

INTENSIVE SEMINAR

AI-Enabled Business Transformation

Optimize processes, shape change and decide with artificial intelligence

Six days for processes, decisions and change. Combining human judgment and machine intelligence with confidence.

LOCATION	DURATION	LANGUAGE	INVESTMENT
St. Gallen	6 days	DE / EN	CHF 3,900

INTENSIVE SEMINAR

KEY FACTS

LOCATION

St. Gallen

DURATION

6 days · optional with ECTS

LANGUAGE

German / English

TARGET GROUP

Managers, emerging leaders, entrepreneurs

INVESTMENT

**CHF 3,900
plus 8.1% VAT**

NETWORK

StGallen imt Alumni

STRUCTURE

Modules build on one another. The result: your personal playbook for processes, decisions and change.

ACCREDITATION

Optional with ECTS accreditation.

ST. GALLEN INTENSIVE SEMINAR

Shape processes more clearly. Decide on a sounder basis. Lead change effectively.

Six days for processes, decisions and change.
Combining human judgment and machine intelligence with confidence.

AI is changing the reality of leadership and change

Process Mining, Predictive Analytics and generative models are changing how decision-makers analyze workflows, identify bottlenecks and assess automation – and how they inform, delegate and decide.

Rising complexity, accelerating cycles

Basing processes and change on project plans and established routines alone means losing pace, precision and acceptance. Basing leadership on intuition alone means losing impact.

The St. Gallen approach to AI-supported leadership in change

Bringing process optimization, change leadership, management and AI together systematically – impact-oriented, ethically reflected and fit for practice.

WELCOME

Grüezi and a warm welcome!

On behalf of the StGallen imt Business School, it is a great pleasure to welcome you to our executive seminar "AI-Enabled Business Transformation".

Artificial intelligence is changing the way we lead, decide and create value – fundamentally and irreversibly. This seminar gives you the tools, the methods and the mindset to use AI as a strategic partner in your day-to-day leadership.

"The greatest danger in times of turbulence is not the turbulence itself, but to act with yesterday's logic."

PETER DRUCKER

Our aim: you leave not only with knowledge, but with concrete solutions you can apply immediately to your daily challenges. I look forward to welcoming you personally in St. Gallen.

Prof. Dr. Christian Abegglen

President & Academic Director
StGallen imt Business School



Bringing processes, leadership and artificial intelligence together systematically

Processes determine cost, quality, speed and customer experience. They are the place where strategy actually happens – and at the same time the place where change most often gets stuck. Because every optimization intervenes in established structures, roles and habits.

The intensive seminar combines two management seminars of the StGallen imt Business School: “Process & Change Management” and “AI for Managers & Executives”.

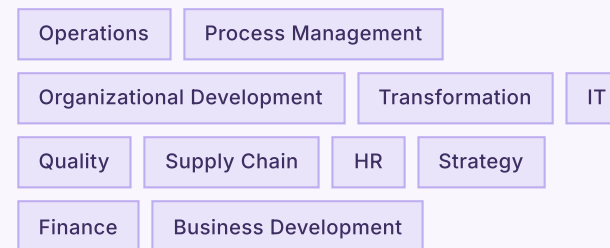
Building on the St. Gallen understanding of integrated leadership, process analysis, impact measurement, automation and change architecture are aligned with Decision Intelligence, data literacy and personal leadership routines – and linked with strategy, culture and digital transformation.

Methods, case examples and transfer work result in your personal playbook for processes, decisions and change.

One focus is on the concrete use of new analysis tools: Process Mining, simulation, impact analyses and early-warning systems. Added to this is AI for scenario analyses, investment decisions, delegation and communication.

For leaders who improve processes and integrate AI into their leadership practice

The intensive seminar is aimed at managers and emerging leaders, project and programme leads and specialists from these functions:



It focuses on people in charge who want to improve processes noticeably, steer change initiatives effectively through the organization and integrate AI confidently into their decision-making practice.

CORE OF THE SEMINAR

Process analysis, impact measurement, automation and change architecture – aligned with Decision Intelligence, data literacy and personal leadership routines.

RESULT

A personal playbook for processes, decisions and change – from methods, case examples and transfer work.

