

Leadership through Personality

Good knowledge of human nature. Convincing appearance. The confident leader.

Sessions

Dates

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

www.sgbs.com/e78

Location

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

Course fee, Duration

CHF 4'900.- excl. VAT, 4 days
Invoicing in Euro is possible, at the current daily rate.

Registration

Internet: www.sgbs.com/e78

E-Mail: seminars@sgbs.com

Phone: +41 71 225 40 80

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

Concept

In business life, there are numerous situations in which first impressions determine success or failure. It is not the personality as it really is that is perceived; time is far too short for that and the focus is purely business-oriented. Rather, it is about the personality as it is perceived and remembered after a few seconds, after a handshake with a few sentences or after a «small talk». It is the first impression that is decisive for this initial perception of personality. Managers should recognize the first impression they themselves make. They should recognize what they can do with simple and quickly implementable means to appear confident, likeable and competent. However, those who appear confident must also «deliver». The high expectations must be confirmed by performance and effectiveness. Managers need to be highly effective in their day-to-day business. This is how you increase your personal performance, but also the effectiveness of entire teams and organizational units.

Participants

Participants are managers who want to examine and adjust their own impact on others. Participants want to recognize their own appearance and impact and, where necessary, adjust it.

Benefits

This seminar offers the opportunity to recognize, confirm or improve your own appearance and the first impression you give off. By attending this seminar, you will be able to recognize whether your desired target is in line with the perceived actual and where and how improvements should be made. You will also review your effectiveness as a manager. You will learn new techniques to optimize employee performance while maintaining a high level of job satisfaction.

Appearance and work

Personality seminar with groundbreaking insights for managers.



Topics

What do you need to do to appear confident and convincing in professional situations?

- The first impression: superficial, but important
- The laws of human perception
- Prerequisites for sympathy, trust and positive perception
- Confident appearance: What does it involve? The elements.
- How do I come across? Practice and feedback in small groups
- Training in optimization measures
- Recommendations for implementation and consolidation

Using your personal strengths as a leader

- Know yourself: Where do I stand on the path to becoming a confident leader?
- Understanding other people better thanks to knowledge of human nature and observation of behavior patterns
- Use this understanding to skillfully apply your own strengths at important moments
- How do I want to come across, what «personal image» do I want to build and maintain?

Enrollment Form

St. Gallen Business School
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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 re-booking 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.