

COMPETENCE AREA

INHOUSE SEMINARS AND TRAINING PROGRAMS

**Achieving learning objectives.
With perfect precision.**



MANAGEMENT SCHOOL ST.GALLEN ■
CORPORATE PROGRAMS

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GALLEN
MANAGEMENT
SCHOOL

Inhouse seminars & training programs

Do you want to avoid off-the-peg solutions to your business development plans? Would you prefer to rely on programs and teaching modules which are in step with actual practice and whose content, format and methods combine business objectives with personal goals in an effective way?

When we work with you to design an ideal program, we don't limit ourselves to topics, deadlines and costs. We also ask questions about your requirement specification: where do your greatest strategic challenges lie?

Where and how does internal communication work? Precisely which people and areas of expertise make up the target group? Together we can determine the development concepts that best suit your company. In the conception phase, you also decide on the extent to which the program should be company- or sector-specific.

Personal consultation

Do you have questions about our Inhouse seminars and training programs? Stephanie Kropf will be delighted to provide a consultation or customized offer:

s.kropf@mssg.ch
Phone: +41 (0)71 222 51 53



Corporate Executive Education Selection of packages we offer

We offer our well-proven programs as attractive packages for your own business. Are you interested in laying on training activities from our open seminar program as an inhouse event? Benefit from the breadth and depth of our field-tested Open Programs. Combine the well-proven St.Gallen expertise with the advantages of a client-specific training program.

Option 1

Well-proven standard program

Our tried-and-tested programs for companies which require little adaptation regarding topics and training approaches.

Option 2

Customized program

Program tailored to requirements, for businesses with particular specifications in terms of topics and target groups. Programs relating to the corporate strategy are only offered as a customized program.

Services included in the price package

Fine-tuning of the program with the trainer, event preparation and follow-up, inhouse training undertaken at your site for 5-15 participants from your company. Please contact us for further information and trainings held in other languages. We will be delighted to advise you on which option is appropriate for your organization.

At a glance

- 5 Leadership
- 6 Management & Strategy
- 8 Personal Excellence
- 11 Financial Management
- 11 Sales & Marketing
- 12 Digital Leadership & Transformation
- 14 St.Gallen made-to-measure: your individually customized program
- 15 Corporate Programs – Service portfolio



Leadership

Go into management equipped with a wealth of knowledge. Our programs connect innovative with well-established skills in order to align your leadership competence perfectly with current everyday life, influenced as it often is by change and conflict.

First Leadership

Gaining a precise understanding of the "people success factor" and guiding it in a targeted manner.

Young or future managers ask themselves the exact meaning of "to manage" and how they can define their own role, especially in times of transformation. "First Leadership" delivers the basic mechanisms of effective management, presents traditional and new leadership styles and checks their suitability for the leadership process.

Topics

Leadership process and instruments • Aims • Team leadership • Leadership styles • Motivation

Duration

3 Days

Standard program

CHF 12'000 | EUR 10'400

Customized program

CHF 13'500 | EUR 11'700

Leadership

How managers enhance their own personality.

Managers become more effective when they are familiar with the fundamental mechanisms of how to act communicatively, can use these mechanisms proficiently and integrate them into their leadership practice. Based on St.Gallen's integrated approach, the program will address focused self-management, clear team leadership and a variety of motivation techniques.

Topics

Rules of good leadership • Leadership as a core competence • Managing yourself • Values • Motivational leadership • Communication

Duration

3 Days

Standard program

CHF 14'700 | EUR 12'700

Customized program

CHF 17'500 | EUR 15'200

Advanced Leadership

Leadership through clear values, personal courage and new energy.

Today's world of work is highly complex. The ability to engage people and lead them through complex situations is known as "leadership". Being able to reflect on and develop your own self in the way that you influence your surroundings and your areas of activity qualifies as "Advanced Leadership".

