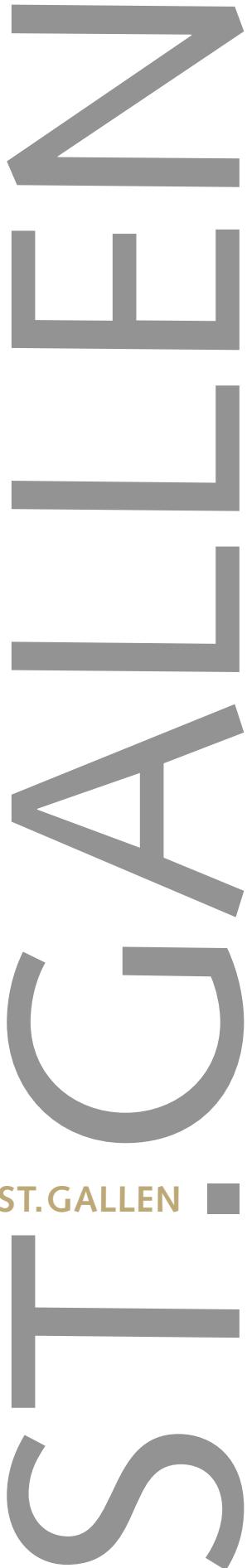


# IME

INTERNATIONAL  
MANAGEMENT  
EDUCATION

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MANAGEMENT SCHOOL ST.GALLEN ■  
INTERNATIONAL PROGRAMS



## *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.



### Teilnehmerkreis

#### Daten

##### Modul 1

18. bis 20.11.2019, St.Gallen  
25. bis 27.05.2020, Luzern  
09. bis 11.11.2020, St.Gallen

##### Modul 2

09. bis 11.12.2019, Luzern  
24. bis 26.06.2020, St.Gallen  
09. bis 11.12.2020, Luzern

##### Modul 3

02. bis 04.03.2020, St.Gallen  
26. bis 28.10.2020, St.Gallen

#### Seminardauer

3 x 3 Days

#### Teilnahmegebühr

Lehrgang CHF 11'100 | EUR 9'600  
Zertifikat CHF 13'100 | EUR 11'400  
Diplom CHF 16'600 | EUR 14'400

Sämtliche Seminarveranstaltungen sind von der MwSt. befreit.

## PROGRAM CONTENTS

### MODULE 1

#### 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.

##### **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.

### MODULE 2

#### 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:

##### **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 sucessfully**

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.

### MODULE 3

#### 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.

##### **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.