

Strategic Decision-Making

Does your area of responsibility need a strategic direction? What topics do you need to concern yourself with when making a strategic decision? How do executives make their decisions and how does strategic decision-management function?

CONCEPT

Every executive must think strategically and decide. This usually requires a few decisions that ultimately form the basis for success or failure. These few decisions set the course for your company and they must be made sensibly. To do so, this requires:

- Thinking in terms of options and various possible decisions
- Identifying the consequences of a decision for employees, customers, stakeholders
- Weighing the probability of successful implementation of a decision

If you have to make important strategic decisions, then you know the dilemma you face. There are numerous options, information is lacking, the situation is vague and complex. Executives must accept that their decisions are often based on assumptions and at-times unverified information. Strategic decision-making means having to make a decision in a situation where information is imperfect. In this 4+3-day program, you will get in-depth knowledge about strategy that is relevant to your work, and the tools to conduct holistic decision management. The first part focuses on the subject of strategy. During the second part of the program, you will analyze your own decision-making behavior and learn the tools you need to optimize this even further.

TARGET GROUP

This is a program for executives who constantly make important decisions about the strategic course their company or department will take. They want to examine their own behavior when making a decision, to think more in terms of strategic options and to integrate even more modern decision management methods into their strategic skill set.

TOPICS COVERED

The Rules of Strategic Management

- The overall system of strategic management
- Strategy as a mindset
- Strategic analyses, strategic need for action
- Interpreting strategic changes correctly

The Strategic-Relevant Business Environment

- Competitor behavior and advancements in technology
- Social, ecological and legal changes
- Consequences for your own strategic position

Your own Strategic Position

- Determining your own strategic position
- Using and expanding on a strong competitive position
- Using your core expertise as basis for profitable growth
- Portfolio strategies & Selective optimization, focusing

Avoiding Dangers of Stagnation, Creating Growth

- Growth strategies during likely or existing market saturation
- Customer benefits as basis for increasing corporate value

Market-Oriented Structures and Processes

- What you have to expect from a modern organization is speed, flexibility and customer proximity
- Skillful decision-making as a factor of management success
- How to deal with risk and risk behavior
- The art of using good decisions to set the course of your business

Optimizing your own Decision-Making Behavior

- What main decisions to I have to make myself?
- Self-awareness – what type of decision-maker am I?
- When should I follow my intuition, my “gut feeling”?
- The psychology of decision-making
- Using methods that support your decision-making

Successfully implementing a made Decision

- Self-organization, personal decisions
- Trust as the basis for an effective culture of performance

Sessions & Fees

COURSE LANGUAGE ENGLISH

EP2217	Part 1: Aug 28 – 31, 2017 Part 2: Nov 13 – 15, 2017	Lucerne Berlin
EP2227	Part 1: Oct 10 – 13, 2017 Part 2: Nov 13 – 15, 2017	Hamburg Berlin
EP2218	Part 1: Feb 19 – 22, 2018 Part 2: Apr 18 – 20, 2018	Lucerne Hamburg

COURSE LANGUAGE GERMAN

EP2217-G	Part 1: Sep 04 – 07, 2017 Part 2: Dec 04 – 06, 2017	Tegernsee Lucerne
EP2227-G	Part 1: Nov 06 – 09, 2017 Part 2: Dec 04 – 06, 2017	Berlin Lucerne
EP2237-G	Part 1: Nov 06 – 09, 2017 Part 2: Apr 23 – 25, 2018	Berlin Frankfurt
EP2218-G	Part 1: Jan 23 – 26, 2018 Part 2: Apr 23 – 25, 2018	Berlin Frankfurt

Duration: **4 + 3 days**

Fees: **EUR 6.900.– | CHF 7.600.– | US\$ 8.300.–**

General Information

Registration and Confirmation

You can register by email, mail or FAX, or through our website. Once you have registered, 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 6 weeks before the program starts. A change of registration entails fees of Euro 300. In 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 reimbursed 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.

Registration Form

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

Boston Business School
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Fax +41 (0)43 499 40 21
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I wish to participate in the following program:

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Telephone

FAX

Position

Industry (opt.)

Number of Employees (opt.)

under 200

up to 1000

over 1000

Signature

Date