

# TRANSFORM!

St Gallen's Leadership Program  
for successful leadership in times of change.  
Value-based, inspiring, lasting.

MANAGEMENT SCHOOL ST.GALLEN

BETTER PEOPLE | BETTER BUSINESS



# TRANSFORM!

Holistic training in 4 coordinated modules

Are you ready to develop your leadership skills? The future belongs to leadership attuned to times of change. **Verwandeln Sie diese in Ihrem Unternehmen hier und jetzt in gelebte Wirklichkeit – mit dem St.Galler Leadership Program TRANSFORM!, passgenau entwickelt für die heutigen Führungsherausforderungen. Auf dem gleichnamigen Modell basierend, erwerben Sie in vier sorgfältig aufeinander abgestimmten Lernmodulen das Know-how, um Ihre Leadership auf Zukunftskurs zu führen.**



## MODULE 1 | 2 Days

Introducing the model and determining individual status quo



## MODULE 2 | 3 Days

Leadership personality: effective, authentic and balanced leadership.



## MODULE 3 | 3 Days

Strategy, change, culture: embedding and creating transformation.



## MODULE 4 | 3 Days

Team, the individual and inspiration: diversity, individuality and creating meaning.

## SUPPORTING TRANSFER CONCEPT THROUGHOUT THE ENTIRE PROGRAM

Integrated Smart Learning Platform, digital Learning Nuggets, individual development plans, active support with practical implementation and accompanying practical case studies.

The Leadership Program is organized in four content-coordinated modules. This integrated approach guarantees that all relevant management competences are thoroughly and holistically taught. The state-of-the-art learning format is based on the most up-to-date expertise and contemporary, multimedia learning methods, which guarantee optimum success. The face-to-face modules are supplemented by a comprehensive transfer concept which spans all programs, to provide the best, individual support when applying these skills to practical leadership.



## Added value in the program

- support during the transformation from leadership executive to leadership personality
- integrated training concept with content-coordinated learning modules and transfer processes
- applicability spans companies and hierarchies (also delivered in English for international groups)
- up-to-date expertise and modern learning methods developed especially to meet managers' needs in times of digital transformation
- high degree of practical relevance and direct applicability of content to day-to-day management
- integration of think tank sessions in face-to-face modules
- optional: certified qualification as "St Gallen Leadership & Transformation Expert"

## From program to practice – the transfer concept

- Smart Learning Platform and Learning Nuggets throughout the entire program
- guaranteed knowledge transfer by means of continuous, practical case studies
- individual development plan for every participant
- support with transfer and sustainability between face-to-face modules (e.g. through web sessions, learning partnerships)

# Program overview Transform! Leadership Program

## MODULE 1 | 2 DAYS

### FACE-TO-FACE SEMINAR

#### THE TRANSFORM! MODEL OVERVIEW AND STARTING POINT

##### COURSE CONTENT

###### Introduction to the Transform! model

- introduction to the program: architecture, learning objectives and learning modules
- meaning and purpose of the leadership model: strategy – structure – culture
- integration of program sponsors
- on request: integration of talent management to embed learning content in the organization (processes, instruments)

###### Effective leadership & self-assessment

- introduction to standard model of effectiveness: tasks, tools, principles and responsibility
- self-evaluating own effectiveness and understanding of leadership
- the integrated management system: management audit

###### Self-image and public perception

- meaning and purpose of self-image and public perception. Presentation of instruments.

###### Transfer and individual practical application

- implementing learning partnerships
- practical implementation by means of continuous, practical case study
- personalized development plan & individual transfer objectives

## MODULE 2 | 3 DAYS

### FACE-TO-FACE SEMINAR

#### LEADERSHIP PERSONALITY EFFECTIVE, AUTHENTIC AND BALANCED LEADERSHIP

##### COURSE CONTENT

###### Leadership personality: authentic leadership in balance

- definition of leadership and management
- living in balance – impacting others

###### Effective leadership: discipline and technical skills

- principles, tasks and tools of effective leadership
- strengthening self-evaluation
- systematic examination of your own company

