

Strategy Implementation

- to equip your organization with the most effective instruments in order for you to achieve success with the least possible effort.

Context and Framework

Strategies fail on implementation: Too much time consumed, too much resistance encountered, huge cost overruns occur, and you lose control of the process. This at a time when shareholders and stakeholders scrutinize your business results regularly. There is tremendous pressure on management to perform without a decline in performance and results – in fact, better results are expected as a consequence of announced new strategies or changes.

An organization will always have sufficient expertise internally to evolve a new marketing strategy, to generate growth from efficiency gains, or to perform an integration exercise after a merger or a restructuring exercise. There is, however, no need to reinvent the wheel when it comes to approaches and procedures suitable to managing such implementation. The reason companies do hesitate to draw on external resources is due to a concern about costs and dependency on consultants.

The Centre for International Management draws on the acclaimed St. Gallen Management Model to provide a holistic approach and methodology to address strategy implementation. We will train your internal experts in the use of tools and approaches which create genuine impact and desired results. More than anything else our tools make strategy implementation calculable and controllable.

In a workshop (one day duration) you can get to know our tools and assess their relevance and value to your organization.

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