

MANAGEMENT SEMINAR

Innovation & Future Businesses

Shaping innovation and making decisions with artificial intelligence

The St. Gallen management seminar for decision-makers who use innovation and AI to drive growth

LOCATION	DURATION	LANGUAGE	INVESTMENT
St. Gallen	3 days	DE / EN	CHF 2,400



MANAGEMENT SEMINAR

KEY FACTS

LOCATION

St. Gallen

DURATION

3 days · optional with ECTS

LANGUAGE

German / English

TARGET GROUP

Managers, emerging leaders, entrepreneurs

INVESTMENT

**CHF 2,400
plus 8.1% VAT**

NETWORK

StGallen imt Alumni

STRUCTURE

Modules build on one another. The result: your personal innovation playbook.

ACCREDITATION

Optional with ECTS accreditation.

ST. GALLEN MANAGEMENT SEMINAR

Make clearer decisions. Build business models fit for the future. Seize opportunities earlier.

Reshape everyday innovation work. Combine entrepreneurial judgment and machine intelligence with confidence.

AI is changing the reality of innovation

Generative models, Predictive Analytics and intelligent tools are changing how decision-makers develop ideas, validate business models and open up markets.

Rising complexity, faster development cycles

Anyone who bases innovation on experience and intuition alone loses speed, quality and impact in disruptive markets.

The St. Gallen approach to leading innovation through digital change

Connect innovation, new business models and AI systematically – strategically sound, culturally anchored and workable in 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 "Innovation & Future Businesses".

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 innovation and artificial intelligence together systematically

Innovation now decides between market leadership and standstill. AI is the decisive game changer: it breaks open industry logics, accelerates development cycles and fuels business models that were unthinkable only yesterday.

The seminar shows how decision-makers anchor innovative strength in strategy, organization and culture – and use AI as a working tool to take calculated risks, seize opportunities deliberately and turn ideas into marketable solutions more quickly.

Building on the St. Gallen Integrated Framework, Decision Intelligence, data literacy, new business models and personal innovation routines are systematically aligned with one another and linked to strategy, foresight and digital transformation.

Companies learn to switch deliberately between optimization mode and the Explore Zone – the precondition for experiments, disruptive adjustments and genuine transformation.

Through methods, case examples and transfer work, participants develop their personal innovation playbook – a hands-on instrument for turning fragmented initiatives into a coherent innovation practice that supports growth and entrepreneurial success.

For decision-makers who use innovation and AI to drive growth

The seminar is aimed at executives, top management and leaders from these and other functions that drive innovation:



It focuses on decision-makers who want to harness innovation and AI for growth and future viability and to develop their innovation and decision-making practice further – strategically sound and close to everyday work.

CORE OF THE SEMINAR

Decision Intelligence, data literacy, new business models and personal innovation routines – systematically aligned with one another.

RESULT

A personal innovation playbook that turns fragmented initiatives into a coherent innovation practice.

IN FOCUS

Decision-makers who harness innovation and AI for growth and future viability.

PROGRAMME PROGRESS



Opening: everyday innovation work and Decision Intelligence.

METHODOLOGY

Methods, case examples and transfer work – each module with clearly defined focus areas.

DURATION

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

From the innovation decision to transfer

Innovation & Future Businesses rethought with AI

You will see how AI-based models become part of your day-to-day innovation work – as sparring partner, source of ideas and assistant. Classic innovation thinking is combined with data-driven methods to free up time for the innovation decisions that really matter. The aim: spot future businesses earlier and make decisions with greater effect.

FOCUS AREAS

- Understand the role and impact of AI in everyday innovation work
- Use AI as a sparring partner, source of ideas and assistant in the innovation process
- Combine creativity and experience with data
- Redesign decision architectures for complex innovation questions
- Apply tools for fast, robust innovation decisions in a management context
- Clarify responsibility and transparency when working with new methods
- Rule out misinterpretation in innovation decisions
- Win back time for strategic innovation work

Modules build on one another and connect innovation management, Decision Intelligence and hands-on AI application. The following pages lead through the entire programme with all its focus areas.

Decision Intelligence – faster clarity and better quality in innovation decisions

Data-driven methods change how you assess ideas, prioritize options and make innovation decisions. The seminar shows how to raise the quality, speed and consistency of your decisions measurably – without any loss of rigor.

