



**SGMI**   
MANAGEMENT INSTITUT  
ST. GALLEN



## Digital Transformation for Board Members



# Digital Transformation for Board Members

This three-day intensive seminar for board members enhances their understanding of how external factors shape the future of the business landscape. The goal is to enable the participants to steer the company successfully through its digital transformation and to support the management team facing great opportunities and massive threats.

## Concept

Today's boards understand how technology is driving massive changes for their organizations. They are aware that leading digital companies are threatening their business, and as a result, their business model will likely be disrupted in the future. This specific program for board members aims to equip the executives with the foundational knowledge and skills to meet these disruptive changes.

For board members to be a challenging as well as supportive partner of the management team, they must understand the major tectonic shifts that are happening and the driving forces behind them. They can identify threats and opportunities, understand complex environments, and know how to navigate them. Participants will bolster their "digital quotient", become better skilled to assess the new competitive environments and understand the mega trends that offer great opportunities, but bare massive risks as well.

## Topics

### External Factors Driving Digital Transformation

First, and most importantly, the board members must have a foundational knowledge of the digital transformation. It is a necessity that they are aware of, and understand, the driving forces behind digitalization and the changes it brings. The board members should understand how the shift into networks and platforms affects their business. Grasping the importance of data and data protection is an incremental part of this process.

- ▶ External driving forces in technology
- ▶ The rise of networks and platforms
- ▶ The importance of data and data management

### The Connected Customer

With the rise of social media and the availability of information, the demand from customers are fundamentally shifting. The customer is becoming the center of everything, from product development to product rollout, marketing, and brand reputation.

- ▶ The connected customer and the impact on innovation
- ▶ The rise of transparency
- ▶ Reputation management

### The Organization

Supporting the management team in the process of digital transformation is one of the key tasks of the board. In a complex environment with rising threats and opportunities, the challenge is to gain a common understanding of the future direction of the company and the outside effects. To foster the initiative of the business leaders, the board needs to value the benefits digital initiatives can deliver.

- ▶ A board level approach to the transformation process and its design
- ▶ Increased board level complexity in the digital age
- ▶ A boards perspective on threats and opportunities
- ▶ How to measure a successful transformation from a boards perspective

### The Role of the Board in a Digital Age

The board members must be able to fully understand the role of the board in a digital context, both as a challenging as well as a supportive partner of the management team. As the governing body, the board needs to be aware of the legal effects of the digital age.

- ▶ The role of the board
- ▶ The management needs
- ▶ Legal risks and opportunities

### Bringing it Home

After this intensive three-day program, it will be important to stay on top of the knowledge. The board members will receive tools and techniques to stay updated in an exponential world and to become a cherished partner for the management.

- ▶ How to stay updated in an exponentially changing world
- ▶ How to transmit knowledge and bridge the insight gap

### Program dates (3 days)

Sem.-Nr.	Ort	Datum
E-23124	St. Gallen	17. - 19.06.2024
E-23224	St. Gallen	02. - 04.12.2024

Program fee\*: CHF 3900.- (plus 8.1% VAT for seminars in Switzerland)

Further information and booking via internet: [www.sgmi.ch/dbt04](http://www.sgmi.ch/dbt04)

\*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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