

KEYNOTES & IMPULSE

Set impulses.  
Live on Site.



MANAGEMENT SCHOOL ST.GALLEN ■  
CORPORATE PROGRAMS

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## The stage is set for your impulse event

Enhance your expertise with new and stimulating ideas. In our short events, experts from research and business offer you a long-term understanding of significant developments, thereby helping you to recognize new perspectives. Whether for an hour or a whole day, whether a keynote speech or an interactive workshop: our Impetus Events are a sustainable highlight and offer genuine opportunities for dialogue and networking with like-minded colleagues.

### Personal consultation

Do you have questions about our Corporate Programs? Stephanie Kropf, Program Director, will be delighted to provide a consultation or customized offer.

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### SERVICE PORTFOLIO

Four paths, one goal – your success. Better knowledge and better skills constitute tomorrow's raw materials. But decisive competencies differ from one company to another. This is why our Corporate Programs are specifically geared to your business and your strategy. What can St.Gallen do for you? Choose inhouse training that suits you, from our four competence areas:

#### Inhouse seminars and training

Do you want to avoid off-the-shelf training solutions for your company and instead focus on practical programs and teaching modules – with content, format and methods that successfully align company objectives with personal goals? St.Gallen provides you with the solution.

#### Leadership development

Which new skills do your managers and staff need to develop? Ideally, for an organization and its people to develop, their potential needs to be identified and fostered. We offer the fundamentals to do this with our practical and reliable St.Gallen Leadership Development Programs.

#### Corporate conferences

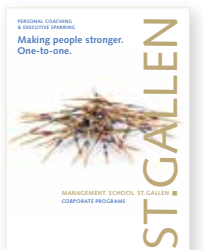
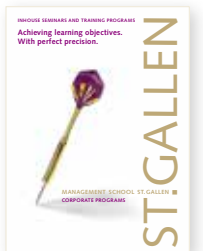
Do you want to transform your corporate event into an inspiring platform for knowledge and dialogue? We will help you to convey the information which is important to you in a format which is right for the participants, thereby making an intelligent link between Knowledge Management and Relationship Management.

#### Personal coaching and top executive sparring

Do you want to take your company's people strengths to a new level? Whether overseeing individual managers or supporting whole teams: our internationally experienced coaches will act as sparring partners to point your company and personal development in a clear direction – one which is perfect for everyone.

#### Keynote speeches and impulse workshops

Enrich your existing know-how with new impulses. In our short events, our experts keep you up-to-date on the latest trends and provide new perspectives. Whether for an hour or a day, whether as a keynote speech or an interactive workshop: our impulses set a lasting highlight and provide real opportunities for a dialogue with like-minded people.





# Keynote Speeches

A good speech conveys knowledge that sticks. Gain maximum inspiration in minimal time. Whether you want an extra for a workshop, a presentation on trends for your client event, an after-dinner speech or a topic-specific contribution to a trade conference – our keynote speeches are delivered by experts from research and business practice and provide an informative and stimulating highlight with a lasting impact.

Which topic lies at the top of your agenda? You can select your keynote speech from a wide range of topics and a pool of top-class speakers. This ensures that the duration and content can be individually adapted to the demands of your target audience.

## St.Gallen's expertise in compact form – examples of leadership impulses

### Effective leaders

Leadership & Management

### Mindful Leadership

Mindfulness and leadership

### Resilience

Personal and corporate resilience as a key to leadership

### Blue Ocean Leadership

Shaping the focus of tomorrow's leadership in the here and now

### The Spirit of Harmony

Orchestral leadership and management

### Elevator Pitch

The great art of brevity – convincing in a matter of seconds

### Storytelling

Convincing through stories

### Lead Positive!

How do you put "positive leadership" into practice?

### Leading Leaders

Management culture in new constellations

## Examples of trend and management impulses

### Examples of digitalization impulses

#### New Work

The future work environment

#### Digital Leadership

Leading in times of digital change

#### Lean Startup

Learning from innovators and business founders

#### Digitalization of Business Models

Leading business transformation

#### Corporate Influencer

Staff as ambassadors for their company

#### Networking in digital times

Creating and using networks and contacts

#### New Marketing

Social media, digital communication & digital networking

#### Social Innovation

Ecosystems for new business models

#### Digital countertrends

Trends and countertrends in digitalization

### Examples of management and innovation impulses

#### Business one, two, three, four, zero?

Ready for business transformation?