FOCUS AREAS

- Understand data-driven systems and integrate them into innovation decision processes
- Use Predictive Analytics for market and customer needs
- Prepare data-driven innovation decisions and back them up
- Apply simulations to risk, opportunity and resource management
- Separate relevant data from irrelevant – focus on what matters
- Create transparency across innovation portfolios
- Increase speed and accuracy in decision-making rounds
- Safeguard decision quality through structured reflection

Strategy & Future Readiness

You combine strategic thinking with AI-based methods. The focus: how innovation is anchored strategically in the St. Gallen Integrated Framework – and where entrepreneurial leadership remains irreplaceable.

FOCUS AREAS

- Apply innovation management within the St. Gallen Integrated Framework
- Link corporate strategy with the innovation and AI agenda
- Develop future scenarios for innovation strategies, structures and processes with AI
- Strengthen competitiveness and resilience
- Create structures that sustain continuous innovation
- Build an innovation radar, trend monitoring and strategic early-warning systems
- Clarify governance and responsibilities in the innovation process
- Reflect on international best practices and transfer them
- Measure the impact of strategic initiatives with suitable KPIs

Business model innovation – from idea to market

Turn ideas into marketable solutions systematically: data-driven, fast and calculated. Practical tools and best practices help you identify growth potential and realize it successfully.

FOCUS AREAS

- Use AI to develop new business models
- Spot and assess growth potential early
- Run prototyping and validation with digital tools
- Design new revenue models for the platform and data economy
- Take calculated risks and manage them actively
- Analyze successful business cases and apply them to your own organization
- Prepare scaling and market penetration
- Underpin investment decisions with analyses and simulations

PROGRAMME PROGRESS



Strategic anchoring and new business models.

FIELDS OF APPLICATION

Future scenarios, innovation radar, prototyping, revenue models and investment decisions.

PROGRAMME PROGRESS



Day-to-day innovation work, market and disruption.

PERSPECTIVE

Shorten development cycles, detect signals early, build resilience against disruption.

Managing your day-to-day innovation work effectively

New tools change routines, communication patterns and the logic of delegation in the innovation process. You learn how to use them deliberately for idea generation, prototyping, analysis and prioritization – without giving up your leadership role.

FOCUS AREAS

- Use GenAI for idea generation, prototyping and creative processes
- Approach the analysis and preparation of innovation decisions in a structured way
- Shorten development cycles and speed up market launches
- Make your own working routines more efficient
- Delegate tasks sensibly – and keep your leadership presence where it is irreplaceable
- Find the balance between intuition, experience and data-based support
- Reduce information overload, increase focus and impact
- Use AI for innovation workshops, reporting and stakeholder communication

Spotting disruption, competition and market shifts earlier

You analyze market shifts, competitors and disruptive trends with modern methods – and translate the signals into strategic innovation priorities, differentiation and resilience.

FOCUS AREAS

- Recognize disruptions early and read them correctly
- Use foresight and scenarios for innovation decisions
- Deploy first-mover strategies with AI
- “Smart second mover”: seize opportunities without high risks
- Combine technology and innovation strategies effectively
- Balance the performance zone and the explore zone
- Open up international market opportunities and attractive niches systematically
- Professionalize risk management with AI-based models
- Adapt organizational models, responsibilities and interfaces to market dynamics

Innovation culture, roles and communication

Managers create the conditions for bold innovation. This module covers role expectations, space for experimentation, communication with stakeholders and investors, and alignment between the executive board, management and innovation teams.

FOCUS AREAS

- Shape an innovation-friendly organization with AI
- Establish new roles in management: from the data-literate executive to the innovator
- See leadership as an enabler of creativity and risk-taking
- Establish structures for experimentation and learning
- Enable teams to use uncertainty productively
- Guide cultural change and a focus on values in the innovation process
- Use AI to present complex innovation projects clearly
- Convince investors and stakeholders of long-term innovative strength
- Present business cases, pitches and statements clearly and coherently

Governance, ethics and responsibility in the use of AI

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

The seminar treats AI not as uncritical hype but as a responsible instrument of innovation for lasting impact and decisions that carry legitimacy.

FOCUS AREAS

- Develop governance structures for AI-supported innovation leadership
- Clearly define responsibility, liability and roles in the use of AI
- Take data protection, compliance and regulatory requirements into account
- Anchor ethical guardrails for using AI in the innovation process
- Strengthen acceptance among employees, customers and stakeholders
- Address false incentives and misinterpretations systematically
- Ensure quality assurance and auditability of AI-supported innovation decisions
- Analyze successful AI innovations from a range of industries
- Assess and communicate the limits and risks of AI in the innovation process realistically
- Balance human responsibility and technological possibilities sensibly

PROGRAMME PROGRESS



Responsibility and change: culture, roles, governance.

