

CEO AND MANAGEMENT BOARD PROGRAM

CONCEPT

As a CEO or a member of the executive board, you lead the entire organization. You set guidelines, define company values and determine strategic objectives. Within the parameters of rules and bylaws, you dictate who has autonomy to act and organize things on their own. What do you need to be effective at corporate management?

WHO SHOULD PARTICIPATE

This seminar is ideal for business owners and upper-level executives and who are members of the executive board and responsible for strategic leadership of one or several companies, business units, divisions, areas of business or important operational areas. It is also the seminar for people who are being groomed for an upper management position and want to be better prepared for it.

STRUCTURE

Part 1: This is a 4-day seminar for top executives about general management, business strategy and executive leadership.

Part 2: This is a 4-day seminar about financial management and important topics concerning financial management from the standpoint of executive management.

BENEFITS OF THIS PROGRAM

You will enhance your learning – from the perspective of a corporate executive – about which rules, guidelines and strategic objectives to set, and which are vital for helping you effectively guide your company.

PROGRAM CONTENT

PART 1: PROFESSIONAL MANAGEMENT

How can you ensure sustainable success of your company? This seminar will deepen your knowledge about the principles for survivability and long-term prosperity. It also deals with important factors and aspects of control that make up professional management.

Strategic Management of a Company

Strategic management – what are the essential guidance and control tasks of general management?

Business Mission

Here we enhance your knowledge about determining company identity and main objectives. How to make

your business mission a communicable message for understanding what the company does. We help you learn even more about creating guidelines for business activity.

Values, Ethics and Corporate Culture

As an executive you know how moral concepts serve as the ethical, moral parameters for your business operations. We help you sharpen your skills at working-out binding values and setting rules for value management.

Owner Strategy

What are the personal motivations of the owner or your company? We enhance your abilities to ensure interaction of owner and corporate strategies. And we can help sharpen your eye for recognizing possible areas of conflict at an early stage and how to find common ground.

Corporate Culture

What programs can you use to optimize the chance to develop that kind of corporate culture that is what your staff wants? We help you enhance your ability to manage corporate culture for a purpose.

Corporate Structure

The organizational structure of your company offers you a vital opportunity to intervene in its operations and development. We give you insights into the most important structural options, their pros and cons and into filling key positions within your company.

Code of Conduct

The relationship between corporate leadership and all downstream operations should be controlled by binding rules and a code of conduct.

Autonomy and the Freedom to make Decisions

Which is better, decentralization or centralization? We give you the pros and cons of both management philosophies so you can find just the right level of self-organization and autonomy.

Centralization where Necessary

It's not easy to develop the necessary management logic to control things „from above.“ We help you recognize even better when centralized leading is necessary and makes sense. We help you take advantage

of synergies, apply the power of the group to business operations, and show you the best forms of centralized controlling and risk management.

Building a Corporate Strategy

What are the components of a professionally created corporate strategy? We give you insights from strategy theories. This will sharpen your skills at organizing your company for sustainable growth, value enhancement and profitability.

Strategic Guidelines

What guidelines need to be defined by top management? This is important, as strategic guidelines point the way for downstream management levels.

Strategic Target-Setting

We can help you be even better at formulating ambitious but realistic objectives for growth, at enhancing the value of your company, its profitability and strategic positioning within the competitive environment.

Strategic Leadership

This is about the principles and organizational tasks of strategic leadership. About leading at executive level. We'll help you ensure that collaboration is based on trust, mutual respect and working on common goals and results.

Brand Strategy

If you see your company as a brand, then its owner, top executives, and press officers are also company ambassadors to the public. We give you insights into how to manage the brand strategy of your company.

Communication

Executive communication – the instruments, objectives, challenges. How do top executives communicate? How should you deal with members of the media?

Strategic Controlling

You need the right controlling instruments and a very well thought-out risk management, if you are going to work based on trust and when defining competencies and responsibilities in your company.

PART 2:

Managing Financial Prosperity

This is about portfolio management and active results management, about value and performance-oriented general management techniques.

Managing Finances

Financial decisions affect corporate management. We focus here on EBIT and results management and one developing a program to increase profitability.

Capital Requirements and how to Finance Them

Investment and divestment. Here you'll learn how to reduce capital expenditures and optimize investments.

Corporate Value

What drives corporate value? We cover the important topics determining sustainable increase of corporate value. What program can you use to increase your company's value?

Mergers & Acquisitions

Purchasing and selling companies, and fusion management. What you as an owner, top executive or manager must know about mergers and acquisitions.

KEY DETAILS

No.	Date	Location
ZN 1410	Part 1: Feb 24 – 27, 2020	Lucerne, CH
	Part 2: Mar 09 – 12, 2020	Berlin, D
ZN 1420	Part 1: Feb 24 – 27, 2020	Lucerne, CH
	Part 2: May 11 – 14, 2020	St. Gallen, CH
ZN 1430	Part 1: Oct 19 – 22, 2020	Hamburg, D
	Part 2: Dec 07 – 10, 2020	Hamburg, D
Fees:	CHF 9,900.– / EUR 9,400.–* plus VAT	
Program length:	8 days	
Registration:	www.zsom.ch/zn14 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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over 1000

Signature _____

Date _____

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