Topics

Leadership and personality • Networked thinking • Values, courage, energy • Self-reflection • Changes • Leading leaders

Duration

4 Days

Standard program

CHF 18'500 | EUR 16'000

Customized program

CHF 20'500 | EUR 17'800

Leadership & Inspiration

Transformational leadership – from manager to manager personality.

Taking on more complex management tasks. Getting to know yourself and your team better. Analyzing motives in order to solve conflicts proactively. Dismantling outdated routines and establishing new patterns of behavior. To do all this, transformational leaders need an authentic public persona who can act in an inspirational way and lead with personality.

Topics

Transformational leadership • Empowerment • High performance teams • Role model and inspiration • Supporting staff strengths • Finding a balance

Duration

3 Days

Standard program

CHF 14'700 | EUR 12'700

Customized program

CHF 17'500 | EUR 15'200

Leadership with resonance

Finding a resonance with your employees – through purpose, values and appreciation.

Many managers today face new constellations of working relationships which not only challenge but also substantially change their role and call for new answers to leadership questions. The seminar delivers ways to address these conflicting priorities, with the aid of concrete situations experienced by the participants.

Topics

Leadership in the transformation era • Clarifying leadership needs • Purpose and orientation • New leadership constellations • Resilience

Duration

3 Days

Standard program

CHF 14'700 | EUR 12'700

Customized program

CHF 17'500 | EUR 15'200

Managing conflicts – shaping change

Controlling conflict situations and using them as an opportunity.

The primary function of leadership is to deal with people. And this includes problems between people. The seminar allows participants to consciously reflect on and professionally improve their own behavior in conflict situations, in order to defuse tensions in an active and constructive manner.

Topics

Conflict signals and patterns • Conflict management • Dealing with resistance • Constructive behavior • Dealing with emotions

Duration

3 Days

Standard program

CHF 14'700 | EUR 12'700

Customized program

CHF 17'500 | EUR 15'200

Management & Strategy

What is effective management? Our programs will give you the skills to make strategies powerful and shape company changes so as to be more sustainable.

Strategic Management

Making strategies powerful and shaping change in the company.

Management is responsible for ensuring the future success of the company. There is a strategic issue implicit in the tension between strategy, structure and culture, as well as constant change. The seminar aims to deliver strategic concepts and instruments in an effective and practical way.

Topics

Strategic management • Developing, analyzing and controlling strategy • The business navigation system

Duration

3 Days
Customized program
CHF 17'500 | EUR 15'200

Strategy, Structure, Change

Translating strategic challenges into real changes.

Quality of leadership can be measured by the actions taken to ensure the success of a company, in both the short and long term. The leader has to find the right balance between operative and strategic tasks, using scarce resources to guarantee both short- and long-term success.

Topics

Understanding strategy • Structures and processes • Developing strategy • Change management • Organizing the future

Duration

3 Days
Customized program
CHF 17'500 | EUR 15'200

Strategy Update

Concepts and tools for a future-shaping strategic process.

"Which trends determine the future and what does a future-shaping strategic process look like?" These questions are central to our seminar. We offer a compact overview of the most important strategic concepts and an update of new management methods, such as Design Thinking, Business Model Generation and St.Gallen's Business Model approach.

Topics

Forward-shaping strategic processes • Strategy safari • Set of methods for your own strategic process

Duration

1 Day
Customized program
CHF 7'500 | EUR 6'500

General Management

How to arm yourself for the future with up-to-date management expertise.

The ability to lead businesses with vision requires a high level of management competence. Effective, responsible and competent management will play a vital role in the future. In this compact, holistic general management program, you will learn about new stimuli, pioneering examples of good practice and up-to-date management expertise made in St.Gallen.

Topics

Overall company management • Business structure • Leadership • Change management • Fiscal management

Duration

5 Days
Customized program
CHF 30'000 | EUR 26'000

Successful Management

Improving sustainable performance: St.Gallen's tools for increasing efficiency.