IN FOCUS

People in charge who want to improve processes noticeably, steer change initiatives effectively and integrate AI confidently into their decision-making practice.

PROGRAMME PROGRESS



Opening: processes, change and Decision Intelligence.

METHODOLOGY

Clear principles, tools, case examples and transfer work – each module with clearly defined focus areas.

DURATION

Six seminar days in St. Gallen, in German or English.

From process analysis to transfer

Processes, leadership and change rethought with AI

AI-based models become part of your everyday work – as sparring partner, analysis tool and assistant. You combine classic process, change and leadership thinking with data-based methods and gain time for what really matters.

FOCUS AREAS

- Understand the role and impact of AI in process optimization, change leadership and day-to-day leadership
- Use AI as a sparring partner, analysis tool and assistant
- Combine experience, process knowledge and intuition with data
- Redesign decision architectures for complex change questions
- Make your own working routines more efficient with AI tools
- Delegate tasks sensibly to AI – and stay present where presence is irreplaceable
- Consistently avoid misreading process and performance data
- Win back time for strategic change work

The modules build on one another and combine process optimization, change leadership, Decision Intelligence and concrete AI application. The following pages lead through the entire programme with all its focus areas.

Decision Intelligence – faster to clear decisions

Data-based methods change how you handle process information, weigh options and take decisions. The quality, speed and consistency of your decisions improve measurably – without any loss of care.

FOCUS AREAS

- Integrate data-based systems into change and decision-making processes
- Use Predictive Analytics and scenarios to spot developments earlier
- Use simulations for capacity, throughput-time and risk decisions
- Separate relevant metrics from irrelevant – focus on what matters
- Prioritize change initiatives by effort, impact and risk
- Increase speed and accuracy in decision-making rounds
- Delegate to AI-based analysis tools sensibly and keep control
- Safeguard decision quality through structured reflection

Analyze processes and measure their impact

Optimization starts with solid facts instead of assumptions. You make workflows visible end-to-end, identify bottlenecks – and assess what every change triggers in roles, costs and interfaces.

FOCUS AREAS

- Structure the process landscape and make it visible end to end
- Use Process Mining and process data for robust analyses
- Identify bottlenecks, system breaks, duplicated work and waste
- Improve lead times, error rates and process costs systematically
- Assess automation and AI potential realistically
- Make impact chains visible: from the process change to the business result
- Avoid local optimization at the expense of the wider system
- Evidence impact with suitable KPIs and before-and-after measurement

Strategy and AI – scenarios, investments, business models

You combine strategic thinking with AI-supported methods. The focus: how AI supports future scenarios, investment decisions and business models – and where leadership remains irreplaceable.

FOCUS AREAS

- Develop future scenarios for strategies, structures and processes with AI
- Assess and validate strategic options on a data basis
- Underpin investment decisions with analyses and simulations
- Steer markets, customers, innovations and business models deliberately
- Identify productivity and efficiency potential automatically
- Build early-warning systems and strategic dashboards
- Understand digital platforms and AI ecosystems as growth levers
- Measure the impact of strategic AI initiatives with suitable KPIs

PROGRAMME PROGRESS



Process analysis, impact measurement and strategic AI application.

FIELDS OF APPLICATION

Process Mining, simulation, impact analyses and early-warning systems – plus scenario analyses and investment decisions.

PROGRAMME PROGRESS



Leading change:
architecture, participation,
culture and communication.

PERSPECTIVE

Turn those affected into
participants, sharpen
messages, strengthen trust
and clarity in change.

Leading change: architecture, participation and culture

Change does not succeed by decree, but through participation, clarity and consistency. You set up change initiatives in such a way that they land in the organization and last.

FOCUS AREAS

- Give clear reasons for the need to change and develop a convincing target picture
- Set up change architecture, roles and responsibilities cleanly
- Turn those affected into participants and work through resistance constructively
- Balance pace, sequence and the resilience of the organization realistically
- Enable managers to act as multipliers in change
- Understand and shape culture as a success factor for transformation
- Establish cross-functional teams and hybrid decision models
- Shape Change Management successfully in an AI context

Communication and leadership impact in change

Effective change depends on clear communication. The module covers stakeholder communication, dialogue with those affected, crisis communication and alignment between executive management, the project and the line organization.

