

SENIOR MANAGEMENT PROGRAMM

HOW THE PROGRAM IS STRUCTURED

It's a three-part course for experienced corporate executives seeking to learn more about new strategic company-management techniques and to gain new impetus for tackling their own management tasks.

WHO SHOULD TAKE PART

Charismatic managers with years of experience, who want to optimize even further their impact as an executive at their place of business.

PROGRAM

Part 1:

The first part of the program is a 4-day seminar about things of primary importance for the successful holistic management of a company – primary values, corporate policy, vision, strategy and structure, achieving excellence, performance management. All these subjects are taught with a focus on increasing internationalization, globalization and digitalization.

Part 2:

The second part of the program is a 4-day seminar about the fundamentals of leadership and management from the perspective of CEOs, executives and managers responsible for company performance.

Part 3:

The third part is a 4-day program module focusing on the most important facets of successfully managing financial success.

WHAT ADDED VALUE DOES OUR SEMINAR CREATE FOR YOU

The Senior Executive Program offers the latest concepts about results-oriented business management techniques. But this is not all. These new methods – and the scientific results and practical experiences about them that you learn about in the seminar – let you evaluate and refine your own ideas and concepts as well.

METHODOLOGY

- Knowledge transfer by prominent, professional instructors/coaches
- Learning through real-world case studies
- Sharing experiences
- Discussing your ideas and thoughts with our coach

SEMINAR TOPICS

Creating processes for making corporate policy decisions

- The most important factors in creating this process
- Corporate policy as a management instrument
- How to develop corporate policy

General principles and business mission

- Creativity and vision – vital to successful business practices
- General principles as a guiding management instrument

Corporate vision

- Business concepts about markets, customer needs, technologies, the general business environment and future competitive structures
- Always looking for new ways to deliver added value to the customer is necessary for sustaining the profitability and viability of a company

The primary values of a business owner

- Should reflect generally-acknowledged ethical and moral principles
- Should support normative management techniques
- How values influence the direction of company development

Strategic objectives

- Setting objectives to achieve company profitability
- Determining market positioning for today and tomorrow
- Positioning the company for success, defining core competencies
- Creating a corporate identity and mission statement

Corporate strategy

- How to determine the best strategy for my company
- Looking for effective business models
- Innovation and lack of continuity as challenges
- How to master strategic changes

Strategies for conducting business

- Future-oriented business strategies
- Prioritizing and focusing on your core business
- How to deal with ever-increasing complexity

Managing the corporate brand

- What does the company stand for?
- What makes it valuable and unique in the eyes of the customer?
- Expanding the brand means growth and new business
- Successful brand management: real-world examples

Leadership

- The executive's role in company leadership – alternatives and recommendations
- Motivation concepts
- The dynamics of entrepreneurship

Management Principles

- Management principles for leading from above
- The balance between centralized management and decentralized self-management
- The right mixture of trust and control
- To understand yourself as being a leader

Increasing the value of your company

- The importance company value
- Sustainable value enhancement as foundation of survival
- Assessment approaches, real-world examples
- Managing value drivers

Financing

- How to safeguard sufficient liquidity
- Financing growth and advances in innovation
- Systematic preparation for rating models of banks
- How to include the logic of the financial markets in your deliberations

How to realize an increase in the value of your company

- Mid or long-term principles for the purchase/sale of a company or parts of a company
- Requirements for adequate realization of company value
- Special topics: IPOs, management buyouts, private equity

Controlling as a management task

- Financial controlling
- What information do executives really need for financial development?
- How to evaluate financial data and use this to ensure objective achievement

KEY DETAILS

No.	Date	Location
ZN 2110	Part 1: Feb 17 – 20, 2020	Cologne, D
	Part 2: Mar 30 – Apr 02, 2020	Hamburg, D
	Part 3: May 11 – 14, 2020	St. Gallen, CH
ZN 2120	Part 1: Mar 16 – 19, 2020	Davos, CH
	Part 2: Jun 22 – 25, 2020	Boston, USA
	Part 3: Oct 12 – 15, 2020	Flims, CH
ZN 2130	Part 1: Aug 24 – 27, 2020	St. Gallen, CH
	Part 2: Sep 14 – 17, 2020	Boston, USA
	Part 3: Oct 19 – 22, 2020	London, GB
ZN 2140	Part 1: Oct 05 – 08, 2020	Boston, USA
	Part 2: Nov 09 – 12, 2020	Hamburg, D
	Part 3: Dec 07 – 10, 2020	Hamburg, D
Fees:	CHF 12,900.– / EUR 11,900.–* plus VAT	
Program length:	12 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

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 _____

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