

Executive Finance & Strategy

Strategic management without a solid foundation in corporate finance will be a fruitless endeavor and ultimately unprofitable. We will show you how finance and strategy enhance and influence each other, and how you can develop robust strategies for a successful future. 2 x 4 days.

DESCRIPTION

The business environment has been dominated for years now by global competition and increasing pressure on profitability. In this situation, demands on companies for long-term profitability and assured stability and liquidity have grown enormously. Companies today, more than ever before, want to ensure that their business activities are focused on the right strategic initiatives and that they yield a profit. This is where corporate finance and strategic management play an especially important role. If both are understood as being integrated and interdependent, then sustainable results are possible. In this program, we will show you how to apply the concepts of financial management and the latest in strategic insights, within the parameters of a value-oriented corporate management, so you can create even more added value for your company.

WHO SHOULD ATTEND

- Executives and experienced managers who are seeking to examine their knowledge-base of strategy and finance, and to update and deepen it
- Mid-career executives who will have responsibility for results in the future, and who want to scrutinize strategy proposals and analyze them for their plausibility and value focus
- Executives responsible for companies, important business activities and projects or business units, who are poised to set the course here, and want new impetus for finding the right ways to develop a profitable future

STRUCTURE

The program starts with 4 days about modern financial management. Here you will learn to use the tools of financial management so that profit margins and results can be improved even further. We will demonstrate how to make strategies fundable and how you can achieve expected financial results with a new strategic realignment. Then there are 4 days about how the latest in strategic knowledge is actually used in practice and the strategy tools that go along with this. So that you can actively shape the future of your company.

AREAS OF FOCUS

Financial Management

- Managing with key-performance indicators
- The foundation of financial decision-making like balance sheets, income statements, cash flow etc.
- Return on investments and value management
- Company valuation
- Planning and budgeting
- Profit targets and planning profit
- The design of cost structures, capital investments
- Capital costs, modern methods of financing
- Liquidity management and working-capital management
- Financing, equity markets and strategy
- Financial incentives
- Cooperative strategies – alliances, mergers & acquisitions
- Controlling

Strategic Management

- Having a strategic mindset
- Knowing your current business model
- The influencing factors of digitalization and internationalization
- Strategic analyses, where action is required strategically
- Interpreting strategic changes correctly
- The art of developing the best strategies
- Competitive structures and achievable profitability
- The strategically relevant environment
- Determining your own strategic position
- Escaping the dangers of stagnation, creating growth
- Identifying strategic potential outside your market
- Developing market-oriented structures and processes
- Successful implementation, change management

Sessions & Fees

EP4813	Part 1: Jun 19 – 22, 2023	Brunnen, CH
	Part 2: Sep 11 – 14, 2023	Davos, CH
EP4823	Part 1: Jun 19 – 23, 2023	Brunnen, CH
	Part 2: Oct 17 – 20, 2023	Boston, USA
EP4833	Part 1: Nov 20 – 23, 2023	Davos, CH
	Part 2: Mar 11 – 14, 2024	Berlin, GER
EP4814	Part 1: Jun 17 – 20, 2024	Davos, CH
	Part 2: Sep 09 – 12, 2024	Boston, USA
EP4824	Part 1: Jun 17 – 20, 2024	Davos, CH
	Part 2: Sep 09 – 12, 2024	Davos, CH

Duration: **4 + 4 days**

Fees: **CHF 10.900.– | EUR 11.400.– | US\$ 11.900.–**

Registration: www.bostonprograms.com/ep48 or registration form on the back of the brochure

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:

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