



# Advanced Management Program

IN ENGLISH



# Advanced Management Program

The three-part program is designed for members of the board of directors, entrepreneurs, all C-Suite positions (CEO, COO, CFO, CIO, etc.), managing directors, executive vice presidents, general managers, division heads and managers who seek to prepare for one of these positions.

## Concept

The Advanced Management Program is designed for executives who seek a short sabbatical to study the fundamentals of successful business development and to reflect. Top facilitators provide the most recent management insights. Participants are guided to build analogies to their own businesses. Course content is highly practical. Sufficient time is set aside for exchange of experience and personal contacts with fellow executives from various industries. Participants are invited to address the faculty with pressing concerns from their own professional environment. The first part of the program looks at strategic management, the focal point of the executive level. The topics of unit two include financial management, mergers and acquisitions, financial leadership and controlling. Unit three will cover all the relevant topics on leadership management.

## Topics

### Unit 1

#### Strategic Management

Good strategies blend creativity, vision and feasibility. Bad strategies are utopian, unspecific and don't communicate well. Our goal is to demonstrate ways to develop concise, well communicated, future oriented strategies designed to generate better results and guarantee long-term employment.

#### Strategic Options

- ▶ Ways to develop promising strategic options
- ▶ Digital business transformation
- ▶ How to assess and evaluate strategic options
- ▶ How to appraise strategic options in terms of feasibility and success potential

#### Strategy Formulation

- ▶ Concise strategy formulation; best-practice examples
- ▶ Methods and tools for strategic planning
- ▶ Implementation of strategies

### Unit 2

#### Performance Control in Practice

- ▶ Initiatives to increase financial performance
- ▶ Pro's and con's of the shareholder value concept
- ▶ Determining profitability goals and ways to reach them

### Finance Management, Mergers & Acquisitions

Acquiring and divesting businesses, planning of mergers and financing decisions – all these transactions are the responsibility of top management. One of the most renowned lecturers in the field of financial management demonstrates in this part of the seminar how to value, acquire and divest businesses and how to apply modern financial tools.

### Unit 3

#### Leadership Management

- ▶ The concept of integrated management
- ▶ Definition of personal leadership qualities
- ▶ Rules and basics of effective leadership?

#### Communication as Core Competence

- ▶ Characteristics of communication skills for leaders
- ▶ How communication motivates and drives performance
- ▶ How communication frustrates and builds barriers and rejection

#### Leadership Skills

- ▶ What are my personal strengths as a leader?
- ▶ What development potential do I want to use to improve personal leadership qualities?
- ▶ What changes increase performance and satisfaction of coworkers?

#### Program dates (3 × 4 days)

Sem.-Nr.	Ort	Datum
E-53224	part 1 Davos	09. - 12.09.2024
	part 2 Lucerne	14. - 17.10.2024
	part 3 Davos	18. - 21.11.2024
E-53324	part 1 Davos	09. - 12.09.2024
	part 2 Davos	18. - 21.11.2024
	part 3 Hallwilersee	05. - 08.05.2025
E-53125	part 1 Zurich	18. - 21.03.2025
	part 2 Hallwilersee	05. - 08.05.2025
	part 3 Davos	23. - 26.06.2025

Program fee\*: CHF 14 900.– (plus 8.1% VAT for seminars in Switzerland)

Further information and booking via internet: [www.sgmi.ch/ens01](http://www.sgmi.ch/ens01)

\*Invoicing in EUR possible (depending on current currency rate)



# Administration & Registration

## Information and Advice

We will gladly provide you with more information about our seminars, programs and diplomas. Call us if you would like an SGMI advisor to help you make the right personal-development choice among our many courses and programs.

Phone +41 (0)71 223 50 30

Fax +41 (0)71 223 50 32

## Registration

Please fill out the attached registration card and send it back to:

SGMI Management Institute St. Gallen

Bogenstrasse 7

CH-9000 St. Gallen

Fax +41 (0)71 223 50 32

Internet [www.sgmi.ch](http://www.sgmi.ch)

E-mail [seminare@sgmi.ch](mailto:seminare@sgmi.ch)

After we receive your registration, we will send you the following

- ▶ The confirmation of your registration with an invoice.
- ▶ Information on logistics, hotel and travel to the program venue.
- ▶ A room reservation sheet for your hotel reservation.

If a seminar is fully booked or if acceptance in a diploma program is not possible, we will inform you immediately. SGMI reserves the right to make small adjustments to programs or changes of faculty.

## Seminar Fees

Seminar fees include the cost of the seminar and the seminar materials (plus 8.1% VAT for seminars in Switzerland). Not included are all hotel costs participants pay the hotel directly, including room and board. Multipart seminars can be booked only as a whole. Missed seminar days or seminar parts cannot be made up at a later date.

Seminar and diploma fees may be paid in Euro (EUR) or Swiss Francs (CHF) at the daily currency exchange rate.

## Change of Registration/Cancellation

Changes of registration from one seminar or diploma to another are possible only up to 6 weeks before the start of the seminar and only at the cost of a CHF 400 change of reservation fee. Cancellations are free up to 3 months before the start of a seminar. Registered participants who cancel their registration between 3 months and 6 weeks before the start of a seminar will incur a charge of 40% of the respective seminar or diploma fee. Registered participants who cancel their registration within 30 working days of the start of the seminar will be charged the full seminar fee. We recommend that participants take out cancellation insurance to cover the above seminar cancellation costs in case of illness or other unforeseen circumstances. The complete SGMI terms and conditions are available here at [www.sgmi.ch/tc](http://www.sgmi.ch/tc).

## Travel to the Hotel

Travel directions and information about the hotel are sent with the registration confirmation.

## Registration Card

We register for the following program:

Number/Date	Last Name	First Name
	Date of Birth	
	Company/Organization	
	Street, Number	
	ZIP Code/City	
	Phone	Fax
	E-mail	Number of Employees
	Industry	Function
	Date	Signature

We are looking forward to your registration. Please send your registration card by mail, fax, or e-mail.

SGMI Management Institute  
St. Gallen  
Bogenstrasse 7  
CH-9000 St. Gallen  
Phone +41 (0)71 223 50 30  
Fax +41 (0)71 223 50 32  
Internet [www.sgmi.ch](http://www.sgmi.ch)  
E-mail [seminare@sgmi.ch](mailto:seminare@sgmi.ch)

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