



Strategic Management

IN ENGLISH



Strategic Management

This seminar with immense practical relevance is designed specifically for managers involved in strategic planning and implementation like members of the executive board, entrepreneurs, managing directors, profit centers heads, managers responsible for strategic development, managers playing a key role in strategic implementation, and professionals in corporate development.

Concept

The challenge of management is dealing with complexity and dynamic change. Change processes aimed at the long-term prosperity of the firm have to be initiated, designed and steered at the right time. Here, strategic management plays an essential role. Recognizing trends and major changes early is the key to identifying options for safeguarding and developing current businesses and market positions. Strategic options must be evaluated carefully, and the strategy perceived to be the best must be implemented with all the necessary resources and actions. Based on a creative orientation to key customer needs and new technologies, new business opportunities and their perspectives should be identified and targeted.

What makes good strategies better than bad ones? Does it make sense to have a strategy in turbulent times, or can a firm do as well without a strategy? Are strategies just workshop topics, or should they be part of an evolving business-development process? Participants in this seminar learn to develop strategies methodically, using proven, practical tools from business consultancies. They learn how to efficiently control and coordinate the processes of developing and implementing strategy.

Topics

The Concept of Strategic Management

Introduction to the basic philosophy of strategic management, history of strategic management, empirical insights, methodologies and practical application of strategic management:

- ▶ Strategy as turning point for the future
- ▶ The most important strategic questions
- ▶ The process of strategy formulation and strategy implementation: the strategy approach
- ▶ Strategic management in turbulent times

Business Segments as Planning Units

- ▶ Business segments as strategic planning units
- ▶ Segmentation: options, approach
- ▶ Best-practice examples and tools

Recognizing the Strategic Call for Action

- ▶ Anticipation and early recognition of changes
- ▶ Key analytical methodologies; practical exercises with structured tools and best-practice examples
- ▶ Driving forces for new strategies

Promising Strategic Options

- ▶ Ways to develop promising strategic options
- ▶ How to assess strategic options and evaluate their advantages, disadvantages and prerequisites for their implementation
- ▶ How to appraise strategic options in terms of feasibility and success potential

Strategy Formulation

Strategies are crafted following an evaluation of the most promising future strategic options. Good strategies are simple, concise and easy to communicate; they can be unfolded and integrated into everyday business life.

- ▶ Concise strategy formulation; best-practice examples
- ▶ Methods and tools for strategic planning
- ▶ Functional strategies
- ▶ The impact of new media and digital strategies

Changing Structures

Usually, organizational structures are advantageous only for a certain time and business situation. Strategic change often dictates change of organizational structures. Unfortunately, "structure follows strategy" is often misinterpreted as "structure follows trend."

Successful Implementation of Strategies

- ▶ Knowing and overcoming barriers to implementation
- ▶ Implementation as a managerial responsibility

Program dates (4 days)

Sem.-Nr.	Ort	Datum
E-70224	Davos	09. - 12.09.2024
E-70324	CN-Shanghai	25. - 28.11.2024
E-70025	Zermatt	20. - 23.01.2025
E-70125	Zurich	18. - 21.03.2025

Program fee*: CHF 5900.- (plus 8.1% VAT for seminars in Switzerland)

Further information and booking via internet: www.sgmi.ch/ens05

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



Corporate Programs:

As well available as Corporate Program

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.

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Registration

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

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CH-9000 St. Gallen

Fax +41 (0)71 223 50 32

Internet www.sgmi.ch

E-mail 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.

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.

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