

# CEO & Senior Executive Seminar

This compact, 4-day seminar will give decision-makers the latest insights, and valuable new ideas, about success-oriented management of modern organizations. Well-founded, practical and result-oriented.

## DESCRIPTION

What does modern, future-oriented management look like? Companies face new challenges every day, like dynamic market development, increasing complexity, digitalization, new communication channels, changing business conditions and much more. To deal with these successfully, and to maintain your market position in the future as well, or to even improve upon it, requires more than only solid management skills. Needed is a deep understanding of your company as a dynamic whole. Extensive knowledge of the factors that guarantee a modern company's success. The ability to develop a vision, to translate it into viable concepts and implement these smoothly. And last but not least, a skillful use of the right methods and tools to bring this about.

How to make your company fit for tomorrow is what our 4-days CEO & Senior Executive Seminar is all about. We will do a deep-dive with you into the three levels of successful management:

- Thinking strategically
- Leading authentically
- Executing decisively

Our comprehensive seminar is for senior executives with responsibility for a company or vital areas of a company or institution. It also targets senior managers who need to prepare for an executive task that entails more responsibility. You can really profit from this 4-day seminar of concentrated knowledge-transfer with high practical relevance for your everyday work. Our motto here is "From Concept to Results."

## WHO SHOULD ATTEND

Senior executives and upper management, including:

- CEOs, C-level executives, directors, board members
- Company owners, shareholding associates and partners
- Heads of management boards
- Managing directors, general managers, members of the management board
- Senior-level managers who need to prepare for a new and important position

## KEY BENEFITS

- First-class, experienced lecturers will give you the latest insights into integrated corporate management from a CEO, corporate and executive management perspective.
- You will undertake a comprehensive, detailed analysis of your own organization. What is its current status quo? How should its future look? What can, and must, be done to achieve future goals?
- You will get valuable insights into strategic management and will take usable ideas for all areas of executive management home with you.
- Examples, best practices, ideas and a guided, moderated exchange of experiences guarantee highest levels of practical knowledge and optimal application.

## AREAS OF FOCUS

### Effective Corporate Management in the Era of Digitalization and Change

- Rules determining business success
- Requirements for effective management
- Putting result-achievement at the center of your thinking and actions
- From concept to action – the amplifying effects of integrated management practiced every day
- Finding and analyzing a brilliant business idea
- Audit – where does your company stand today?

### Factors for Successfully Realizing Strategic Superiority

- Recognizing future markets, competitive configurations and the prerequisites for success
- Having the ability to establish a profitable market position for the future
- The art of using your business growth potential, of fostering and tapping into new profit potential
- Having the power to push forward with transformation processes and strategic changes

### Factors for Successfully Realizing Operative Superiority

- Supporting fields of business, customer proximity and your market strengths; but also your technological and performance expertise
- Structures that favor performance and productivity
- Processes that make operative excellence possible
- Expertise in financial questions

### Strategic Management

- Modern strategic management
- Growth, productivity and profitability – how are they interrelated?
- Growth as a "must strategy" or as a "can strategy"
- Opportunities offered by Industry 4.0 and digitalization
- Options for creating qualitative and quantitative growth

**Concepts for Ensuring Effectiveness**

- How companies and organizations should function
- How they often function in reality
- How to successfully deal with complexity
- The significance of decisions when it comes to fields of business, structures and processes

**Strengths and Core Competencies as Drivers of Success and Value**

- Being best somewhere or mediocre everywhere?
- Customer proximity as a core competency
- The importance of core competencies for being more successful, and for developing the value of your corporation or business

**Successful Implementation**

- The role of change management
- Accelerating change
- Knowing and overcoming barriers to implementation
- Implementation as executive responsibility

**Leadership Skills**

- The modern role of a leader
- Motivation theories and strategies
- Communication as core competence
- Work-life balance

**«A very inspiring seminar. Experienced lecturers with information from their practical experiences for our everyday work, but who also have the necessary theoretical background.»**

Volker Frese, Vivantes GmbH

**«A very interesting seminar at a high level.»**

Christian Ebert, RUAG Schwiez AG

**«A very compact advanced training and refresher for top executives, where we all shared our experiences. It covers all important subjects.»**

M.S., Greiner Foam International GmbH

**«The seminar was outstanding with very good instructors and well-balanced content.»**

Burkhard Max, LTM GmbH

**«Knowledge-transfer using real-world examples and working myself on tasks, cleared up my understanding. This spanned the entire event for me.»**

Ulrich Meuser, DB Systel GmbH

## Sessions & Fees

EP2911	Mar 16 – 19, 2021	Hamburg, GER
EP2921	Sep 06 – 09, 2021	Rottach-Egern, GER
EP2931	Dec 07 – 10, 2021	Cologne, GER

Duration: **4 days**

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

Registration: [www.bostonprograms.com/ep29](http://www.bostonprograms.com/ep29) 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 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 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.

## Registration Form

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

Boston Business School  
Kirchstrasse 3  
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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