

GENERAL MANAGEMENT FOR EXECUTIVES

CONCEPT

Managing a company or business unit comes with big responsibility. The skills you need to do this, however, must be learned. This seminar is an interesting four days that will help take your management skills to the next level by doing a deep-dive into subjects vital to good corporate management – like holistic corporate management, strategy, strategic marketing, effectiveness and communication.

WHO SHOULD TAKE PART

Executives and top managers and people intended for these positions.

- CEOs, members of the management board, board of directors
- Managing directors, directors
- Department heads, business-unit managers
- Heads of key areas of a business
- Managers in a department

WHAT THE SEMINAR COVERS

Understanding Corporate Management

- Variety and complexity as a reality of executive management
- The Management Model as instrument of holistic management
- Good management – implementing little that is really consistently productive

Recognizing Changes and taking Advantage of Opportunities

- Taking trend reversals and discontinuity seriously at an early stage
- Integrating changes into potential new business models

Effective Corporate Management

- Mission, vision, company policy
- Core business – how to manage cash cows and new business activities
- How to deal with losses – turnaround or cutbacks?
- Innovation and business development – business of the future
- Core competencies – where can we be better than the competition?
- Excellence in day-to-day operations – processes, culture and key players who are motivated

Strategic Management

- Establishing a market position with competitive advantages
- Using market and industry dynamics to your advantage
- Developing future-oriented strategic positioning
- Finding the best strategy for companies, business divisions, operative areas
- Structure and process management
- Change management – skillful implementation of changes
- IT and communications as driver of business success

Strategic Marketing

- Company image, company brands
- Reputation, brand strategy and optimal use of brand DNA

Communication

- Forming a communication structure for your company
- Instruments of internal communications
- Actively utilizing communication opportunities

KEY DETAILS

| No. | Date | Location |
|---------|-------------------|-----------|
| ZN 1310 | Jan 27 – 31, 2020 | Berlin, D |
| ZN 1320 | Oct 12 – 16, 2020 | Berlin, D |

Fees: CHF 5,400.– / EUR 4,900.–* plus VAT
 Program length: 5 days
 Registration: www.zsom.ch/zn13 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

Untere Dorfstrasse 2

CH – 8700 Kuesnacht / Zurich, Switzerland

Phone: +41 (0)44 913 15 88 · Fax: + 41 (0)44 913 15 81

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 _____

ZSOM JP 2020 ENG

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 _____

ZSOM JP 2020 ENG