



StGallen imt
Business School



imtschool.ch

Your Future:
Slow Lane or Fast Lane?



CAS StGallen Management Programm

Certificate in Management for Practitioners

2025/2026

AI Transformation – now an integral part of the curriculum

CAS StGallen Management Programm

Certificate in Management for Practitioners

CONCEPT

The CAS program «St.Gallen Management» provides a comprehensive understanding of modern corporate management and bridges knowledge with practice. It is built on four pillars:

Seminar Modules

In four modules of three days each, participants gain the key success factors of effective leadership: strategy, leadership, marketing & sales, and finance.

Executive Coaching

In small groups, participants deepen their learning with a personal coach and apply insights to their individual professional challenges.

Transfer Projects

For each module, participants develop a practice-oriented transfer project that advances a concrete initiative within their organization – guided by their coach.

Self-Learning Modules

In addition, four digital learning

modules with case studies and review questions are available to help consolidate and reinforce the acquired knowledge.

PARTICIPANT PROFILE

For CEOs, future executive board members, senior leaders and entrepreneurs who hold overall responsibility or shape key decisions in central functions.

4 MODULES

General Management / Strategy

St. Gallen approach: connecting strategy, leadership, innovation, finance and culture. Implementing resilient business models and leveraging AI for growth.

Inspirational Leadership

Leadership means shaping the future: acting with clarity, accountability and reflection; applying AI, agility and resilience while building on humanity, strength and trust.

Marketing and Sales

Customer orientation: understanding needs and identifying trends with AI. Aligning sales and brand,

managing customer value and pricing effectively.

Financial Leadership

Financial leadership: understanding numbers, steering impact and shaping the future. Using AI for transparency, forecasting and sound decision making.

AI TOOLS - ST. GALLEN CONCEPT

A key focus of the CAS program is the integration of artificial intelligence. We demonstrate how AI accelerates analysis, supports strategy and strengthens business models. Participants learn how to identify market opportunities more quickly, enhance operational excellence and foster effective leadership. In addition, they train to anticipate needs for action at an early stage and to develop concrete action plans – based on the St.Gallen Management Concept.

A CAS program with minimal theory and maximum practice – a promise we stand by!



Christian Abegglen
Prof. Dr. Christian Abegglen
Programmdirektor
StGallen imt Business School

LOCATION

St. Gallen – Management Valley

DURATION & ECTS-CREDITS

4 modules of 3 days each +4-day Deep Dive/Coaching – 20 ECTS / Certificate

INVESTITION

CHF 12,400 plus 8.1% VAT

LANGUAGE

Modules in German or English

START DATE

Flexible – modules may be taken in any order.

NETWORK

StGallen imt Alumni Network

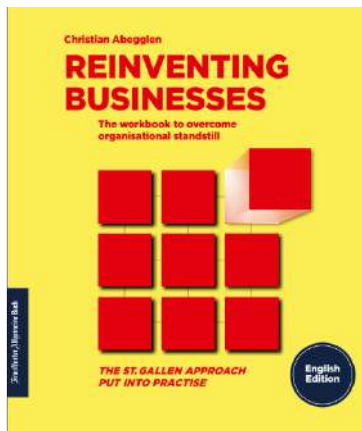




MODULE: General Management - Integrated Management & Strategy

The St.Gallen Approach

- General management means understanding and steering the organization as an integrated system.
- The St.Gallen Management Concept serves as a guiding framework for setting priorities and achieving results.
- Holistic corporate leadership: from strategy to culture, linking finance, markets, organization, and people.
- Recognize the connections between normative, strategic, and operational levels — and turn insight into action.
- Management as a leadership responsibility in disruptive markets.
- Develop entrepreneurial thinking as a core competence.



Strategic Management

- Apply the St.Gallen approach to strategy development: analyze markets, identify trends, and seize opportunities.
- Design resilient business models.
- Prepare and support strategic market expansion and secure competitive advantages through clear positioning.
- Consider international perspectives and global markets.

Leadership & Change

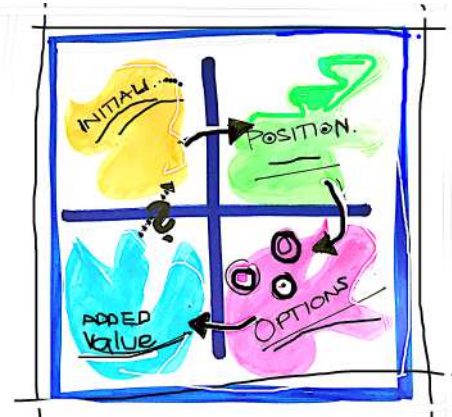
- Align organizations for transformation.
- Rethink structures, processes, and governance models.
- Apply change management tools in a practical, results-oriented way.
- Understand culture as a key success factor for transformation.
- Turn transformation from concept into implementation.
- Clearly define leadership roles in the change process.
- Identify the key success factors for sustainable change.