FOCUS AREAS

- Sharpen messages for different stakeholders and affected groups
- Use AI to make complex process and data relationships easy to grasp
- Present the logic behind decisions transparently and comprehensibly
- Strengthen trust, credibility and clarity in change communication
- Prepare and sharpen communication, texts and presentations with AI
- Prepare dialogue formats, town halls and feedback loops deliberately
- Communicate effectively in critical phases and after setbacks
- Balance AI-supported and personal communication sensibly

Spot risks, resistance and disruption earlier

You analyze project trajectories, process metrics and market movements with modern methods – and translate weak signals into effective countermeasures, resilience and stability.

FOCUS AREAS

- Build early-warning systems for process deviations and project progress
- Recognize weak signals of overload, lost trust and change fatigue
- Expose spurious causality, policy resistance and typical thinking traps
- Detect market movements, trends and weak signals early
- Build resilience against disruption, price pressure and new business models
- Assess the risks of automation, system changes and migrations
- Professionalize risk management with AI-based models
- Find the balance between stability and agility

Governance, ethics and responsibility in the use of AI

AI changes not only process and leadership decisions, but also responsibility, liability and trust.

In the seminar, AI is not treated as uncritical hype, but as a responsible leadership instrument for lasting impact and legitimate decisions.

FOCUS AREAS

- Develop governance structures for process ownership and AI-supported leadership
- Clearly define responsibility, liability and roles in the use of AI
- Take account of data protection, employee representation, compliance and regulatory requirements
- Establish ethical guardrails for automation and performance data
- Build acceptance among employees, the works council and stakeholders
- Address bias, misinterpretation and auditability systematically
- Communicate the impact of automation on jobs transparently
- Assess and communicate the limits of AI realistically

PROGRAMME PROGRESS

Responsibility and risk: early warning, governance, ethics.

