the functioning of a company. The first module of succession coaching is designed to transfer this

wealth of knowledge to your own family business.

Coaching Module 2: Personal successor concept

The tasks in the second module are designed to help you, as a potential successor, take a decisive step forward in clarifying the following questions:

- Am I a suitable successor to manage the family business in the future?
- Do I want to follow in the footsteps of my successful family?
- Do I trust myself to be successful?
- Am I ready to become an entrepreneur with full commitment and enthusiasm?

Coaching Module 3: Personal skills

The third module deals with the personal skills you need to become a successor:

- What personality traits are necessary for this and where do I need to develop personally, with my social skills?
- What skills in the areas of company and employee management do I still need to develop or deepen?
- Do I still need a degree in management and what would be the best way forward?

Participants

Potential successors from family businesses aged between 26 and max. 45 who want to qualify for a career in the company.

Part 1: Management Training

St. Gallen Management Training

4 seminars, 4 days each. You can find a description of the content, the program and the implementation dates at www.sgbs.com/80. Here are the most important topics:

Understanding the company

- The parts and how they work together
- Principles for achieving results and success

Environment and environmental dynamics

- Market and market laws
- Customers, demand, industry, framework conditions
- Competition and competitive behavior

Customer benefits and marketing

- Constantly striving for increased customer benefit
- Creating new markets with new business ideas
- Success in the core business

Finance and accounting

- The world of numbers
- Understanding key financial figures
- How financial results are created

Leadership competence

- Managing employees in a human and performance-oriented way
- Instruments to steer the company and employees towards success

Discover and develop personal talents

- My own skills as an entrepreneur: analysis, test, self-knowledge
- My professional and personal goals
- Preparation for the profession of entrepreneur
- Clarification of the next steps and any decisions within the family

Part 2: Coaching

Company succession coaching (online)

After attending the seminars, the company succession coaching begins. The aim is to determine your personal position in order to create clarity between the entrepreneur and potential successor:

- It shows (potential) successor entrepreneurs how the overall management of a company works and what it means to bear responsibility as an entrepreneur
- It reveals entrepreneurial talent and shows how much "entrepreneurial blood" is already present

The online succession coaching lasts 6 months. See above.

Individual career support

The combination of 4 weeks of management training and 6 months of online coaching acts as the first phase of individual career support. If desired, this can also be booked as a follow-up order after the 6 months have expired.

Individual advice:
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