What is it that distinguishes effective from ineffective management and why?: the fact that high-quality leadership does not depend on the person but on the effectiveness of their actions. In our seminar, you will internalize this idea, understand the right path to take and work on schemata that lead to real management.

Topics

Core competence of effective managers • Performance characteristics of managers • Fundamentals of effective organizations

Duration

1 Day
Standard program
CHF 6'500 | EUR 5'600
Customized program
CHF 7'500 | EUR 6'500

Decision-making for decision-makers

Solving problems, weighing up alternatives, making decisions professionally.

Making decisions in the correct way – namely, according to circumstances as well as to your own convictions – is one of the most important management tasks. However, many paths may lead to the right decision and often these are unclear. With the help of St.Gallen's problem-solving and decision-making methodologies, you will be able to make decisions resolutely and effectively.

Topics

Decision-making methodology and system • Managing diversity • Techniques for problem-solving

Duration

1 Day
Standard program
CHF 6'500 | EUR 5'600
Customized program
CHF 7'500 | EUR 6'500



Personal Excellence

Give success more personality. Our programs will enable you to analyze your own strengths critically and train them systematically, so that your communication skills with employees and business partners reach their full potential.

Personal Performance

Maximizing impact – communicating with body language, rhetoric and charisma.

Aligning self-image with public image: how managers challenge and consciously influence their impact on staff and clients, and how they can use it in a goal-oriented way. How to do this by communicating through body language, rhetoric and charisma. Personal performance helps managers to enhance their individual impact, facial expressions and intonation.

Topics

Presence, image and impact • Stage presence • Conversational skills • Body language • Rhetoric • Speech training • Presentation

Duration

3 Days

Standard program
CHF 14'700 | EUR 12'700

Customized program
CHF 17'500 | EUR 15'200

Storytelling

Using stories as a means to successful communication.

Stories are a means to successful communication, for they convey far more than facts – they move people. Make powerful stories your success driver: our seminar will enable you to use the art of storytelling and will equip you with the necessary mechanisms to successfully develop your very own stories.

Topics

Storytelling • Construction and dramaturgy of a good story • Story-telling techniques and stylistic devices • Body language

Duration

1 Day

Standard program
CHF 6'500 | EUR 5'600

Customized program
CHF 7'500 | EUR 6'500

Managerial Effectiveness

Lead, achieve, live – improving efficiency and managerial competencies.

What makes an efficient manager? And what makes managers more efficient? "Managerial Effectiveness" gives you a toolbox for successful management and teaches you how to use it: up-to-date methods of managing a complex service portfolio, guiding staff effectively and maintaining a work/life balance.

Topics

Self-management • Contributing to the whole • Focusing on results • Using the manager's toolbox • Target orientation • Leadership qualities

Duration

3 Days

Standard program
CHF 14'700 | EUR 12'700

Customized program
CHF 17'500 | EUR 15'200

Resilience

Plug in, get up, win: emerging strengthened from crisis situations.

What gives people and organizations long-term survivability and resilience? Why do some collapse under crises and change, while others emerge strengthened? Usually this isn't down to luck but to a scientifically researched leadership quality: resilience.

Topics

Resilience • Endurance • Overcoming crises with renewed strength • Survivability • Developing the ability to bounce back

Duration

1 Day

Standard program
CHF 6'500 | EUR 5'600

Customized program
CHF 7'500 | EUR 6'500

St.Gallen's Negotiation Principles

Using reasoning and dialogue to negotiate successfully.

Successful negotiators and facilitators don't look for the quick, one-off advantage. Instead, they persuade their negotiation partner and thereby strengthen long-term collaboration. The seminar aims to review and expand the range of behaviors that are useful in a negotiation context, using internal and external "clients", and also to find the best possible negotiation outcomes.

Topics

St.Gallen's negotiation methodology • Persuasive negotiation • Modes of reasoning • Conversational skills • Integrative strategy

Duration

3 Days

Customized program
CHF 17'500 | EUR 15'200

Elevator Pitch

The great art of brevity – persuading in a matter of seconds.