AI & Innovation

Harness technological innovation without losing perspective:

- Understand the impact of AI in general management.

- Use AI-driven analytics for markets and organizations.
- Leverage digitalization as a driver of efficiency and growth.
- Develop and test innovative business models.
- Combine traditional methods with modern technologies.
- Explore opportunities in platform economies, FinTech, and blockchain.



Risk Management

- Develop early-warning systems and scenarios, and integrate risk and opportunity management.
- Avoid tunnel vision and false causalities.
- Build resilience on individual, organizational, and market levels.
- Find the right balance between stability and agility.
- Prepare and train crisis management systematically.

General Management Integrated Management & Strategy

PROGRAM DATES

2025

May 5–7, 2025
St. Gallen | German

July 28–30, 2025
St. Gallen | English

October 6–8, 2025
St. Gallen | German

2026

April 20–22, 2026
St. Gallen | German

July 27–29, 2026
St. Gallen | English

Oktober 5–7, 2026
St. Gallen | German



MODULE: Inspirational Leadership – Leading in the Age of AI

Leading vs. Managing

Leadership is more than an organizational chart – it is attitude and responsibility. Managers manage the present; leaders shape the future.

- Gain clarity on the difference between leading and managing
- Focus on what truly matters in an environment full of distractions
- Provide orientation by anchoring mission, values, and guiding principles
- Reflect on your own impact as a leader
- Use feedback to further develop your leadership role
- Take responsibility, even when decisions are uncomfortable

Personal Leadership Strength

Success does not come from doing everything yourself, but from resonance and multiplication.

- Understand what true authority means: contributions that others genuinely need
- Identify and develop talent to create freedom and growth
- Deal confidently with conflicting demands
- Address underperformance effectively and constructively

- Combine empathy, clear thinking, and decisiveness as multipliers of leadership impact
- Create resonance: understand leadership as a dynamic relationship between leaders and their teams

Leadership in the Age of AI

Artificial intelligence is transforming processes, structures, and communication. Leadership must provide answers to the questions of tomorrow.

- Understand AI and digitalization as the new rules of the game
- Use technology as a tool, not a substitute for leadership
- Strengthen creativity, critical thinking, and humanity as counterbalances
- Lead organizations with a future-oriented mindset: interpret weak signals and challenge routines
- Address strategic questions in the algorithmic age: what remains uniquely human in leadership?
- Develop the capability to empower teams through AI – not to replace them

Pitfalls and Barriers

Leadership also means recognizing patterns and avoiding common cognitive traps.

- Local optimization, false causality, and policy resistance – classic pitfalls in new forms
- Psychological mechanisms that block effective leadership in everyday practice
- Designing workflows and processes that create clarity rather than confusion
- Maintaining trust when decisions are influenced by data and algorithms
- Resolving conflicts constructively and using diversity productively
- From the success trap to future readiness – thinking beyond the status quo

Productivity, Agility, Resilience

Excellent leadership means breaking free from everyday chaos and creating space for future impulses.

- Break through operational busyness, constant disruptions, and meeting overload
- Use delegation as key to relief and multiplication of impact
- Develop talents who can take ownership and responsibility
- Leverage agility, resilience, entrepreneurship, and startup mindset as competitive advantages
- Foster a culture that rewards change, productivity, and performance

- Gain personal clarity about your own leadership style and its impact

FROM KNOWLEDGE TO IMPACT

Leadership creates impact when it's put into action – together.

- Turning case studies and best practices into measurable results
- Developing a personal 30/60/90-day leadership plan for lasting impact

Inspirational Leadership – Leading in the Age of AI

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St. Gallen | English

October 9–11, 2025
St. Gallen | German

2026

April 23–25, 2026
St. Gallen | German

July 29–August 1, 2026
St. Gallen | English

October 8–10, 2026
St. Gallen | German



MODULE: Marketing, Sales, Brand & Communication

Customer Centricity

- Decode customer needs through behavioral insights
- Systematically analyze customer journeys
- Segment target groups by values, motives, and behavior
- Apply AI-powered tools for market and data analysis
- Translate relevant insights into actionable strategies
- Understand buying decisions through psychological triggers
- Detect emerging trends and weak signals early

Sales Management

- Achieve impactful positioning by aligning sales and brand strategies to be customer-focused and future-oriented
- Strengthen brand identity and market positioning
- Tailor sales strategies to specific markets
- Design customer value propositions and pricing models
- Combine sales and communication channels effectively
- Manage and connect touch-points consistently
- Use the brand as a trust anchor and growth driver
- Measure effectiveness via KPIs and brand controlling

- Marke als Vertrauensanker und Wachstumstreiber nutzen
- Wirkungsmessung durch KPIs und Marken-Controlling

Mastering Market Development

- Structure and interpret competitive analyses
- Sharpen positioning against competitors
- Anticipate market dynamics and disruptions
- Adapt organizational models to market shifts
- Link strategic marketing with corporate strategy
- Build resilience against price pressure and substitutes
- Drive market expansion internationally and in niche segments