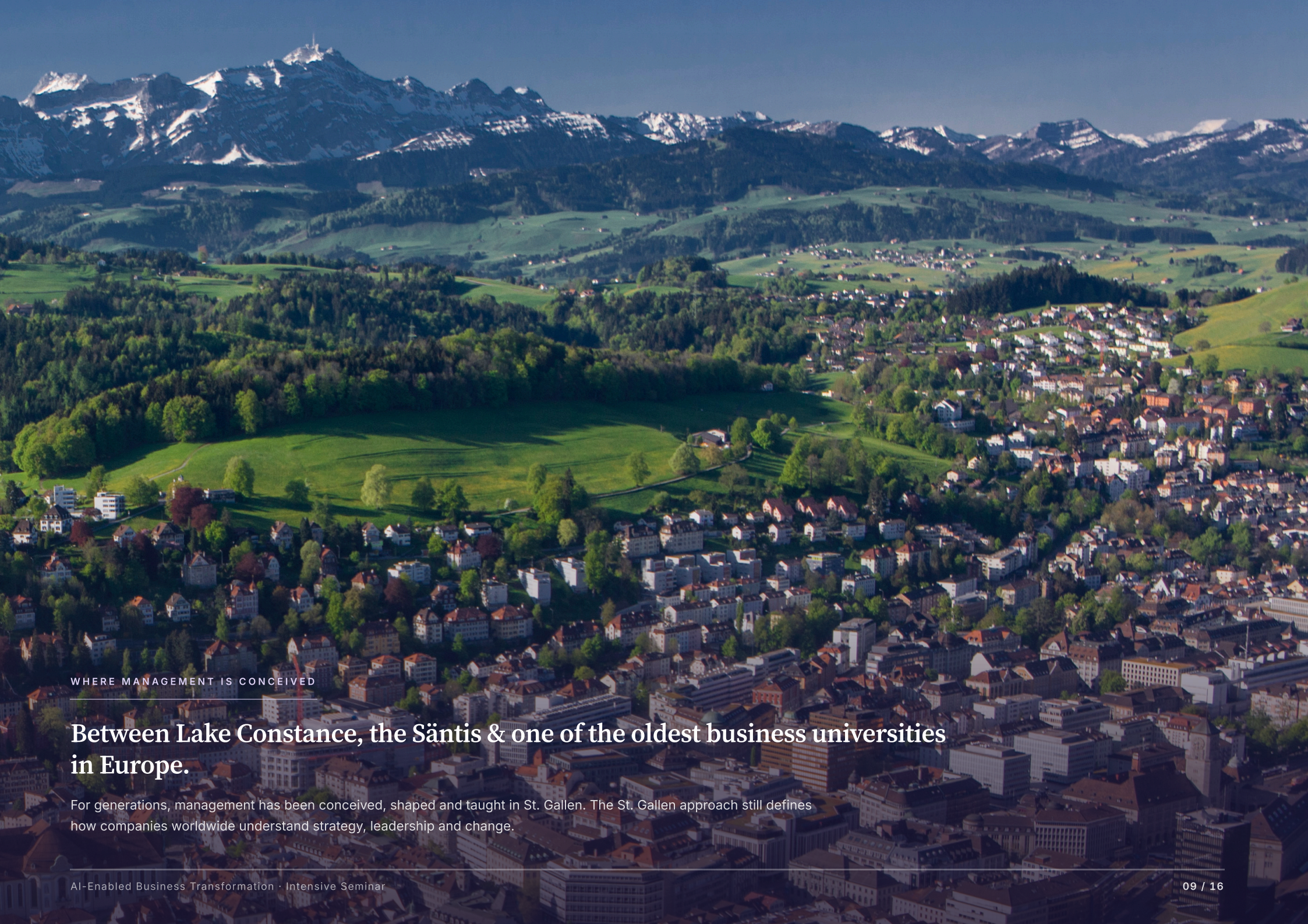
STANCE

AI is not treated as uncritical hype but as a responsible leadership instrument.



LOCATION

St. Gallen Management Valley



WHERE MANAGEMENT IS CONCEIVED

Between Lake Constance, the Säntis & one of the oldest business universities in Europe.

For generations, management has been conceived, shaped and taught in St. Gallen. The St. Gallen approach still defines how companies worldwide understand strategy, leadership and change.

PROGRAMME PROGRESS

Conclusion: transfer into your own practice.

YOUR RESULT

A personal playbook for processes, decisions and change – ready to apply directly in your leadership practice.

From knowledge to impact – transfer into your own practice

You identify the biggest levers in your own area of responsibility and develop your personal playbook for processes, decisions and change – ready to apply directly in your leadership practice.

FOCUS AREAS

- Reflect on your own process, decision-making and change practice in a structured way
- Identify strengths, gaps and untapped potential in your use of AI
- Derive concrete measures for your own area of responsibility
- Bundle fragmented initiatives and align them for shared impact
- Identify the biggest levers for impact, speed and acceptance
- Set implementation priorities for the next 100 days
- Prepare the transfer into your organization, your team and everyday change work

YOUR RESULT

Your personal playbook for processes, decisions and change. In this way you strengthen your impact in times of change, the quality of your decisions and the performance of your organization.

What you will be able to do after six days

You shape processes, decisions and change with greater confidence. You understand how AI changes process analysis and change decisions – and how to combine data, experience and intuition sensibly.

Optimization, strategy, communication, culture, governance and personal leadership routines mesh with one another. You assess impact earlier and build acceptance in the organization.

You take away concrete starting points – and your personal playbook for processes, decisions and change.

TANGIBLE BENEFITS

- ✓ Analyze processes with data and improve them measurably
- ✓ Recognize the effects of change earlier and steer them actively
- ✓ Assess automation and AI potential realistically
- ✓ Make clearer, faster and better decisions
- ✓ Underpin strategy, investment decisions and business models with data
- ✓ Spot risks, opportunities and market shifts earlier
- ✓ Understand resistance and build acceptance for change
- ✓ Use AI responsibly, ethically and in line with compliance

YOUR RESULT

Concrete starting points and your personal playbook for processes, decisions and change.

IMPACT

Greater impact in times of change, higher decision quality and a more capable organization.

FACULTY

The faculty combines conceptual grounding with process, change and management practice and current AI applications.

EXCHANGE

Participants from different functions, industries and companies bring in their own questions.