Day-to-day business is full of situations in which you have a very short time to make a lasting, best possible impression. In these situations, an elevator pitch enables you to articulate the crux of the matter succinctly and concisely. The seminar teaches you the skill of condensing messages into an alluring USP.

Topics

Elevator pitch • Making an impact • Persuading in a matter of seconds • Skill of condensing messages into an alluring USP

Duration

1 Day

Standard program
CHF 6'500 | EUR 5'600

Customized program
CHF 7'500 | EUR 6'500





Financial Management

Link figures with targets. From the wealth of available data at your disposal, we enable you to extract the most useful information. For a financial management team which doesn't simply measure the present but also actively shapes the future.

Financial Management for Executives

Fiscal knowledge for managers.

A company's financial leadership is a key aspect of modern management. The seminar delivers an overview of the vital elements of financial leadership, for results-oriented managers who need to get up to speed on questions of financial management.

Topics

- Financial management • Accountancy strategies
- Strategic options • Cost management
- Accounting systems • Shareholder value

Duration

3 Days

Customized program

CHF 17'500 | EUR 15'200

Financial Leadership of the Company

How managers can enhance their own personality.

The seminar gives managers a wide-ranging insight into the methodology and terminology of fiscal management tools, such as balance sheets, costing, calculations and contribution margin accounting. You will then be in a position to properly integrate fiscal matters into your business dealings.

Topics

- Management income statement • Financial control
- Return on investment • Analyzing and forecasting balance sheets • Calculation
- Financial statements

Duration

3 Days

Customized program

CHF 17'500 | EUR 15'200

Sales and Marketing

Establish clear brands. We will show you how to set up and develop valuable customer relations with long-lasting impacts on sales, even including in fiercely competitive and saturated markets.

Leading Sales Managers Effectively

Sales leadership – commission is good, motivation is better.

Leading sales staff is absolutely one of the hardest roles of a manager. This seminar was conceived with everyday practice in mind and equips you with the decisive strategic, operative and personal expertise to meet today's demands. For a motivated sales and marketing team that will prove a sure-fire success in a high-performance environment.

Topics

- Leadership in sales • Time- and success-management for sales managers • Managing the whole team

Duration

3 Days

Standard program

CHF 14'700 | EUR 12'700

Customized program

CHF 17'500 | EUR 15'200

St.Gallen's Sales Management

Putting sales competence on a long-term, sustainable footing.

The more intense the competition and the greater the clients' power, the more important it is to actively develop competencies in sales and marketing. In this two-day, intensive course, you will enhance your strengths in a way which is as compact as it is practice-oriented. Training will be given in both management and leadership skills.

Topics

- Sales Leadership • Strategic sales and marketing management • Customer Focus • Key Account Management

Duration

2 Days

Standard program

CHF 9'300 | EUR 8'000

Customized program

CHF 10'800 | EUR 9'300

Sales Future Now!

Switch to the future in sales and marketing.

The pressure for change in the marketing world has never been so high. St.Gallen's "Sales Future Now!" seminar will enable you to analyze change systematically and identify the trends which are essential for you. You will also receive specific tools with which to render your sales and marketing business fit for the future, and will focus particularly on digital transformation.

Topics

- Digital trends in B2B and B2C • Update of marketing strategy • Value Proposition Canvas
- New customer relations

Duration

1 Day

Standard program

CHF 6'500 | EUR 5'600

Customized program

CHF 7'500 | EUR 6'500

Digital Leadership & Transformation

Get digital. Our programs point you in the right direction to make farsighted decisions between the conflicting priorities of external opportunities and internal strengths. For a transformation that will lead your company more quickly and securely from today to tomorrow.

Lead Digital

New ways of leading, thinking, acting.

How does digitalisation influence the management role? This seminar addresses the question of how companies from the digital economy work together, how they create working spaces and which individual leadership qualities are important in times of digital change. As a leader, you will need to know how to actively shape these factors and how to set priorities that are in keeping with the times.