###### Own roots: source of values and concept of human nature

- concept of human nature and humans as individuals
- defining your own value-system
- responsibility and ethics

###### What type of leader am I?

- strengthening self-image and public perception
- individual analysis of external reflection and self-reflection

###### Think tank

Specialist presentation and think tank session

###### Transfer and individual practical application

- reflecting on self-evaluation and external evaluation
- strengthening learning partnerships
- practical implementation by means of continuous, practical case study
- personalized development plan & individual transfer objectives

## MODULE 3 | 3 DAYS

### FACE-TO-FACE SEMINAR

#### STRATEGY, CHANGE AND CULTURE DESIGNING AND EMBEDDING TRANSFORMATION

##### COURSE CONTENT

###### Vision: achieving long-term orientation

- corporate vision: the company's outlook in its future setting
- system of values, vision & business model

###### Strategy: corporate thinking

- systematic application of strategic thinking to a model
- strategic questions as leadership instrument

###### People and culture: creating changes

- transformation and change as a mindset
- balancing structure, people and culture
- company-specific radar – implementing a system for change
- thinking in cultural zones – people's behavioral patterns in phases of change

###### Recognizing and managing implementation gaps

- delivery gap – monitoring the change process
- closing your own implementation gaps

###### Think tank

Specialist presentation and think tank session

###### Transfer and individual practical application

- robustness of transfer project
- change – management check
- strengthening learning partnerships
- practical implementation by means of continuous, practical case study
- personalized development plan & individual transfer objectives

## MODULE 4 | 3 DAYS

### FACE-TO-FACE SEMINAR

#### TEAM, INDIVIDUAL AND INSPIRATION DIVERSITY, INDIVIDUALITY AND CREATING MEANING

##### COURSE CONTENT

###### Structure and team:

###### diversity and individual strengths

- What game are we playing? Knowing and developing types of team and team member
- teams and individuals – firefighter or gardener?

###### Job design: fostering and developing

- fostering and developing exceptional people
- empowering with the right job design
- identifying key tasks, individually and in the team
- leading with objectives

###### Inspiration: demand performance, offer meaning

- personal meaning in day-to-day work
- inspiration – more is not possible

###### Think tank

Specialist presentation

###### Transfer and individual practical application

- sustaining implementation over and beyond the program: personalized development plan & individual transfer objectives
- giving and receiving feedback
- reflecting on results of overarching practical case study

### Smarter Learning

Digital Learning Platform  
Teaching videos and web sessions  
Online Learning Nuggets



Smart Learning Platform throughout the entire program.  
Guaranteed knowledge transfer by means of individual development plans, active support during practical implementation and accompanying practical case study.

A newly developed St Gallen leadership model underlies the TRANSFORM! Leadership Program and integrates modern insights into leadership and teamwork in one, holistic system. The model ensures that all relevant dimensions are precisely identified and effectively interlinked: business strategy and personal life concepts, existing structures and digital transformation processes, speed and durability, rational objectives and emotional motives, operational clout and sustainable meaning.

### Value-oriented

In order to lead into the future, we need to know where we have come from. The TRANSFORM! leadership model uses people's values and roots to drive leadership.