NETWORK

StGallen imt Alumni

Five features: approach, practice, peers, lecturers, network

- 01 **The St. Gallen management approach**
Processes, change, decision-making, management and AI do not stand side by side, they belong together as one integrated leadership task.
- 02 **Practice, not theory**
Clear principles, tools, case examples and transfer work. The result is a playbook for your own area of responsibility.
- 03 **Peer-to-peer exchange**
Participants from different functions, industries and companies bring in their own questions.
- 04 **Lecturers from practice and academia**
The faculty combines conceptual grounding with process, change and management practice and current AI applications.
- 05 **A basis to build on**
Masterclasses, community and alumni secure impact beyond the seminar.

EXPERTS



Prof. Dr. oec. (HSG) Thiemo Wambsganss
EXPERT

Professor in Human-Centered AI-based Systems



Dr. oec. (HSG) Naim Zierau
EXPERT

AI Engineer, Researcher

ACADEMIC LEADERSHIP



Prof. Dr. Dr. h.c. Piotr Bula
EXECUTIVE COUNCIL



Prof. Dr. Christian Abegglen
ACADEMIC DIRECTOR

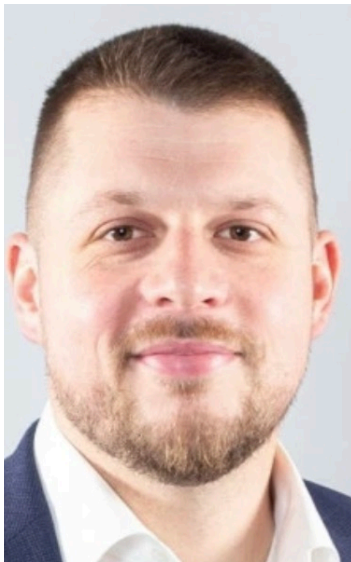


Dr. Ulrich von Bassewitz
ACADEMIC DIRECTOR

Key information at a glance

All the key facts about the “AI-Enabled Business Transformation” intensive seminar – dates and registration are on the following page.

LOCATION	St. Gallen
DURATION	6 days · optional with ECTS
LANGUAGE	German / English
TARGET GROUP	Managers, emerging leaders, entrepreneurs
INVESTMENT	CHF 3,900 · plus 8.1% VAT
NETWORK	StGallen imt Alumni



“

The StGallen imt Business School was decisive for my path to the executive board. Practical impetus, strategic clarity and valuable perspectives gave me the best possible toolkit for leading a company successfully.

Jonas Gillmann

CTO · DATRON AG

TERMS



Monika Dutkiewicz

CONSULTATION AND
REGISTRATION

info@imtschool.ch

+41 71 277 60 00

ADDRESS

StGallen imt
Business School
Dufourstrasse 150
9000 St. Gallen ·
Switzerland

NOTE

Corporate dates can be
scheduled individually –
contact us.

REGISTRATION

REGISTER ONLINE NOW



Scan the QR code with your smartphone or visit **imtschool.ch** and select the "AI-Enabled Business Transformation" intensive seminar.

TERMS

CHF 3,900 · plus 8.1% VAT
6 days · St. Gallen
German / English

NOTE

Corporate dates can be scheduled individually – contact us.

Registration form

AI-Enabled Business Transformation · 6 days · St. Gallen

SELECT SEMINAR DATE *

The following dates are available as alternatives.

2026

☐	10.–15.08.2026	St. Gallen	ENGLISH
☐	07.–12.12.2026	St. Gallen	GERMAN

PERSONAL DETAILS

* Required fields

SALUTATION *		
☐ Mr.	☐ Ms.	☐ Other
TITLE	FIRST NAME *	LAST NAME *
COMPANY *		
POSITION *		
POSTCODE *	CITY *	COUNTRY *
EMAIL *	PHONE *	

RETURN THE COMPLETED FORM TO

info@imtschool.ch

StGallen imt Business School · Dufourstrasse 150
9000 St. Gallen · Switzerland
+41 71 277 60 00 · imtschool.ch



*Excellence in Management
and Technology*

StGallen imt Business School

Dufourstrasse 150 · 9000 St. Gallen · Switzerland

info@imtschool.ch · +41 71 277 60 00 · imtschool.ch