Topics

Leadership success models of digitalisation • Managing values and VUCA • Managing strengths • Modern leadership competencies

Duration

1 Day
Standard program
CHF 6,600 | EUR 5,700
Customized program
CHF 8'600 | EUR 7'500

New Business Models

Identifying business models for the future.

The ability to develop business models more quickly and reliably than your competitors is increasingly becoming a driver for success. It is important to build up your own innovative drive and transformation skills in a focused way. Which model leads your business most vigorously into the future? And how best can you put a business model into practice? Both these questions lie at the heart of the workshop.

Topics

Designing business models • Methods for the future • Business model generation

Duration

1 Day
Standard program
CHF 6'500 | EUR 5'600
Customized program
CHF 7'500 | EUR 6'500

Change Day

How to successfully conquer the VUCA world.

V for Volatility, U for Uncertainty, C for Complexity, A for Ambiguity: welcome to the world of VUCA. Whoever wants to rank among the winners in this world needs to undergo some radical changes. The Change Day is the right format – on the one hand, it delivers the necessary, contemporary skills and tools to initiate the transformation of an organization into a business of the future, and on the other hand, it provides a skills-update for the regular adaptation of the transformation to its environment.

Topics

Trends in change • Forming your own change agenda • Principles and rules of play for forward-looking organizations

Duration

1 Day
Standard program
CHF 6'500 | EUR 5'600
Customized program
CHF 7'500 | EUR 6'500

Leading Change

Successful management from instability.

How can organizations be analyzed, diagnosed and systematically influenced? The seminar delivers a reliable overview and good understanding of solutions in change management. It will enable you to devise and apply successful and accurate procedures to your change processes.

Topics

Change philosophies • Leading and supporting change • Communication • Creating instability • Dealing with opposition

Duration

3 Days
Standard program
CHF 14,700 | EUR 12,700
Customized program
CHF 17'500 | EUR 15'200

Digital Business Transformation

Corporate change in an innovative training format

Presenting a radical challenge to the present in order to transform it into a sustainable future: more than ever before, leadership is about the fine art of transforming a business – in the face of resistance. The innovative training format presents and equips you with the most important techniques and tools.

Topics

Transformation Manager
• Business Transformation Canvas
• Yellow Type Leadership
• Complexity and dynamics

Duration

2 Days
Standard program
CHF 9'300 | EUR 8'000
Customized program
CHF 10'800 | EUR 9'300

Culture, Leadership & Digitalisation

Cultural changes in the digital era.

It is vital to stay at the forefront of technological development. But a digitalisation process cannot succeed without a company culture which integrates its staff in its change processes. This requires a new type of leadership. The workshop addresses the challenge of how to embed a culture of digital transformation in the organization and actively integrate staff.

Topics

Company culture in flux • Including staff in change • Embedding transformations in culture

Duration

1 Day
Standard program
CHF 6'500 | EUR 5'600
Customized program
CHF 7'500 | EUR 6'500

Lean Startup

Developing innovations successfully and more quickly.

Lean Startup is an innovative method of founding a successful business with limited capital. However, this method is also transferrable to the innovative management of established companies. It harnesses the mindset and operational methods of successful digital champions and develops them into a structured process, in order to position innovations on the market significantly faster.

Topics

Lean Startup method • Learning from company founders • Implementing a structured innovation process

Duration

1 Day
Standard program
CHF 6'500 | EUR 5'600
Customized program
CHF 7'500 | EUR 6'500

Developing Organizations Internationally

Strategy check for international businesses.

Whoever invests in international expansion needs to think and act long-term. This makes it all the more important that the organization develops in a structured way. Put your company to the test: how well-positioned is the organization to see through its current or planned internationalization process? Which levers could promote success?

Topics

International development of organization • Optimizing processes and structures • Intercultural strategy check

Duration

1 Day
Standard program
CHF 6'500 | EUR 5'600
Customized program
CHF 7'500 | EUR 6'500

Digital Leadership Masterclass

New ways of thinking, acting, leading.