### Inspiring

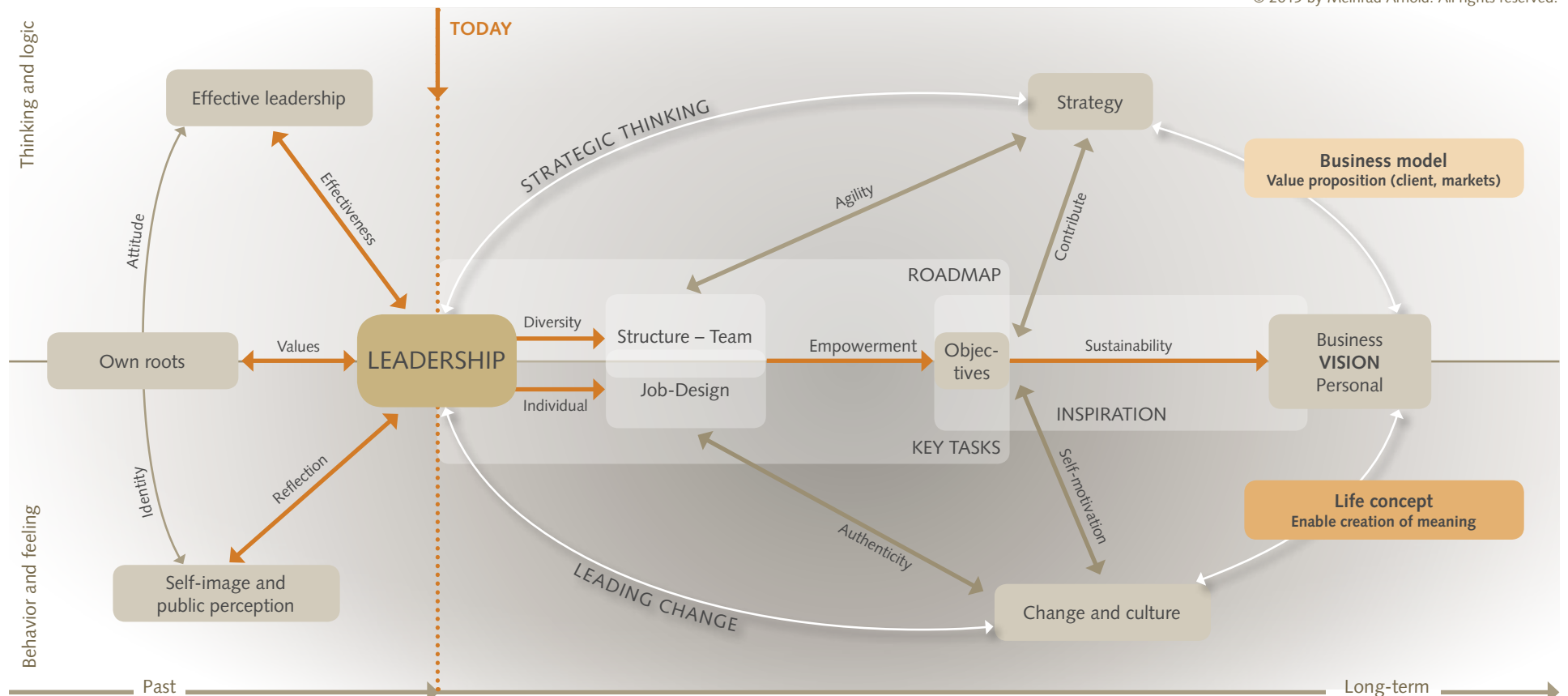
Without a shared vision and genuine trust, leadership cannot be truly successful. The TRANSFORM! leadership model balances strategy with meaning.

### Sustainable

The way we conduct business must not mask the social and ecological context. The TRANSFORM! leadership model makes sustainability an obligation.

## TRANSFORM! Das Führungsmodell – wertorientiert, inspirierend, nachhaltig

© 2019 by Meinrad Arnold. All rights reserved.



# TRANSFORM!

CORPORATE PROGRAMS

Custom-made consultation and program

Rather than relying on standard solutions to company training, are you looking for practical programs and course modules in which content, formats and methods successfully integrate both corporate and personal objectives? St Gallen has the solution. Do you have questions about the TRANSFORM! leadership program? Or would you like a custom-made proposal? Do not hesitate to contact us for a personal consultation.

Stephanie Kropf | Manager Corporate Programs | s.kropf@mssg.ch | Phone +41 71 222 51 53

More about Transform!  
[www.mssg.ch/transform](http://www.mssg.ch/transform)



TRANSFORM!  
*The **ideal** leadership model  
in times of change*

CORPORATE PROGRAMS

# TRANSFORM!

St Gallen's Leadership Program  
for successful leadership in times of change.  
Value-based, inspiring, lasting.

MANAGEMENT SCHOOL ST.GALLEN

BETTER PEOPLE | BETTER BUSINESS

