

# EXECUTIVE GENERAL MANAGEMENT PROGRAM

## CONCEPT

As an executive at the top or upper level in company hierarchy, you determine the course your company takes. To conduct business effectively at all levels using your strategic decisions requires professional management techniques. Using numerous examples, we show you the options open to you for organizing a results-oriented management system.

## HOW THE PROGRAM IS STRUCTURED

Part 1 deals with the most important strategic decisions you will make at your company. It shows you how you can better implement these decisions with measures and processes; how to define even more sharply your company's objectives and to organize business activities to realize them, along with aspects of executive leadership.

Part 2 analyses fiscal decisions that make a major contribution to your company's success, both financially and in its business operations.

## WHO SHOULD PARTICIPATE

Members of management boards, top and senior-level executives. Heads of business areas, divisions or business units. Heads of major departments at company headquarters. Experienced managers in responsible positions looking to enhance and update their management skills even further and in a targeted way.

## WHAT BENEFITS DOES THE PROGRAM OFFER?

This 2-part program for top executives deals in-depth with the most important topics in holistic corporate management. It gives valuable insights about this to top and senior-level executives in company management, whose decisions about strategy, finance and personnel are crucial in setting the course their company will take in its further development.

## PROGRAM CONTENT

### MAIN TOPICS OF PART 1:

#### Holistic Management

- What is holistic management responsibility?
- Diverse management roles
- Top management is dependent on the maturity of company organization

#### Determining Guidelines

- What must management stipulate in order to get the company on the right track?
- What should top management not stipulate to ensure individual initiative and entrepreneurship is not choked off?
- What affect do guidelines have? Useful, real-world examples Defining your Strategic Approach
- Strategically-relevant information
- Requiring periodic analyses from employees
- How to avoid overlooking shifts in trends and discontinuities
- Identifying and capitalizing early on new opportunities
- The strategic status-quo – challenges and actions required
- Developing a value-enhancing strategy that ensures a company's future success

#### Stipulating Strategic Objectives

- The strategic objectives system
- Strategic objectives as a requirement

#### Corporate Strategy

- Rules to follow, methods to use. Best practices
- Testing your own company strategy

#### Business Strategies

- The areas of business and business units of a company
- Precise and short formulation of business strategies

#### Operational Strategies

- Operational areas also need a strategy
- Aligning operational strategies to business and corporate strategies

### Implementation of Strategies

- Methods to ensure successful implementation of strategic concepts
- Operational excellence through processes
- Affective organizational structures

### Executive Leadership

- Adjusting the activities of numerous managers and employees to work towards common goals
- A motivating corporate culture
- Working to create a performance-oriented climate
- Values and norms

### How to Bring About Change

- What you need to put your business on a new course
- Why a lot of things are stipulated, but too often too little happens

### MAIN TOPICS OF PART 2:

#### Financial Management

- How to conduct financial controlling. Financial objectives within the overall context of business operations
- How to achieve above-average results Results Management
- Targeting results and annual financial statements
- Creative possibilities and their limits

#### Developing a Program for Increasing Profits

- Alternatives that will improve results
- Programs for increasing company success and profitability
- Optimization that lasts long-term

#### Company Value

- The drivers behind the value of a company
- How company value is measured
- Developing a program to increase the value of a company
- Options – and limits – on influencing company value

#### Mergers & Acquisitions

- Procedures to follow when buying or selling
- Conducting a management buyout
- Mergers and acquisitions as an instrument of growth management

### Management Information Systems

- Financial information and ratios for executives
- The Fact Book as a management instrument
- Controlling options for strategic and operative financial management

### Capital Expenditures

- Capital requirements and financing them
- Managing the costs of capital
- Optimizing capital expenditures
- Capital expenditures and return on equity

### Controlling

- How executives manage the achievement of financial objectives
- Managing using key-performance indicators (KPIs)
- Immediate measures for actively confronting objective deviation
- Personal controlling instruments
- How to work well with controllers

#### KEY DETAILS

No.	Date	Location
ZN 1210	Part 1: Feb 17 – 20, 2020	Cologne, D
	Part 2: Mar 09 – 12, 2020	Berlin, D
ZN 1220	Part 1: Mar 16 – 19, 2020	Davos, CH
	Part 2: May 11 – 14, 2020	St. Gallen, CH
ZN 1230	Part 1: Aug 24 – 27, 2020	St. Gallen, CH
	Part 2: Oct 12 – 15, 2020	Flims, CH
ZN 1240	Part 1: Oct 05 – 08, 2020	Boston, USA
	Part 2: Dec 07 – 10, 2020	Hamburg, D
Fees:	CHF 8,900.– / EUR 8,500.–* plus VAT	
Program length:	8 days	
Registration:	www.zsom.ch/zn12 or registration form on the back of the brochure	
*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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CH – 8700 Kuesnacht / Zurich, Switzerland

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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.

# REGISTRATION FORM INTERNET: WWW.ZSOM.CH

**Send to:**

Zürich School of Management  
Untere Dorfstrasse 2, CH-8700 Küsnacht / Zurich

**E-Mail:**  
info@zsom.ch

**Fax:**  
+41 (0)44 913 15 81

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** \_\_\_\_\_

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Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Position \_\_\_\_\_

Industry (opt.) \_\_\_\_\_

Number of Employees (opt.)  under 200

up to 1000

over 1000

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

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