Our Digital Leadership Masterclass will enable you to make a threefold leap into the digital era. Firstly, you will learn new rules of play and strategies. Secondly, you will acquire the necessary competencies to lead yourself and your team into the digital future. And thirdly, you will take a look behind the scenes of start-ups that are already living and shaping this future today.

Topics

Recognizing and using digital opportunities • Understanding and embodying new leadership • Learning journey in the start-up scene

Duration

3 Days
Customized program
CHF 25'000 | EUR 21'700
Including learning journey to 3 start-ups

St.Gallen made-to-measure: your individually customized program

Take the lead with St.Gallen: a tailor-made Corporate Program will give you clear answers to the competence questions that are at the top of your agenda. Do you have a topic of choice which isn't covered in our Open Programs? Do you have particular requirements in terms of location, duration and program content? The solution lies in St.Gallen's training programs. Together we will develop the concept most suited to your needs. Our portfolio covers a very broad range of topics and training formats which enables precise alignment to your business and your strategy.

International Groups

Do you want to train a group of international employees? We can deliver all of our events in English, otherwise mostly in French and Italian. Further languages on request.

Choice of topics

Which topics relate to you and your business? The following is a list of topic areas selected from our portfolio:

- Leadership
- General Management
- Strategic Management
- Development of Company Values & Visions
- Digital Transformation
- Change Management
- Marketing & Sales
- Purchasing & Procurement
- Finance & Controlling
- International & Intercultural Collaboration
- Team Development
- Personal Excellence
- Innovation & Creative Techniques
- Creating Future-oriented Organizations
- Project Management (including preparation for certifications)
- Executive Assistance

Training formats

The transformation in our basic working conditions necessitates new training styles. Our state-of-the-art training formats are just as individual as your requirements: networked learning, focussed on experience, is combined with new perspectives and conscious reflection.

- Seminars & Trainings
- Symposia for managers & Corporate Conferences
- Keynote Speeches
- Stimulus-Workshops
- Leadership Development Programs & High Potential Programs
- St.Gallen Certification
- Personal Coaching
- Multichannel-Formats
- Action Learning Expeditions
- Design Thinking Formats
- Innovation Journeys
- Barcamps

SERVICE PORTFOLIO

Four paths, one goal – your success. Better knowledge and better skills constitute tomorrow's raw materials. But decisive competencies differ from one company to another. This is why our Corporate Programs are specifically geared to your business and your strategy. What can St.Gallen do for you? Choose inhouse training that suits you, from our four competence areas:

Inhouse seminars and training

Do you want to avoid off-the-shelf training solutions for your company and instead focus on practical programs and teaching modules – with content, format and methods that successfully align company objectives with personal goals? St.Gallen provides you with the solution.

Leadership development

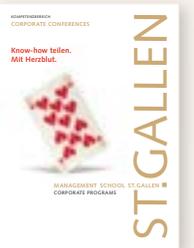
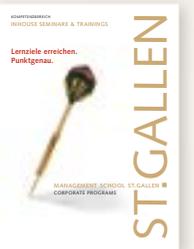
Which new skills do your managers and staff need to develop? Ideally, for an organization and its people to develop, their potential needs to be identified and fostered. We offer the fundamentals to do this with our practical and reliable St.Gallen Leadership Development Programs.

Corporate conferences

Do you want to transform your corporate event into an inspiring platform for knowledge and dialogue? We will help you to convey the information which is important to you in a format which is right for the participants, thereby making an intelligent link between Knowledge Management and Relationship Management.

Personal coaching and top executive sparring

Do you want to take your company's people strengths to a new level? Whether overseeing individual managers or supporting whole teams: our internationally experienced coaches will act as sparring partners to point your company and personal development in a clear direction – one which is perfect for everyone.



**How may we get to the
heart of your training needs?**

MANAGEMENT SCHOOL ST.GALLEN

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