

Strategic Management for Executives

Sessions

Dates

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

www.sgbs.com/e30

Location

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

Course fee, Duration

CHF 9'900.- excl. VAT, 4 + 4 days

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

Registration

Internet: www.sgbs.com/e30

E-Mail: seminars@sgbs.com

Phone: +41 71 225 40 80

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

Overview

This program for executive management is to demonstrate the complex strategic knowledge required today in a practical way and to provide a comprehensive set of tools for implementation.

Topics at a glance

- Strategic analyses for disruptive times
- Options for action for the future
- Strategies for securing the future
- Strategies in special situations
- Structure follows strategy, lean organization
- High performance thanks to culture, structure and performance
- A new mindset for new strategies
- Consistent strategy implementation

Implementation

Good strategies deserve good implementation. In addition to the necessary resources and effective measures, this requires a special skill: implementation expertise. How is an entire organisation geared towards implementing new strategies? How is implementation strength created? How important is the optimisation of structures and processes? How is it possible to get management teams and employees committed and motivated for the implementation process?

Concept

The dynamic nature of competition is forcing companies of all sizes and in all sectors to constantly adapt and actively manage change.

However, this requires a controlled interplay of several factors in strategic corporate management:

Visions that inspire; accepted normative guidelines; initiatives that lead recognizably in the right direction; customer-oriented business segment divisions; cost-optimized structures and processes; innovative marketing concepts that strengthen existing market positions and open up new, e.g. digital, markets.

But also a corporate culture that promotes the ability to learn, incentive systems that inspire entrepreneurial

thinking and leadership that enables commitment and performance at all levels.

This requires managers who understand strategic leadership in context, who are able to formulate strategic concepts with their employees, identify options for action and initiate and implement measures in a targeted and motivating manner.

Participants

1. Members of the management and the Board of Directors.
2. Entrepreneurs and successors.
3. Managing directors, business unit and profit center managers who have to make important decisions about the future for their area of responsibility.
4. Practitioners who want to scrutinize their strategies and concepts.
5. Managers and project managers from line and staff who are significantly involved in strategy projects and change processes.

Topics

The strategy concept

- Strategic management as a navigation tool for the future: management in turbulent times
- Customer focus, shareholder value & employee orientation as the core of long-term viability
- The phases of effective strategy development

Strategic analyses: Markets of the future

- The latest analysis tools and techniques for quickly determining the starting position
- Artificial intelligence AI as an important tool for strategic analysis
- Correctly assessing the current market position and competitors
- What do "hidden champions" do better?
- Avoiding the powerful and creating your own markets?
- From the customer problem to creative business and market definition
- Digital competitors: learning from the best
- Actively counter substitutions, manage innovations

Options for the future

- Basic and business strategies: More customer benefit - more margin
- Skilfully using the business ideas of digitalization
- Thinking in alternatives and scenarios: What will change in the future?
- Building distinctive products and services: Customer experience management - uniqueness, differentiation
- Start-up concepts for established companies

Strategies in special situations

- From success strategies in stagnating industries to the final battle in shrinking markets
- Keeping pace in fast-growing markets - technology as a driver
- Competitive strategies at group level and in multinational companies

Structure follows Strategy

- Structures that promote entrepreneurial concepts: Concepts for self-organisation and management effectiveness
- The best organisational structures for high flexibility and customer proximity

- Revitalizing companies, new efficient forms of organization, modern Leadership

Strategic controlling

- Recognize strategic imbalances at an early stage
- Monitor scenarios, trends and assumptions
- Review your own risk management
- Do not underestimate disruption and the disruptive power of new business models
- Recognize strategic opportunities
- Create new markets, new growth and new EBIT potential

High-performance organization

- What does it take to set standards in terms of productivity, performance and competitiveness?
- Which structures and processes fit the strategy, the corporate culture and the existing skills?
- Structural design and capability development in times of major change
- Business excellence and digital readiness as core competencies for successful strategy implementation

Turning strategies into market success

- Implementing strategic goals in the sales concept
- Exploiting potential, customer profitability and unused potential: making the "untapped treasures" of our company visible

Change and Transformation

- Fit for change: where do we stand?
- Agility: a new buzzword or a successful implementation concept?
- The successful, strategy-compliant transformation of the company
- Implementing the new strategy as a challenge for management

Leadership in implementation

- The application of new management principles in the implementation of strategies

Enrollment Form

St. Gallen Business School
Rosenbergstrasse 36
CH-9000 St. Gallen
Switzerland

Phone +41 71 225 40 80

Internet www.sgbs.com

e-mail seminars@sgbs.com

Seminar-Name

Seminar-Number, Seminar-Date

First Name, Family Name

Company

Address

Country, ZIP-Code, City

Business type, number of employees

Telephone

e-mail

Job title

Date of Birth

Date

Signature

JPE 25

Enrollment

Terms & Conditions for Seminars and Programs

Registration

We are happy to accept your registration or application for a management seminar or program by email, post or internet.

