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INTERNATIONAL  
MANAGEMENT  
EDUCATION

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e ENGLISH PROGRAM

MANAGEMENT SCHOOL ST.GALLEN ■

INTERNATIONAL PROGRAMS

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## Leadership Development begins at St.Gallen

Do you want to lead the skills of your managers and employees into the future in a systematic way? We understand how to recognise potential clearly and promote management and leadership skills in such a way that the development of the organization and its people are mutually reinforced.

Excellent managers are the most valuable resource in your business, and enhancing their competencies, knowledge and engagement a decisive factor in determining the success of the business. Our St.Gallen Leadership Development Programs offer a foundation which is as reliable as it is practical, by offering an intelligent combination of profile modules with sustainable transfer solutions.

Whether you're preparing your high-potential staff for future management roles, developing a unified understanding of leadership among your senior managers or equipping yourself with transnational qualifications within the framework of a Global Development Program – we will work with you to develop the right program for every stakeholder group and staff level.

### 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  
Telephone +41 (0)71 222 51 53



# Executive Leadership



# Personal Excellence



# Managing Business



# St.Gallen's Management & Leadership Program

## Executive Leadership

Stop and take stock of your leadership journey so far, assess where leadership is going in the digital age and construct your own individual development path for the future. With an experienced coach and a powerful group of peers you can expect to work on the following topics:

Today's working environment is extremely complex, and its cycles of change are getting shorter and shorter. The ability to influence people, arouse their enthusiasm and to steer them through a complex world and times of turbulent change is called leadership. The aim is to empower people to think and act independently and in alignment with the organization's vision and objectives. Leaders must continuously develop their own leadership qualities to meet these ever-growing challenges. People with managerial responsibility gain effectiveness and impact when they are familiar with the mechanisms of complex, living systems. Based on this knowledge, leaders can skillfully influence their environment and spheres of activity.

[www.mssg.ch/executive\\_leadership](http://www.mssg.ch/executive_leadership)



### Target group

The leadership program is aimed at members of middle and upper management, sector heads as well as human resources managers and team leaders who wish to improve their management competence with a holistic approach.

### Dates

#### Further Information

[www.mssg.ch/executive\\_leadership](http://www.mssg.ch/executive_leadership)

#### Duration

3 Days

#### Participant Fees

CHF 4'800 | EUR 3'650

According to Swiss regulations no additional VAT will be charged for any of the programs.

### PROGRAM CONTENTS

**With an experienced coach and a powerful group of peers you can expect to work on the following topics:**

#### Leadership values

Personal leadership values and aspirations, stability and resilience.

#### New insights on old stories

Useful neuroscience for personal growth, understanding behaviour and motivation.

#### New demands and challenges

Modern definition of leadership. Breaking down old thinking patterns. The effects of digitalization, social trends and "New Work".

#### High performance (agile) teams

Designing collaboration constructively, leading self-organizing and agile teams, working on team development.

#### Leading and supporting transformation successfully

Growth mindset, developing new habits, culture change and change leadership.

#### Courage and responsibility

Handling responsibility. Appetite for risk and entrepreneurship.

#### Empowerment

From superior to sparring partner, developing coaching competence, having high value conversations.

#### Employee development

The leader's role, giving rich feedback, delegation. Methods and tools. Knowledge Transfer

#### Q&A/experience exchange session

web session to secure transfer process 4–6 weeks after seminar.

#### Optional

Individual coaching to develop leadership skills

### ST.GALLEN'S MANAGEMENT & LEADERSHIP PROGRAM

This seminar is part of our three-part program:

#### MODULE I

##### Personal Excellence

Personal Excellence actively encourages you to change your personal perspective on others and on yourself. This gives you the opportunity to self-reflect more deeply in order to get to know yourself better and to be able to communicate and to use your strengths and talents in a more targeted way.

#### MODULE II

##### Executive Leadership

Stop and take stock of your leadership journey so far, assess where leadership is going in the digital age and construct your own individual development path for the future. With an experienced coach and a powerful group of peers you will enhance your leadership skills

#### MODULE III

##### Managing Business

Managing Business gives you the skills to make far-sighted decisions between the conflicting priorities of market opportunities and company strengths. Strategic planning which will lead you faster and safer to future success.

#### FURTHER INFORMATION:

[www.mssg.ch/leadership\\_program](http://www.mssg.ch/leadership_program)

## Personal Excellence

**Personal Excellence actively encourages you to change your personal perspective on others and on yourself. This gives you the opportunity to self-reflect more deeply in order to get to know yourself better and to be able to communicate and to use your strengths and talents in a more targeted way.**

Self-image and projected image in harmony: how managers can critically assess, systematically influence and selectively employ their impact on staff and customers. The program is to a large extent shaped by the different forms of interaction. Personal charisma has a different impact on different groups of people. As a consequence, individuals can only express themselves through their image, culture, mimicry and intonation in a number of different groups and assuming a multitude of roles, postures and gestures. A manager does not simply have to accept how others perceive him or her – he or she can actively influence and steer these perceptions. Managers should reconcile the expectations that the people they encounter place in them and their role with their own personal qualities. The personal excellence program helps them to analyze and revise well-worn behavior patterns and turns them into charismatic leaders, even in exceptional situations.

[www.mssg.ch/personal\\_excellence](http://www.mssg.ch/personal_excellence)



### Target group

The program is tailor-made for employees who wish to find out what impact their behavior has on other people. It is targeted at managers from all industries who aspire to top management positions or who represent their companies internally as well as externally.