Brand Leadership & AI

- Integrate digital tools and AI effectively to enable data-driven decision-making
- Implement AI in marketing processes for personalized engagement and automated communication
- Automate and manage content generation
- Deliver real-time personalization
- Apply social media analytics strategically

- Address AI ethics and data protection responsibly
- Balance human creativity with technological capabilities
- Use AI as an enabler of customer centricity

Innovation & Transformation in Marketing

- Rethink marketing and embed it within digital transformation
- Use digital platforms as growth drivers
- Apply agile marketing methods (Scrum, Kanban) effectively
- Establish innovation hubs and promote co-creation with customers
- Utilize design thinking for customer-oriented solutions
- Integrate innovation processes into overall corporate strategy
- Embed sustainability and purpose in brand leadership
- Shape change management in marketing successfully



KNOWLEDGE & EXCHANGE

- Translating best practices into your own marketing concepts
- Exchanging ideas with executives from marketing, sales and communications

Marketing, Sales, Brand & Communication

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2025

June 23–25, 2025
St. Gallen | German

August 4–6, 2025
St. Gallen | English

December 1–3, 2025
St. Gallen | German

2026

June 15–17, 2026
St. Gallen | German

August 3–5, 2026
St. Gallen | English

November 30–
December 2, 2026
St. Gallen | German



MODULE: Financial Management

– Financial Leadership

Leading Financial Performance with Clarity

Financial leadership goes beyond numbers – it's about seeing connections, understanding dynamics, and shaping the future with foresight.

- Turn financial data into actionable insights
- Master the principles of modern finance and accounting
- Align key figures with strategy and organizational goals
- Connect balance sheet, income statement, and cash flow perspectives
- Achieve clarity and confidence in financial decision-making

AI & Analytics

Artificial intelligence and advanced analytics are transforming financial management — creating new levels of transparency, foresight, and control.

- Apply AI tools for forecasting and scenario modeling
- Recognize patterns early and build predictive alert systems
- Spot and interpret deviations faster and more accurately
- Automate reporting and controlling processes
- Assess the limits of AI in finance and use it responsibly

Measuring and Managing Impact

Financial excellence lies in the ability to measure, improve, and sustain performance over time.

- Make informed investment and liquidity decisions
- Use cash flow management as a key control instrument
- Increase value creation while avoiding misaligned incentives
- Apply cost accounting and budget control effectively
- Conduct performance simulations to compare strategic options

Ensuring Stability

Financial leadership also means recognizing risks and building resilience.

- Avoid common pitfalls in financial management
- Identify false causalities, short-term effects, and policy resistance
- Use risk and opportunity management as a leadership instrument
- Balance sustainability and stability within the financial system
- Build resilient structures that withstand crises

Innovation & Transformation – Rethinking Finance

Leverage new digital developments in finance. Combine proven financial methods with innovative approaches to create future-ready solutions.

- Understand digitalization as a driver of modern financial processes
- Integrate innovative tools with traditional financial methods
- Explore opportunities in FinTech, blockchain, and automation
- Challenge routines and experiment with new management models
- Develop future-ready structures for dynamic markets



EXECUTIVE INSIGHTS

- Case studies and best practices applied to your own company
- Personal financial roadmap: 30/60/90-day plan
- Exchange with executives under decision-making pressure

Financial Management – Finanzielle Führung

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2025

June 26–28, 2025
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August 7–9, 2025
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2026

June 18–20, 2026
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Module Schedule Overview

Flexible scheduling: Choose your preferred session for each module. Two modules can be completed within one week.

General Management Integrated Management & Strategy



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Marketing, Sales, Brand & Communication



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DEEP DIVE & COACHING – DIRECT PRACTICE TRANSFER

Individual sessions for personal coaching, practical reflection and targeted implementation planning.

PLUGANDPLAY



Johnson & Johnson

MUTARES

DATRON

mobileup



WITTENSTEIN



CORPORATE PARTNERS

Registration

We look forward to your participation!

You can register conveniently by email or by post.

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9000 St. Gallen, Switzerland

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Phone: +41 71 277 60 00

Program Title

Phone

Given Name / Family Name

Email

Date of Birth

Company / Organization

Street / No.

Job Title

Postal Code / City

Country

Place and Date

Signature

Send registration to: info@imtschool.ch



StGallen imt

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Management Excellence from the St.Gallen Valley

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MBA-For Executives
– Fast Track Programm –
in einem Jahr zum MBA!

Die besten
Strategien
mit
Power
gekönt
umsetzen

2026-27

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THE ST. GALLEN TABLEAU
BUSINESS!



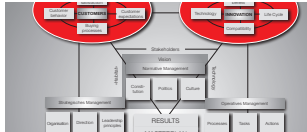
General Management

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Inspirational Leadership –
Führen im AI-Zeitalter

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AI for Managers – Aug-
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**REINVENTING
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