

# General Management Program for Emerging Leaders

This is a comprehensive general management program for the targeted development of emerging leaders. Conducted over 12 days and 3 parts, it will accelerate your career by sharpening your ability to tackle the most important facets of result-oriented management – strategy, marketing, leadership and financial management – making you a better and more effective manager.

## DESCRIPTION

The General Management Program for Emerging Leaders offers new perspectives, tools and ideas for key business practices and challenges. It gives you the skills you need to make the transition from specialist to generalist and work even more effectively in cross-functional teams.

The objectives of the program are to:

- Refresh and deepen your knowledge about how all facets of business work
- Hone your ability to focus on getting results by enhancing the tool set that makes you successful in your career
- Do a deep-dive into modern management practices, so you can apply them the minute you get back to work
- Help you acquire those leadership skills that will take your effectiveness and confidence to the next level
- Enhance your ability to lead and motivate others
- Practice the tools and key principles of finance

## WHO SHOULD ATTEND

This program is perfect for managers who want to make the transition from specialist to generalist and work even more effectively in cross-functional teams. Typical participants include early-career executives, emerging leaders and specialists from across all disciplines including marketing and sales, R & D, finance, consulting, logistics, manufacturing and engineering, human resources, and IT. But it is also ideal for heads of business units and those responsible for products or markets without a formal degree in business administration, who are seeking to enhance and refresh their general management and leadership knowledge. The program will also help high potentials and early career professionals being prepared for a position with additional responsibility.

## AREAS OF FOCUS

### **Part 1: Integrated Management, Strategy and Market Success**

#### **Effective General Management**

- All the facets of effective management
- Effective tools, models, holistic thinking
- Factors that ensure management success

#### **Creating Strategic Concepts**

- A summary of strategic management
- Strategic analyses
- Methods and tools
- Working-out precise strategies

#### **Implementing Strategic Guidelines**

- Corporate policy, business mission
- Corporate and business strategies as guidelines
- Helping to shape implementation
- Active implementation, a plan of action

#### **Business Ideas and Innovation**

- Developing and evaluating business ideas
- Recognizing and taking advantage of market potential
- Unsolved customer problems, customer needs and new technologies as the basis for innovation management

#### **Identifying and Taking Advantage of Profit Potential**

- Profit, cash flow and profitability as control parameters
- Having as goal an above-average earning capacity
- Identifying and taking advantage of opportunities to increase profit

#### **Marketing and Market Success**

- Marketing – philosophy, interrelationships and tools
- The components of a marketing concept
- From market analysis to customer segmentation
- From positioning to marketing mix
- From distribution concept to sales success

### **Part 2: Leadership and People Skills**

#### **Thinking and Acting in a Result-Oriented Way**

- Working hard is not enough – results are what count
- Managing to achieve results – defining my own contribution to success
- Dynamic empowerment thanks to result-oriented thinking
- Taking advantage of the room you have to maneuver

#### **Personal Leadership Competence**

- Insights from modern leadership theory
- Leadership, leadership processes and managing for success
- Developing your own leadership personality

#### **Self-Management, Work Techniques, Priorities**

- Delegating what needs to be delegated
- Using your work time in a result-oriented way
- Managing yourself
- How to use your personal resources
- Optimizing your own strengths

#### **Managing Employees, Leading Teams**

- Principles of managing employees
- How to increase the performance of employees
- Making sure employees are satisfied
- Prerequisites for motivating people
- The principles of group dynamics

**Social Competence**

- Social and emotional competence
- Effect and application in different management situations
- Recognizing your own strengths and weaknesses

**Communication**

- The ability to achieve approval through empathy
- Communication as a major factor of success in your everyday work
- Skillful conflict management

**Part 3: Finance and Managerial Accounting Fundamentals and Interrelationships of Financial Management**

- A summary of finance and accounting
- Value-oriented corporate management
- Creating a financial framework
- Tools and methods of financial management

**Understanding Financial Objectives**

- Financial guidelines from top management
- Control parameters to achieve this
- The most important key-performance indicators

**Planning and Budgeting**

- The conceptual basis for planning and budgeting
- Ambitious planning and budgeting
- Profit goals and earning targets

**Financing**

- Raising capital internally or externally, capital costs
- Prerequisites for financial feasibility
- Forms of financing, pay-back periods

**Investments and Capital Expenditures**

- Investments and capital expenditures
- The problems of fixed costs and capacity fluctuations
- Make or buy, value-added depth

**Cost Management**

- Cost structures and types of costs
- Consciously shaping your break-even point
- Doing a break-even analysis

**Carrying Ideas over into Business Plans**

- Content, structure, development
- Outlining business ideas and projects in business plans
- Planning sales and earnings
- Calculating investments, return on investments and profitability

**Managerial Accounting**

- Controlling as a management task
- Analyzing and evaluating reports and controlling reports
- Recognizing deviations early and initiating corrective measures

## Sessions & Fees

EP3033	Part 1: Aug 21 – 24, 2023	Davos, CH
	Part 2: Sep 25 – 28, 2023	Lucerne, CH
	Part 3: Oct 23 – 26, 2023	Davos, CH
EP3043	Part 1: Aug 21 – 24, 2023	Davos, CH
	Part 2: Oct 23 – 26, 2023	Davos, CH
	Part 3: Apr 15 – 18, 2023	Frankfurt, GER
EP3014	Part 1: Feb 19 – 22, 2024	Cologne, GER
	Part 2: Mar 18 – 21, 2024	Frankfurt, GER
	Part 3: Apr 15 – 18, 2024	Frankfurt, GER
EP3024	Part 1: Feb 19 – 22, 2024	Cologne, GER
	Part 2: Apr 15 – 18, 2024	Frankfurt, GER
	Part 3: Jun 24 – 27, 2024	Davos, CH

Duration: **12 days**Fees: **CHF 10.900.– | EUR 11.400.– | US\$ 11.900.–**Registration: [www.bostonprograms.com/ep30](http://www.bostonprograms.com/ep30) or registration form on the back of the brochureAre 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:

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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