### Dates

#### Further Information

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3 Days

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### PROGRAM CONTENTS

**With an experienced coach and a powerful group of peers you can expect to work on the following topics:**

#### Focus on strengths

Personality profile. Where do your true strengths lie? Which talents should you develop? How to deal with different profiles.

#### Personal impact

Body awareness and vocal training. Versatility of expression. Presence and power of performance. Enhancing presentation skills. Storytelling.

#### Self-leadership

Self reflection and self-awareness. Transactional analysis. Identifying and working on obstructive beliefs. Handling pressure, opposition and stress.

#### Communication and conversational skills

Principles of successful communication skills. Active listening. Dealing with difficult conversations.

#### Developing spontaneity

Thinking on your feet. Speeding up your reaction time. Improvisation and quick wittedness. Quick responsiveness.

#### My contribution to the whole

Personal development plan. Recommended complementary activities.

#### KNOWLEDGE TRANSFER

Q&A/experience exchange session web session to secure transfer process 4–6 weeks after seminar

#### OPTIONAL

Individual coaching to develop personality.

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##### Managing Business

Managing Business gives you the skills to make far-sighted decisions between the conflicting priorities of market opportunities and company strengths. Strategic planning which will lead you faster and safer to future success.

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## Managing Business

**Managing Business gives you the skills to make far-sighted decisions between the conflicting priorities of market opportunities and company strengths. Strategic planning will lead you faster and safer to future success.**

Management is responsible for securing the future success and thus the long-term economic viability of an organization. This is a question of strategic conceptualization. Company-specific strategies can be defined only between the poles of strategy, structure, culture and processes. Besides the ability to manage complexity, knowledge of the influencing factors of financial power, organizational structure and company culture is absolutely essential. The quality of an organization's management is indicated by long-term results and successful strategy implementation. It is not the vision itself that is critical, but its realization and implementation. This seminar follows a consistent approach: to impart knowledge, concepts and tools which are already tried and tested and can be directly put into practice.

[www.mssg.ch/managing\\_business](http://www.mssg.ch/managing_business)



### Target group

This program is geared to members of senior management, executives and down the line, who are involved in strategy projects and will be increasingly responsible for questions of strategy in the future.

### Dates

#### Further Information

[www.mssg.ch/managing\\_business](http://www.mssg.ch/managing_business)

### Duration

3 Days

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### PROGRAM CONTENTS

**With an experienced coach and a powerful group of peers you can expect to work on the following topics:**

#### Business management

Defining the basic direction:  
Vision and mission for corporations, businesses and departments

#### Top Management Perspective

The playground: Individuals, organizations, corporations, businesses and departments

#### The integrated St.Gallen management approach

The company navigation system.  
Levels of strategic and operative management.

#### Strategy radar

Health Check: Strategy radar for corporations, businesses and departments.

#### Strategy development process

Getting into action: How to define a strategy development process

#### Implementing strategy

Key features of strategy controlling and how to link strategies to annual objectives and to the annual (financial) planning cycle.

#### How to deal with the future

Operative mid- and long-term planning, strategic planning, forecasts and scenarios. Dealing with the unknowable. Scenario technique

#### New target groups, new markets

Between grey surfers and digital natives. New target groups in the digital age.

#### Customer orientation

From a buzz word to a more structured understanding of the concept. Customer oriented innovation, management, and cost structures

#### KNOWLEDGE TRANSFER

Q&A/experience exchange session web session to secure transfer process 4–6 weeks after seminar.

#### OPTIONAL

Individual coaching on managing the own department

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[www.mssg.ch/leadership\\_program](http://www.mssg.ch/leadership_program)

## St.Gallen's Management & Leadership Program

What challenges will managers be faced with in the future, and how can these be met? In answer to these questions, we have established our St.Gallen's Management & Leadership Program. Together we will embark on a learning journey that will support you to develop as a person and thus as a leader.

Whoever takes on a management role cannot rely on experience and routine alone, but also needs to deal with new, complex, unfamiliar situations. More than ever, managers need a reliable navigation system to refine their skills. This requires, on the one hand, an integrated body of knowledge which provides security during periods of change, and, on the other hand, an efficient set of tools with which to apply this knowledge. The program provides this navigation system with topics ranging from strategic competence to leadership skills, cultural transformation and personal excellence. The modules of the three-part program are based on St.Gallen's management teaching principles, combined with current management approaches. The program also focusses on analyzing and developing your own leadership personality and management behavior. It includes a high level of self-reflection of the own leadership role. The skills you acquire will allow you to refine your personal and social competencies and integrate these into goal-oriented leadership strategies.

[www.mssg.ch/managementleadership](http://www.mssg.ch/managementleadership)



### Target group

Leaders who would like to optimize their leadership and management competencies holistically.

### Dates

#### Further Information

[www.mssg.ch/managementleadership](http://www.mssg.ch/managementleadership)

#### Duration

3 x 3 Days

#### St.Gallen Certification

There is the option of passing an exam and/or writing a thesis at the end of the program and certifying as St.Gallen Leadership & Management Expert.

#### Participant Fees

Program CHF 11'500 | EUR 10'300  
with Certificate CHF 13'500 | EUR 12'000  
with Diploma CHF 16'800 | EUR 15'000

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#### My contribution to the whole:

personal development plan. Recommended complementary activities.

#### Knowledge Transfer

**Q&A/experience exchange session**  
web session to secure transfer process 4–6 weeks after seminar.

#### Optional

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