

Executive General Management Program

This 4 + 4-day program will give executives comprehensive knowledge about modern, effective management practices. It will help them to know if they are moving their company in the right direction, and help make them even better at inspiring their employees to commit to achieving and exceeding company objectives. It is perfect for executives who want a general management refresher.

DESCRIPTION

This general management program strengthens your expertise as a successful executive. If you are already in a general management function, this program will help you recognize the reasons for your success so far, and help you identify potential for further optimizing your skills as a strategist, leader and achiever. If you are about to assume a general management function, this program will give you the necessary skills and knowledge to be a success.

Part 1 covers all the important topics of general management. Part 2 focuses on the aspects of managing employees, leadership and change. Here you learn how to conceptualize success in your planning and learn the best concepts for implementing these plans through leadership and change management quality.

KEY BENEFITS

After you have completed this program:

- You will have the latest knowledge and practical skills to handle the most important tasks of modern general management
- You will know the concepts and methods you need to ensure the long-term success of your field of responsibility
- As part of a top-level group of participants, you will have learned new ideas and best practices for holistic management
- You will have put your own management concepts and leadership behavior to the test, and recognized optimization potential

WHO SHOULD ATTEND

- General managers, members of executive boards
- Division heads or heads of a business unit
- Heads of profit centers and departments
- Experienced leaders responsible for important central activities and functions
- Executives and senior-level specialists who seek to assume leadership responsibility

AREAS OF FOCUS

General Management

- Managerial responsibility, result-oriented management – how are they related?
- Key managerial decisions
- Concepts, methods and best practices – general management knowledge that you must know
- Information and trends – drawing the right conclusions

Principles and Guidelines for Corporate Development

- The fundamental orientation of a company, the business model
- The most important stakeholders
- The strategic corridor
- Aligning resources

The Right System for Setting Objectives, Defining Results

- Finding the strategically correct timescale
- Objectives for optimizing your core business
- Objectives for achieving market success with innovations
- From corporate value, to customer satisfaction, all the way to the «innovation pipeline» – defining the right results

Strategic Management

- The process of strategic management – strategic analysis, strategic options, formulating strategies precisely, prioritizing, portfolio management
- Profitable growth, the battle for market share
- Innovation strategies, exploiting new opportunities
- Developing new markets
- Strategies for cost leadership, specialization, differentiation and niche strategies
- Growth through mergers and acquisitions
- The relationship between strategy, structure and processes

Marketing Management

- What does customer value really mean in light of new technologies and social media?
- How does branding have to be carried out?
- What does «integrated communication» mean?

Rethinking Your Business for the Digital Age

- The digital world: overview and concepts
- Understanding networks, platforms and data
- Managing innovation and new business development

Integrated Leadership and Organizational Success

- The role of a leader
- Communication as a vital core competence for leadership
- Employee motivation factors
- Conflict management
- Understanding organizational culture

Modern Leadership Skills and Styles

- Modern leadership skills
- Your personal strengths as a leader
- Situational leadership applied
- Developing a personal leadership style

Leadership and Change

- Leading change
- Motivation theories and strategies
- Successfully dealing with fear and power
- Accelerating change
- Barriers to implementation

Sessions & Fees

EP0433	Part 1: Sep 11 – 14, 2023	Davos, CH
	Part 2: Oct 16 – 19, 2023	Boston, USA
EP0443	Part 1: Sep 11 – 14, 2023	Davos, CH
	Part 2: Oct 16 – 19, 2023	Lucerne, CH
EP0414	Part 1: Mar 11 – 14, 2024	Berlin, GER
	Part 2: Apr 15 – 18, 2024	Brunnen, CH
EP0424	Part 1: Mar 11 – 14, 2024	Berlin, GER
	Part 2: Oct 14 – 17, 2024	Lucerne, CH

Duration: **4 + 4 days**

Fees: **CHF 10.900.– | EUR 11.400.– | US\$ 11.900.–**

Registration: www.bostonprograms.com/ep04 or
registration form on the back of the brochure

Are you interested in corporate education or consulting?
Call us at: +41(0)43 499 4020

General Information

Registration and Confirmation

You can register by email, mail or FAX, or at our website. Once you register, you receive written confirmation, including detailed information on the location of the program, travel directions, hotel accommodations and an invoice for the program fees. If the program is fully booked, we notify you immediately. When you complete the program, you receive a certificate of attendance. Please note that the program curriculum, faculty and hotels are subject to change and/or amendment.

Change of Registration

If you need to change your registration, please notify us at least 4 weeks before the program starts. A change of registration entails a fee of 400 Euros. Under some rare circumstances, a program or parts of a program may have to be postponed or modified. In such cases, we will notify you immediately to ensure that you can attend an alternative program with similar content.

Cancellation

You may cancel your registration free of charge 3 months before the program starts. If you cancel between 3 months and 6 weeks before the start date, you will be charged 40% of the program fees. For cancellations within 6 weeks of the program start date, you will be charged the full program fees. You can arrange to have someone take your place up to 3 days prior to the program start date.

Program Fees

Program fees for our seminars and programs include the faculty fees and educational materials associated with the program (V.A.T. is not included). Accommodations and meals are not included. If only parts of a program are attended, missed parts may not be made up. Payment is accepted in Euros, Swiss Francs or US Dollars. Reference currency: Euro.

Accommodation, Daily Delegate Rates

Our programs are held at high-quality hotels and seminar centers. Participants are not obligated to stay at the seminar hotel. Note, however, that Boston Business School customarily negotiates a special room rate with the seminar hotel. Unless it is included in the accommodation rate, an additional daily delegate rate for lunch, coffee, etc., will be charged to participants. For rooms at the seminar hotel, participants make their own reservations following instructions provided by Boston Business School, and pay the hotel bill on the final day of the program.

Insurance, Disclaimer

Boston Business School does not offer insurance to participants. Therefore, participants must carry their own insurance policies to protect them from damages due to accidents, disease, theft and so on. Boston Business School cannot be held liable for damages. Terms, conditions and course content are subject to change and/or amendment. Boston Business School is part of St.Gallen Business School AG. All matters are subject to Swiss law, the place of jurisdiction is St. Gallen.

Registration Form

Please complete and print this registration form and mail or FAX it to:

Boston Business School
Kirchstrasse 3
CH-8700 Kuesnacht/Zurich

Phone +41 (0)43 499 40 20

Fax **+41 (0)43 499 40 21**

Email
info@bostonprograms.com

Internet
www.bostonprograms.com

I wish to participate in the following program:

Name of Program

Program Number

Program Dates

Prefix

☐ Ms.

☐ Mr.

Titel

Last Name

First Name

Company/Organization

Street, P.O. Box

Postal Code, City

Country

Email

Telephone

FAX

Position

Industry (opt.)

Number of Employees (opt.)

☐ under 200 ☐ up to 1000 ☐ over 1000

Signature

Date