Advanced Leadership Program

Sessions

Dates

St. Gallen Business School organizes each course and program several times a year. Dates see: **www.sgbs.com/eav37**

Location

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

Course fee, Duration

CHF 11'900.- excl. VAT, 3 x 4 days
Invoicing in Euro is possible, at the current daily rate.

Registration

Internet: **www.sgbs.com/eav37**
E-Mail: seminars@sgbs.com
Phone: +41 71 225 40 80

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

Concept

Leadership is employee management. Also, but not only. Anyone who is responsible for a division or an important business unit knows that an organization cannot be managed using the tried and tested methods of employee management alone. More is needed. It needs corporate leadership. This program provides the necessary knowledge and tools for this highest form of leadership.

Participants

The program is aimed at decision-makers from senior management levels. What they have in common is that they cannot sufficiently lead their area of responsibility with motivational leadership alone. What is also needed are skills such as setting direction, inspiring enthusiasm for the common future, setting the right goals, shaping culture, promoting management quality, exemplifying values, bringing about change and implementing decisions across several hierarchical levels.

Topics

Part 1: Setting the direction – Strategy

Corporate Leadership

- Pointing the way to the future
- Steering the company in the desired direction
- Corporate management model

The given mission

- What the decision-makers want
- What the company's mission should be

Vision, values, behavior

- The role of the company in the future
- The values to be adhered to
- The expected behavior

Strategy and resource management

- Scenarios, trends, technology
- Identity today and tomorrow
- Expand core business, build up new business

Part 2: Leadership

Strategic leadership

- Executive Leadership Model
- Making important leadership decisions consistently

Forming the management team

- The role of the company in the distant future
- The values to be adhered to
- The expected behavior

Becoming effective as a management team

- Shaping the management team
- Steering with targets
- Steer with guard rails

Motivation and performance

- Motivating for performance
- Design incentives consciously
- Reward performance

Part 3: Operational Excellence

Creating a high-Performance organization

- Ongoing optimization of quality, productivity and performance
- Decisions on the organizational structure
- More effective processes
- Successful implementation

Change: from resistance to commitment

- Which change triggers high esistance
- The instruments of change management
- The manager as change manager

Enrollment Form

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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

Adress

Country, ZIP-Code, City

Business type, number of employees

Telephone

e-mail

Job title

Date of Birth

Date

Signature

JPE 26

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 rebook 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
Cancellation 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 organiser 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.