

LEADERSHIP DEVELOPMENT

# High Potential Program



MANAGEMENT SCHOOL ST.GALLEN ■  
CORPORATE PROGRAMS

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# High Potential Program

Lead clearly, design effectively, guide systematically:  
how trainee managers can systematically learn and implement  
the mechanisms of successful management.

What is management? This is a question which preoccupies young and future managers in particular. St.Gallen's High Potential Program answers it in a way which is both reliable and practical. To lead a team – or lead from within a team – managers need to have an in-depth understanding of human behavior and be able to interpret and guide it successfully towards the common goal. Designing strategies, process and change requires more than vision and emotion: management is fundamentally a craft which is based on clearly defined concepts and tools that can be learnt. Participants of the High Potential Program will be taught these competencies in an integrative way.

**Duration**  
Recommended duration: 11 days.

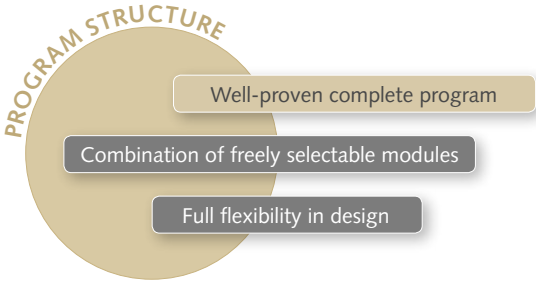
**Modules**  
The program delivers expertise and competencies in 4 modules over 2 to 3 days and places the emphasis on individual participants' development plans. The duration and order of modules, as well as thematic focus, can be customized to the requirements of your company on request.

**Target group**  
St.Gallen's High Potential Program is tailor-made for trainee managers and specialists who may be embarking on their management career but want to seize the opportunity to acquire proven knowledge, skills and tools.

**Languages**  
German, English, French, Italian. Other languages on request.

**Special features of the approach and sustainability assurance**  
St.Gallen's High Potential Program combines well-proven St.Gallen models with selected, future-oriented approaches, and teaches a holistic attitude to those competencies which trainee managers need in order to manage and lead effectively. All stakeholders, such as HR, participants and management, have their needs met and integrated into the program. We also recommend that the program includes knowledge of in-house tools, strategies and management guidelines. Selected transfer activities and networking programs between and after in-class modules may supplement this program. We also recommend including a mentoring program.  
**More about this on page 21.**

**St.Gallen certification**  
There is the option of passing an exam at the end of the program and certifying as a **St.Gallen Leadership Expert**.



## MODULE 1

### Business success

Module 1 teaches the foundations of successful business management, strategy and company organization from a holistic perspective. The way is paved for the rest of the program to follow on successfully.

**Introduction to the program and planning milestones**  
Entrepreneurial thinking and future-oriented management.

**Holistic review of the company**  
The integrated St.Gallen management approach. The business navigation system.

**Organization and company culture**  
Company strategy, structure and culture.

**Company performance and KPIs**  
Which measurands can be used to evaluate company success.

**Strategic management**  
Developing, implementing and analyzing strategy.

**Target groups and new markets**  
New business models, reaction to megatrends.

**Transformation and innovation**  
Handling change, particularly digital change.

**Agility, design thinking etc.**  
Agile methods and organizational structures.

**My contribution to the whole:**  
personal development plan

**Recommended complementary activities**  
Presentation of in-house strategy and KPIs by management team.

Program design session: participants design follow-on modules together.

Start cross-program business projects.

Begin mentoring program. Form learning partnerships.

**Duration**  
3 days recommended

## MODULE 2

### Developing Personal Excellence

Module 2 actively encourages you to change your personal perspective. This gives you the opportunity to self-reflect and be stimulated, in order to get to know yourself better and to be able to use your strengths and talents in a more targeted way.

**Focus on strengths**  
Where do your true strengths and weaknesses lie? Which talents should you develop?

**Responsibility**  
Culture of trust, appetite for risk and dealing with speed.

**Self-awareness**  
Self-reflection. Defining and achieving your own goals.

**Developing an agile mindset**  
Joined-up thinking, embracing other perspectives and finding routes to success.

**Self-management and time management**  
Focussing on results. Concentrating on the essentials. Optimizing your personal work style.

**Resilience**  
Handling pressure, opposition and stress.

**Personal impact**  
Optimizing your public persona. Versatility of expression. Presence and power of performance. Enhancing presentation skills.

**Communication and conversational skills**  
Principles of successful conversational skills. Dealing with difficult target groups and situations.

**My contribution to the whole:**  
personal development plan.

**Recommended complementary activities**

Use of a personality profile

Individual coaching to develop personality

**Duration**  
3 days recommended

## MODULE 3

### Leadership Skills

Module 3 addresses the question of what "to lead" actually signifies. You will discover what exactly ambitious managers mean by the "people success factor", how they can deliberately connect and motivate staff to achieve maximum results.

**Management process and leadership**  
What is management? Identifying managerial roles and realities, and how to handle them.

**Management styles and management behavior**  
Traditional and new management styles. Various types of management behavior and their impact on managers. Transition from colleague to boss.

**Managing teams**  
Criteria and processes for team-building. Teamwork and team leadership. Delegation. Position of manager in the team.

**Management, motivation and needs-oriented leadership**  
Link between management behavior and motivated employees. Managing with goals. Situational management.

**New management constellations**  
Young manage old, abroad manages home, team manages boss... Dealing openly with diversity.

**Digitalisation and agility**  
New managerial challenges. Impact of digitalisation and pace of change on day-to-day management.

**My contribution to the whole:**  
Personal development plan and management statement.

**Recommended complementary activities**  
Presentation and discussion about in-house company culture/mission statement and management tools via HR.

**Duration**  
3 days recommended

## MODULE 4

### Review and future outlook

Shaping the future: in Module 4 you will reflect on the program and focus on the future. How do I continue to develop and what contribution can I make to the success of the company?

**The program: learning experience and reflection**  
Lessons learnt from putting ideas into practice. What works well at the moment, what doesn't (yet)? Reflecting on the management role.

**Organizational insights**  
Consolidating results from workshops and projects. Planning company milestones.

**Building networks and exchanging ideas**  
Exchanging ideas with the other participants. Extending and maintaining personal networks.

**Reflecting on the development plan**  
Status quo and identifying the next steps.

**My contribution to the future of the company**  
How can I make an active contribution to the future of the company? Defining specific measures.

**Recommended complementary activities**  
Management team present transfer projects.

Optional: final written test.

Embedding insights/results gained from workshops and projects into the organization.

**Duration**  
2 days recommended