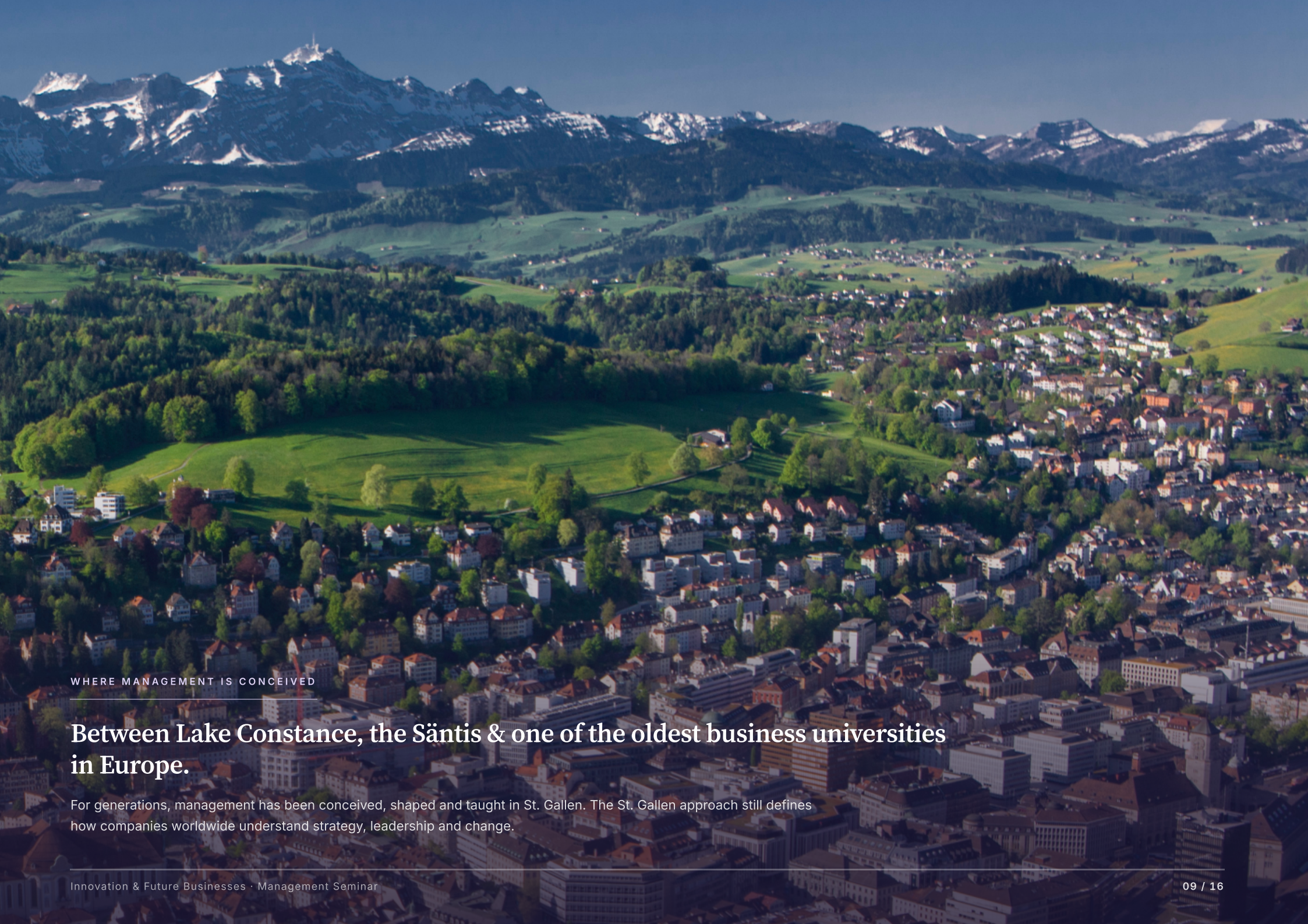
STANCE

AI as a responsible instrument of innovation – not as uncritical hype.



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 leadership practice.

YOUR RESULT

A personal innovation playbook for more speed, quality and impact in everyday work.

Transfer into your own leadership practice

Innovation only takes effect when it is implemented consistently. You identify the biggest levers in your own area of responsibility and develop your personal innovation playbook – strategically grounded and ready to connect directly to your leadership practice.