After receiving your registration, we will send you:

- confirmation of your registration with invoice
- information on the schedule, hotel/conference center and arrival
- the room reservation form for your hotel booking

If the seminar is already fully booked, you will be informed immediately.

Information about the seminar hotels

Further information about our seminar centres and hotels can be found on the Internet www.sgbs.com/hotel

Course fee, Hotel costs, Topics

The course fee (plus VAT, depending in which country the seminar takes place) includes includes tuition and all course material. Participants will download the seminar materials electronically from our download center shortly before the seminar. We will send you an email with a link to download them. The course fee does not include any hotel services such as overnight accommodation, breakfast, meals and the daily flat rate for the hotel or conference center. Participants must pay these directly to the hotel. The daily delegate rate of the conference centers in London, Boston and Shanghai is billed directly by the St. Gallen Business School and forwarded to the conference center.

Participants are of course free to stay overnight outside the seminar hotel. In this case, you pay only the daily flat rate charged by the hotel/conference center directly to the hotel or conference center.

The course fee is charged after registration and must be transferred no later than 6 weeks before the start of the seminar. We reserve the right to make minor changes to topics, the sequence of topics and speakers.

We as organizers have the right to move a seminar to our study center in St. Gallen for valid reasons without this justifying cancellation of registration.

Cooperation, Questionnaire

Some of our seminars are held in cooperation with other renowned institutions. The respective event partner records customer satisfaction at the end of the seminar and forwards the evaluation to the cooperation partner.

Certificate

You will receive a course certificate upon completion of the course, or in the case of a multi-part program, during the last part of the program.

Change of Booking, Postponement

If you rebook a booked seminar or part of a seminar up to 3 months before the start, we charge a rebooking fee of CHF 400 plus VAT. If you rebook between 6 weeks and 3 months before the start of the seminar, 20% of the fees for the rebooked event must be paid. If you rebook less than 6 weeks before the start, 40% of the fee is due. If you re-

book less than 2 weeks before the start of the seminar, 80% of the fee is due. If you do not show up, the fee will be forfeited without compensation. Seminars and parts of seminars not attended will be forfeited.

When rebooking, there may be program changes/adjustments and overlaps. This does not entitle you to a partial refund of the seminar fee.

Cancellation, Withdrawal

ECancellation of registration (withdrawal or cancellation) is possible free of charge up to 3 months before the start of the seminar. If you cancel between 3 months and 6 weeks before the start of the seminar, 40% of the seminar fee plus VAT will be charged.

Alternatively, a replacement participant can be provided up to 14 days before the start of the seminar against payment of the rebooking fee of CHF 700.- plus VAT, in accordance with the target group description.

The full seminar fee will be charged if the cancellation is made less than 30 working days before the start of the seminar.

Individual seminars can be cancelled by the organizer at short notice due to force majeure or due to a lack of participants up to 10 working days before the start of the seminar at the latest, without any claim for damages being made.

Postponement in case of danger, pandemic

We treat rebookings made due to a pandemic or an acute danger situation (terror, war) with great

goodwill: We waive the usual rebooking fees. Due to the extended rebooking option, the above-mentioned "free cancellation up to 3 months before the start of the seminar" does not apply. The seminar fee, if not already paid, remains due with the value date stated in the invoice.

Dangerous situations include events such as an epidemic, a pandemic, disasters, serious political or social upheavals that pose a danger to the participants that should reasonably be avoided by postponing the event. A postponement for such reasons by St. Gallen Business School does not entitle the participant to cancel the booked seminar or program.

Insurance, Liability, Price Changes

We recommend that you take out seminar cancellation insurance with your insurance company to cover cancellation costs due to illness and other events.

Any other damage that could be directly or indirectly related to the seminar attendance, whether from accident, illness, liability, theft, cancellation of the seminar by the organizer or damage resulting from the application of the management knowledge imparted by the participants or the company commissioned by us, must also be insured or covered. We exclude any liability.

Swiss law applies **and the place of jurisdiction is St. Gallen.**

With the publication of a new brochure, all previous information regarding content, speakers and prices become invalid.