

LEADING WITH PERSONALITY — PLAYING TO YOUR STRENGTHS

CONCEPT

Often the difference is having a winning attitude, the way you talk, your gestures and facial expressions, your overall presence. It isn't always a person's factual brilliance that inspires others and helps them master tasks to improve objective achievement. Just as important is how you look and conduct yourself at meetings, one-on-ones, events, employee meetings, workshops, etc.

BENEFITS AND IMPACT

- In this course you'll get even better at influencing and persuading others. You will improve how you come across to others in exactly those situations that are vital to your professional success – when dealing with bosses, colleagues, employees, suppliers, business partners and customers
- You will get the chance to see yourself, your conduct and appearance, through the eyes of others, and you will learn to recognize the signals others send
- You will learn how you are perceived by the people around you, what you need to watch out for and which of your natural strengths you can improve and use more often

WHO SHOULD ATTEND

- Executives and practitioners, who want to become even better and more efficient at using their abilities to influencing the people around them
- Managers who want to take their strengths, when it comes to presence and impact on others, to the next level
- Specialists and people in elevated positions from all areas of business
- Executives who need to develop their personality in ways that will help them better lead and influence others

METHODS USED

Hands-on training, instead of lectures, is the method used in this seminar. We teach you briefly the theoretical and scientific background about the optimal way to impress and influence others. But then we immediately begin practicing real-world situations that are especially important and challenging. You will experience this knowledge first-hand by role playing, and getting feedback from the other participants and the lecturer. To achieve the best results, we limit the number of participants in the seminar.

AREAS OF FOCUS

Always be Yourself

- Knowing your strengths
- Accepting or reducing your weaknesses
- Self-image vs. how others see me – how do I come across in reality?
- Being true to yourself at all times

Skillfully mastering Difficult Situations

- Appearing in front of larger groups of people
- Influencing your bosses
- Having the right personality to lead employees and colleagues
- Presentations, sales meetings
- Customer events, small talk

Do It, don't read about It – Practice makes Perfect

- Where are my strengths?
- Where am I weak, vague, too gentle or unsure?
- How can I apply my strengths?
- How can avoid letting my weaknesses get the upper hand?
- Practice makes perfect

Communication and Persuasion

- How can I sharpen the content of my message?
- How can I improve the forms of my communication?
- How am I perceived by others, how can my opinion carry even more weight in a group?

The Persuasive Management Personality

- What are the characteristics of a strong leadership personality?
- What distinguishes good appearance and conduct?
- How does influencing others come about?
- What is that all-importance difference that makes people successful?

KEY DETAILS

No.	Date	Location
ZE 2628	Aug 29 – 31, 2018	Zurich
ZE 2638	Dec 03 – 05, 2018	Frankfurt
ZE 2619	Mar 18 – 20, 2019	Berlin

Fees: CHF 3,300.– / EUR 2,900.–* plus VAT
 Program length: 3 days
 Registration: www.zsom.ch/ZE26 or
 registration form on page 131

*Invoicing in EUR possible (depending on current exchange rate)

ADMINISTRATION, TRAVEL, ACCOMODATION

Consultation

If you need advice, we're available for a personal meeting, by phone or email. Our advanced training portfolio consists of modules, which are optimally coordinated with each other. This creates an attractive, educational curriculum with a strong practical orientation, but it is also possible to develop an individual curriculum from them for the targeted development of a specific set of skills. For all administrative questions, or questions relating to the content of our programs, please contact:

Zürich School of Management

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E-Mail: info@zsom.ch · www.zsom.ch

Registration & Registration Confirmation

You can register for one of our programs by mail, fax or on the internet. After you register, you will receive the written confirmation including invoice and seminar location by regular mail. We will inform you immediately if the seminar is booked-out.

The fee listed in the bill covers the costs for the seminar or certificate program, but not the costs for room and board or the daily delegate rate (for the conference package). Value-added tax (VAT) will be calculated separately and shown separately on the bill. It is possible to have your bill calculated in euros. Every participant must pay – independent of his or her seminar fee and hotel – a daily flat-rate fee for the conference package. Our events are held at suitable seminar hotels or at our campus in Kuesnacht / Zurich. All additional costs for hotel amenities, that are separate from the daily flat-rate, must be paid by the participant directly to the hotel. The daily delegate rate corresponds to the usual international costs and is usually between CHF 80 and CHF 110 per day.

Rescheduling, Postponement, Changes

Changing your registration from one event to another, or rescheduling a seminar class to the next one, is possible no later than 6 weeks before seminar begin at a fee of CHF 350/Euro 300. Up until two weeks prior

to seminar begin, you can register a replacement participant at this same rescheduling fee, as long as he or she meets the participant description. There is no compensation required for seminars or parts of seminars not visited. Any seminar can be cancelled by us at any time due to a lack of participants without any claim of damages.

In-company Workshops

After we receive your order for a seminar from our workshop series, we will contact you to arrange a date based on availability that is acceptable to all those involved. Workshops are held at our Executive Campus, 8700 Kuesnacht. In addition to the seminar fee, we charge a daily flat-rate fee of CHF 85 per person. This includes lunch. If you wish, we can hold the event at a location of your choice. In this case, we charge for travel and accommodation costs of our staff.

Cancelling your Registration

Cancellation of your registration is possible no later than 3 months before the start of the seminar at no cost, concerning the seminar fee itself. Concerning cancellation fees for your hotel, this depends on the hotel and when you booked your room. For registered participants who cancel between 3 months and 6 weeks prior to seminar begin, we charge a cancellation fee of 40% of the seminar fee. Registered participants who cancel later than 6 weeks before seminar begin must pay the entire seminar fee. However, they have the opportunity to send a replacement as late as 10 working days prior to seminar begin.

Insurance, General Terms & Conditions

Damages incurred due to accident, disease, third-party liability, theft, cancellation of a seminar or damages from using the management knowledge taught, must be insured and covered exclusively by the participant, or the organization or company who contracted the seminar. All liability from our side that exceeds the amount of the paid seminar fee is explicitly excluded. Swiss law applies and the court of jurisdiction is Zurich. All past information concerning content, dates and prices lose their validity upon publication of this new brochure.

Issue 01/2017

REGISTRATION FORM INTERNET: WWW.ZSOM.CH

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I wish to participate in the following program:

Name of Program

Number

Program Dates

Personal Data

Ms.

Mr.

Title

Last Name

First Name

Company/Organization

Street, P.O. Box

Postal Code

City

Country

E-Mail

Telephone

Fax

Position

Industry (opt.)

Number of Employees (opt.) under 200

up to 1000

over 1000

Signature _____

Date _____