

# Strategy and Change-Management in Turbulent Times

Date: 19th May 2009

Place: Warszawa, Le Meridien Bristol

Organised by: Swisschamber Poland in cooperation with the  
University of St.Gallen, under the patronage of Forbes



**Forbes**

## WORKSHOP ON STRATEGY AND CHANGE-MANAGEMENT IN TURBULENT TIMES: CONTENT

### PRINCIPLES OF STRATEGIC MANAGEMENT: MANAGING THE CRISIS

- principles of strategy development (who before what before how)
- principles of leadership (preview/review, plan, do, feedback)
- principles of communication (expectation management)

### PUTTING STRATEGY INTO ACTION IN A DYNAMIC ENVIRONMENT

#### **Groupwork "Process portfolio"**

- Focusing on doing the right things
- Focusing on efficiency

### MANAGING THE CRISIS WITH CHANGE MANAGEMENT

#### **Groupwork "4 room model"**

- the 4 phases of changes (emotional human aspects of changes)
- leadership tasks within the 4 phases of change
- principles of communication (solution oriented negotiation)

### LEADERSHIP CHALLENGES IN TIMES OF CHANGE AND CRISIS

#### **Groupwork "Time"**

- decision making process in turbulent times
- time management in turbulent times
- to set the right priorities

## TRAINER: Dr. Mathias Müller



Dr. Mathias Müller, born in Switzerland (1969) is director of the Transfer Center Health & Care Management at the Institute of Management at the University of St. Gallen.

He studied business administration at the University of St. Gallen and earned his doctoral degree in 1999. Since then, he has been lecturing at several universities in Switzerland, Germany and Austria.

He is a co-founder and managing partner of the Management Support Company PRO4S&Partner in Switzerland and was consulting and teaching such companies as ABB, Allianz, Dresdner Bank, Ford, IKEA, SAP and Siemens.

Swiss business schools are internationally respected for their excellence in bringing the best of research to business. In fact, a great number of leading international concerns have used their knowledge and services to develop new solutions.

The Swisschamber Poland cooperates with the University of St. Gallen, one of the highest-ranked business schools in Europe, to enable Polish companies to benefit from the Swiss experience.

**Shaping the future of your company, venturing and planning a change - these are the skills to freshly launch your business in turbulent times. The training will show you the opportunity of the crisis and how a company may benefit best.**

## UNIVERSITY OF ST. GALLEN -FACTS AND FIGURES

Featuring the largest business administration faculty in Central Europe, the University of St. Gallen is widely recognized as an international centre of excellence for practice-oriented business education. Alumni hold leadership positions in most major European multinational companies.

Leading business publication Wirtschaftswoche has ranked it the number one business school in Europe. It has also been ranked first in a survey of business schools in Switzerland, Austria and Germany conducted by SwissUP. In 2006, its executive education programs were rated as the best in German-speaking Europe by the Financial Times.

The university's programs have earned the endorsement of leading international quality-assessment bodies for management and business schools. These include the European Quality Improvement System (EQUIS) and its American counterpart, the Association to Advance Collegiate Schools of Business (AACSB).

For more information visit [www.unisg.ch](http://www.unisg.ch) or [www.es.unisg.ch](http://www.es.unisg.ch)

## TARGET GROUP

- Entrepreneurs
- Board Members
- Executives
- Project Managers

with experience with strategic change initiatives, reorganisation projects and process optimisation.

## HOW WILL THE WORKSHOP BENEFIT YOU AND YOUR COMPANY?

- 01 you will learn the principles of strategic management and change management in turbulent times from one of the leading researchers from the University of St. Gallen.
- 02 you will learn the core competences, which leaders need to plan and implement strategic change initiatives in their companies.
- 03 you will learn about the rational and emotional human aspects of strategic change processes and how they are able to influence these aspects.
- 04 you will work on practical cases and get involved in discussions and exchange information, ideas and perspectives with the trainer and participants.

**Place:** Le Meridien Bristol, Warszawa, Krakowskie Przedmieście 42/44

**Date:** 19th May 2009

**Time:** 1 day, 9.00-17.30

**Number of participants:** 20

**Language:** English

**Participation fees:**

3800 zł (+22% VAT) for members of the Swisschamber Poland

4300 zł (+22% VAT) for other companies

**The participation fee includes:**

training materials, lunch, parking place (on request)

**For more information please contact:**

Katarzyna Kołowiecka

Swisschamber Poland

Al. Jana Pawła II 15,

00-828 Warszawa

tel. +48 22 679 79 79,

fax +48 22 697 79 80,

[swisschamber@swisschamber.pl](mailto:swisschamber@swisschamber.pl)