

# International Senior Management Program

This 3-part International Senior Management Program will help executives enhance their executive management skills, optimize further their leadership and financial management expertise and their ability to make vital decisions in all areas of management.

## DESCRIPTION

As an executive, you have an answer to every challenge. Your experience helps you to recognize how things are related, to see opportunity and sense where there is danger. With increasing experience, your ability to know what's right and wrong for your company increases. Thanks to positive and negative experiences from the past, you are able to develop patterns of success and failure and to use them to your advantage.

However, executives also know that nothing is effective forever. What was right yesterday can be wrong today. What was a recipe for success until now, can bear the seeds for failure. This is why it's essential to always look at your own experiences in the light of best practices, to be willing to learn something new and to analyze whether this is suitable for use in your field of responsibility.

This is the aim of our 3-part International Senior Management Program. It offers you a valuable chance to review and develop your knowledge further in three subjects:

Part 1: Executive Leadership. 4 days

Part 2: Executive Management, Strategy, Safeguarding the Future. 4 days

Part 3: Financial Management. 4 days

## WHO SHOULD ATTEND

- Executives in a senior management position, including C-level executives, board members, directors, managing directors
- Decision-makers with executive-level responsibility
- Senior-level managers who are looking to move up to a CEO or executive position as a next career step
- Company owners
- Senior country or business unit managers with experience and proven success

Participants should be between 40 and 60 years old and willing to contribute their own experiences to discussions.

## AREAS OF FOCUS

### Senior Management and Executive Leadership

If you are at the top, then you are responsible for result-achievement. But always conscious of the fact that, ultimately, it's your many employees who achieve these results. For this reason, you need to:

- Set the right course for them
- Agree with them about the objectives to be achieved
- Create an atmosphere that motivates them
- Guide them using the right managing tools

And things don't always function like they should function. Good leadership is an art. Achieving above-average results hardly comes about by itself. We will show you what aspects of a holistic, result-oriented leadership you need to control, and what differentiates good from bad leadership.

### Leadership, Change and Communication

If you need to implement new strategies and concepts, you will have to change the attitudes, behavior and habits of your employees and colleagues. We all know how difficult an undertaking this is. Successful change management begins with effective leadership, the appropriate leadership behavior and targeted communication.

- How do you communicate strategies?
- Fair conflict resolution
- Successful change management – approaches and methods
- Securing the future of your company and organizational excellence

### Responsibilities of Executive Management

As an executive, you have power, the power of your position. In return, you assume responsibility for:

- The value of the company
- Creating a corporate culture based on success
- Creating an atmosphere of mutual trust
- Ensuring quality and performance-achievement
- Ensuring strong customer-orientation

### Strategic Management, Setting Strategic Direction

Trust, understanding and treating others with respect characterizes today's executives. But also his or her ability to make decisive decisions at the right moment and to act on them. We will show you which decisions are essential to strategic and responsible management, and in which situations it becomes necessary to move decisively and act quickly. This is the only way for a company to develop according to clear priorities, not according to the principle of chance.

- Strategic management – trends and the latest developments
- New strategic tools and approaches
- Strategic guidelines and their consequences
- Simulating a controlled corporate development
- Making a few right decisions is often enough – we show you which and how
- Digitalization and digital business models

### Strategic Decisions, Executive Fine-Tuning

This concerns finding the right balance between optimizing the present for short-term profit and value enhancement, and optimizing the future for a viable market positioning and sustainable management.

- Achieving short-term results
- Increasing profits, meeting profitability targets
- Ensuring customer and employee satisfaction
- Achieving a sustainable and secure future for your company
- Being willing to make necessary investments in the future, and accepting changes that the digital world will bring

### Implementing Winning Strategies

Execution needs to be built into and across the organization and its activities.

- Aligning initiatives and budgets
- Asking the right questions when changing structures
- Creating a competitive advantage through an optimal organizational structure
- The organization of tomorrow, ensuring agility

### Modern Financial Management

If you want to achieve ambitious financial objectives, then you'll need knowledge of financial management.

- Financial objectives within a holistic context
- Modern key-performance indicators
- Determining and using value drivers
- Acquiring or selling companies or parts of companies
- Recognizing profitable and unprofitable businesses and business activities

### Creating Corporate Value

People at the highest management levels are responsible for financial result-achievement. What programs must be launched at regular intervals to optimally capitalize on the profit potential of your company? What must you do to achieve both short-term result improvement and long-term value enhancement?

### Management Tools for Controlling, Methods for Effective Management

If you delegate authority, trust people to deal with things locally and decentralize decision-making, then there's always that nagging feeling of "Do I have everything under control?" If you want to have "intrapreneurs," you have to loosen the reins a bit, while never giving up the ability to control things. For this, you need the tools of strategic and operative controlling. We will also show you which management methods you should use for your executive staff to:

- Make decision-making transparent
- Get things moving in your company
- Maintain motivation in all departments
- Support and shape entrepreneurial creativity

## Sessions & Fees

EP4210	Part 1: Mar 30 – Apr 02, 2020	Hamburg, GER
	Part 2: Aug 24 – 27, 2020	St. Gallen, CH
	Part 3: Oct 19 – 22, 2020	London, GB
EP4220	Part 1: Jun 22 – 25, 2020	Boston, USA
	Part 2: Aug 24 – 27, 2020	St. Gallen, CH
	Part 3: Oct 19 – 22, 2020	London, GB
EP4230	Part 1: Sep 14 – 17, 2020	Boston, USA
	Part 2: Oct 19 – 22, 2020	Hamburg, GER
	Part 3: Dec 07 – 10, 2020	Hamburg, GER

Duration: **12 days**

Fees: **EUR 10,900.– | CHF 11,900.– | US\$ 12,900.–**

Registration: [www.bostonprograms.com/ep42](http://www.bostonprograms.com/ep42) 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:

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