

Strategic Management for Executives

The success of a company and its business units depends on a few strategic decisions. This 4-day seminar offers you the latest knowledge and an integrated approach to strategic management. You will learn from many real-world examples, have an exchange of experiences, get new ideas, and learn the tools you need for successful strategic management.

DESCRIPTION

Strategy – even more than effort and diligence in the daily business – determines success or failure of your company, your division or the business unit you lead. In this 4-day course, we show you what is important in navigating and developing strategy in the direction of success and sustainability.

WHO SHOULD ATTEND

Participants in this course are executives seeking new strategic ideas, the latest knowledge in developing strategies and real-world-tested tools of modern strategic management. These include:

- Decision-makers from management boards, board members, members of supervisory boards
- Senior-level executives responsible for strategic planning, implementation, and business development
- Executives who test strategy proposals for their plausibility
- Executives of companies, divisions or business units in charge of implementing strategies
- Experienced managers, consultants and specialists who conduct strategic analyses, lead strategy meetings or draft strategic concepts

KEY BENEFITS

This executive education course will give you detailed knowledge about strategy with the goal of better understanding the principles, tools and methods of strategic management and strategy development and how they interrelate to the whole. You will receive the latest know-how about developing innovative, competitive strategies. You will learn how to position your business in a competitive environment and how to launch programs that will optimize your company's value, profitability and performance. You will critically analyze your own strategic concepts and will return to you job ready to give new impetus to creating an innovative future for your company. Methods, concepts, instruments and effective tools to guiding your company are explained using numerous examples.

AREAS OF FOCUS

An Integrated Approach to Strategic Management

One strategy fad quickly follows another. One strategic project follows the next one, when the first project has really just started and is not completed by a long shot. Are we not doing too much of a good thing here? What are «must haves» what are «nice to haves»? What is important here is the right dosage of the new. Modern management theory and real-world management experience offer a lot of insight. In this seminar, we will show you what has proven itself in real business situations.

- Current strategic management concepts and tools
- Strategic principles
- Characteristics of good strategies

Clarifying your Strategic Position and the Need for Strategic Action

Change is a given. It forces management to constantly check their strategic position. Changes need to be anticipated promptly and dangers to the business have to be recognized. During this process, new opportunities will become apparent and should be capitalized on. That is why it is important for you, as a decision-maker, to recognize the need for strategic action.

- Determining your current strategic position
- Understanding strategic challenges correctly
- Important tools for analysis

The Role played by the Business Model in Strategic Management

Your business model describes how your company will generate profit. Calculating profit based on costs plus margin is banal. More interesting is to link margins to created benefits. Classic business cases often obscure the real profit drivers of a business model. This course teaches you how to identify and use the relevant profit drivers.

- The architecture of creating value, understanding your profit drivers
- Improving on your current business model, developing new business ideas
- Innovative and digital business models

Strategic Options that Promise Success

Decades-long observation, discussions with thousands of decision-makers and evaluating the relevant literature on the subject show that companies often have their own favorite tried and tested strategies. A high percentage of these strategies are transferred into strategic projects and then formulated into strategic initiatives. But we also live in times characterized by disruption, globalization and digitalization. We will introduce you to several promising strategic options along with tips for effective implementation. We will show you the traps you will need to avoid to successfully implement your strategy.

- Strategic options – what works and what does not?
- Classic competitive strategies
- Growth based on core competencies
- Customer-centric strategic approaches
- Evaluating strategic options according to their potential for success and their chances of being realized

Effective Strategy Development Processes

Strategic projects often come to nothing because a sensible way to proceed is missing. That is why many companies let their strategy be done by external consultants. We will show you how to successfully conduct effective strategy development processes, so you can put down a basic roadmap to ensure the future success of your company.

- Designing a strategy project, planning and carrying it out
- Strategic analyses, strategic options
- Corporate philosophy and values
- Your corporate strategy –the course the owners and top management want to take
- Operational strategies – marketing strategy, production strategy, supply-chain strategy, HR strategy, financial strategy etc.
- Strategies for business divisions, departments, fields of business, business units
- Regional strategies for countries, sales regions, branch offices
- Strategies for staff positions, cross-departmental and support functions
- How to integrate the many sub-strategies into an understandable, integrated strategic system
- How to precisely formulate strategies

Implementing a New Strategy, Change Management

The implementation of new strategies requires an efficient implementation system. Just as important is to convince employees that an upcoming change makes sense, that you identify barriers to implementation early, and that you win-over everyone involved.

- Translating strategic objectives into an execution plan
- Ensuring clear responsibility and accountability
- Incentives and controls
- Learning, feedback and adaptation

Sessions & Fees

EP2410	Feb 17 – 20, 2020	Cologne, GER
EP2420	Mar 16 – 19, 2020	Davos, CH
EP2430	Aug 24 – 27, 2020	St. Gallen, CH
EP2440	Oct 05 – 08, 2020	Boston, USA
EP2450	Dec 08 – 11, 2020	Hamburg, GER

Duration: **4 days**

Fees: **EUR 4,600.– | CHF 4,900.– | US\$ 5,400.–**

Registration: www.bostonprograms.com/ep24 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 6 weeks before the program starts. A change of registration entails a fee of 300 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 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:

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I wish to participate in the following program:

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Position

Industry (opt.)

Number of Employees (opt.) under 200 up to 1000 over 1000

Signature

Date