FOCUS AREAS

- Review your own innovation and decision-making practice in a structured way
- Recognize strengths, gaps and untapped potential
- Translate case studies and best practices into concrete results
- Bundle fragmented initiatives and align them for shared impact
- Derive concrete measures for your own area of responsibility
- Develop a personal innovation roadmap as a 30/60/90-day plan
- Develop your personal innovation playbook for everyday leadership
- Prepare the transfer into your organization, team and everyday innovation work

YOUR RESULT

Your personal innovation playbook – a hands-on instrument for turning fragmented initiatives into a coherent innovation practice: for more speed, quality and impact in everyday work.

Leading innovation with greater confidence

You will lead innovation with greater confidence: you understand how AI changes innovation decisions, how to combine data and creativity meaningfully, and how strategy, business models, culture, governance and personal innovation routines interact.

You gain concrete starting points for turning fragmented initiatives into a coherent innovation practice – with clearer decisions, faster development cycles and closer alignment between strategy, management and organization. You also develop your personal innovation playbook for more speed, quality and impact in everyday work.

TANGIBLE BENEFITS

- ✓ Make innovation decisions that are clearer, faster and better
- ✓ Spot disruptions, opportunities and market shifts earlier
- ✓ Underpin new business models and investment decisions with data
- ✓ Shorten development cycles and speed up market launches
- ✓ Shape innovation culture, roles and space for experimentation
- ✓ Use AI responsibly, ethically and in line with compliance
- ✓ Develop your personal innovation playbook for everyday leadership

YOUR RESULT

A personal innovation playbook that turns fragmented initiatives into a coherent innovation practice.

IMPACT

Clearer decisions, faster development cycles and closer alignment between strategy, management and organization.

FACULTY

Lecturers from practice and academia combine conceptual grounding with hands-on innovation practice and current AI applications.

EXCHANGE

High-caliber participants from different functions, industries and companies contribute their own experience, questions and perspectives.

NETWORK

StGallen imt Alumni

Five features that make the difference

- 01 The St. Gallen management approach**
Innovation, business models, strategy and AI are not treated in isolation but understood as one integrated leadership task.
- 02 Practice, not theory**
Clear principles, effective tools, case examples and transfer work carry what you learn straight into your company, where it takes effect immediately.
- 03 Peer-to-peer exchange**
High-caliber participants from different functions, industries and companies contribute their own experience, questions and perspectives.
- 04 Outstanding faculty**
Lecturers from practice and academia combine conceptual grounding with hands-on innovation practice and current AI applications.
- 05 Impact & Network**
Peer learning, the alumni community, masterclasses and a personal implementation roadmap secure impact beyond the seminar – and open the door to further programmes and seminars at the StGallen imt Business School.

ACADEMIC LEADERSHIP



**Prof. Dr.
Christian Abegglen**
ACADEMIC DIRECTOR
President

YOUR CONTACTS



**Dr. Ulrich
von Bassewitz**
HEAD OF MANAGEMENT SEMINARS



Monika Dutkiewicz
CONSULTATION AND REGISTRATION

Key information at a glance

All the key facts about the “Innovation & Future Businesses” management seminar – dates and registration are on the following page.

LOCATION	St. Gallen
DURATION	3 days · optional with ECTS
LANGUAGE	German / English
TARGET GROUP	Managers, emerging leaders, entrepreneurs
INVESTMENT	CHF 2,400 · plus 8.1% VAT
NETWORK	StGallen imt Alumni

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.



“

Continuously questioning yourself and developing further
is essential for lasting success.

Dr. Manfred Wittenstein
FOUNDER AND OWNER · WITTENSTEIN

REGISTRATION

REGISTER ONLINE NOW



Scan the QR code with your smartphone or visit **imtschool.ch** and select the "Innovation & Future Businesses" seminar.

TERMS

CHF 2,400 · plus 8.1% VAT
3 days · St. Gallen
German / English

NOTE

Corporate dates can be scheduled individually – contact us.

Registration form

Innovation & Future Businesses · 3 days · St. Gallen

SELECT SEMINAR DATE *

The following dates are available as alternatives.

2026

☐ 19.–21.11.2026 St. Gallen GERMAN

2027

☐ 11.–13.03.2027 St. Gallen GERMAN

☐ 22.–24.07.2027 St. Gallen ENGLISH

☐ 18.–20.11.2027 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



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and Technology*

StGallen imt Business School

Dufourstrasse 150 · 9000 St. Gallen · Switzerland

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