#### Design Thinking

Innovation methods for the future

#### Lateral Thinking Session

Shake up old ways of thinking, remove your blinkers and abandon well-trodden paths

#### Agility & Dynamism

Use agile methods to inspire innovation

#### The Company in Times of Change

Holacracy and co.

#### Culture of the Future

Culture, leadership, digitalization

#### Innovation Journey

Your business reflected in trends, innovation and new rules of play

#### Networked Thinking

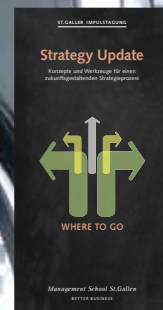
Dealing effectively with complexity



# St Gallen's Impulse Days as a Corporate Program

## Your return on St Gallen education

- only learn from the best
- stay ahead of events
- accelerate the future



### Strategy Update

Concepts and instruments for a future-shaping strategy process



### Next Level Business

Innovative business models in the digital era



### Leading Finance and Control into the Future

Fiscal management amidst conflicting fields of digitalization and market orientation



### Sales Future Now!

Switch to the future in sales and distribution



### Procurement 2025

Future-oriented concepts, processes and instruments for strategic and operative procurement



### Blue Ocean Leadership

For more clarity and drive in day-to-day management tasks



### Change Day

How to conquer the world of VUCA



### Agility, Stability, Reality

Business in conflict between renewal and preservation



### Think Digital

Recognizing and using digital opportunities



### Lead Digital

Understanding and practicing new leadership



### Go Digital

Learning journey into the start-up scene



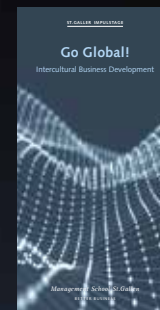
### Culture, Leadership, Digitalization

Establishing and embedding future-oriented culture



### Purpose-driven Company

Make way for the company of the future



### Go Global! Intercultural Business Development

Strategy check for your internationalization process

[www.mssg.ch/internationalisierung](http://www.mssg.ch/internationalisierung)



### Deciding for Decision-Makers

St.Gallen's problem-solving methodology

[www.mssg.ch/entscheidungs-methodik](http://www.mssg.ch/entscheidungs-methodik)



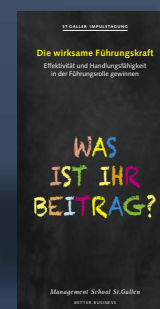
### Leading Leaders

Pathways to good leadership culture



### Leading People - Leading Emotions

Emotion management as key competence for self- and team-coaching



### The Effective Leader

The ability to be and act effectively in a management role



### Storytelling

Using storytelling to convince

[www.mssg.ch/storytelling](http://www.mssg.ch/storytelling)



### Resilience

Emerging strengthened from crises and change



### Self-Leadership

Reacting calmly, expediently, confidently



### Elevator Pitch

Fewer words, more impact



### Power and Presence of the Voice

Using expressive language and voice to convince

## St.Gallen's Impulse Days as Corporate Program

Align our impulse days to your company's competence requirements and book St.Gallen's impulse days as a company-specific event. Book a complete package which comprises the following services: collaborating with the lecturer on the program design, preparation and follow-up for the event, whole-day implementation and facilitation of the impulse day for up to 10 people.

Guide prices for your in-house St.Gallen impulse workshop

### Variation 1

#### Tried and tested standard program

Our well-established program for businesses requiring wide range of content and limited customization.  
CHF 6,300 | EUR 5,600

### Variation 2

#### Customized Program

Program tailored to requirements for businesses with particular needs in terms of topics and target groups.  
CHF 7,300 | EUR 6,500

**How may we add more value  
to your events?**

**MANAGEMENT SCHOOL ST.GALLEN**

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