

Integrated Management and Strategy

Aligning resources, processes and
strategy for sustainable success

MANAGEMENT SEMINAR

StGallen Integrated Management & Strategy

Integrated management and strategy

Shape change actively. Combine entrepreneurial thinking and machine intelligence
with confidence.

LOCATION

St. Gallen

DURATION

3 days

LANGUAGE

DE / EN

INVESTMENT

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 Integrated Management Playbook.

ACCREDITATION

Optional with ECTS accreditation.

ST. GALLEN MANAGEMENT SEMINAR

Make clearer decisions. Steer the company as a whole system. Seize opportunities earlier.

Shape change actively. Combine entrepreneurial thinking and machine intelligence with confidence.

AI is changing the reality of management

Generative models, Predictive Analytics and intelligent assistance systems are changing how decision-makers steer strategy, organization, finance and markets today.

Rising complexity, faster decision cycles

Anyone who bases corporate leadership on the interplay of individual functions alone loses speed, quality and impact in disruptive markets.

The St. Gallen approach to integrated management in digital transformation

Connect strategy, organization, finance, markets, people, culture and AI systematically – holistically, on a sound strategic footing and ready for everyday 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 "StGallen Integrated Management & Strategy".

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



Connecting strategy, organization and AI systematically

General management is more than the interplay of individual functions. Disruptive markets call for a holistic understanding of how a company is run – from strategy and organization through finance and markets to people, culture and the far-reaching effects of artificial intelligence.

One particular focus is working with the St. Gallen management concept. You gain tools built for transfer and develop strategies to optimize and transform your organization in a targeted way.

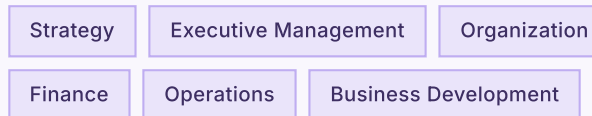
Building on the St. Gallen understanding of integrated management, strategy, organization, finance, markets, people and culture are systematically aligned with Decision Intelligence, data literacy and personal working routines. The links between the normative, strategic and operational levels become visible – and are translated into concrete action.

The result: sustainable growth, greater efficiency and a confident handling of transformation and new technologies.

A further focus is the hands-on use of new analysis tools – for strategy development, organizational design, early-warning systems and communication. Through case studies, best practices and transfer work, participants build their personal Integrated Management Playbook: from knowledge to impact, with lasting transfer into their own organization.

For leaders who steer their organization as a whole

The seminar is aimed at managers and emerging leaders, project leads and specialists from these and other functions with decision-making responsibility:



It is aimed above all at people who carry overall responsibility or shape decisions in central functions – and who want to steer their organization as a whole, secure growth and use the opportunities AI opens up in general management.

CORE OF THE SEMINAR

Strategy, organization, finance, markets, people and culture – systematically aligned with Decision Intelligence, data literacy and personal working routines.

RESULT

A personal Integrated Management Playbook: from knowledge to impact, with lasting transfer into your own organization.

IN FOCUS

Decision-makers who want to steer their organization as a whole, secure growth and use the opportunities AI opens up in general management.

PROGRAMME PROGRESS



Opening: the St. Gallen management concept and integrated management.

METHODOLOGY

Case studies, best practices and transfer work – each module with clearly defined focus areas.

DURATION

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

From Management Essentials to transfer

St. Gallen Management Essentials

Experience the internationally recognized St. Gallen management approach. Bring strategy, organization, finance, markets, people and culture together into one holistic model for success. The goal: understand and steer the company as a whole system – and move into action.

FOCUS AREAS

- General management means understanding and steering the company as a whole system
- Use the St. Gallen management concept as a frame of reference for priorities and expected results
- Lead the company holistically: from strategy to culture, linking finance, markets, organization and people
- Recognize the links between the normative, strategic and operational levels: move into action
- Understand management as a leadership task in disruptive markets
- Develop entrepreneurial thinking as a core capability
- Redesign decision architectures for complex, cross-functional questions
- Clarify accountability and transparency in integrated management

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

Integrated management rethought with AI

You see how AI-based models become part of your management routine – as sparring partner, coach and assistant. Proven methods are combined with new technologies to free up time for what really matters. The goal: understand the effects of AI and rethink integrated management.

FOCUS AREAS

- Understand the effects of AI in general management
- Use AI as sparring partner, coach and assistant for steering the business as a whole
- Combine intuition and entrepreneurial thinking with data in a targeted way
- Link proven methods with modern technologies to create future-proof solutions
- Use technological innovation without losing the overview
- Apply tools for fast, robust decisions at board and management level
- Rule out misinterpretation consistently
- Win back time for strategic management tasks

Decision Intelligence – faster to greater clarity and quality

Data-based methods change how you process information from strategy, organization, finance and markets, weigh options and take decisions. The seminar shows how the quality, speed and consistency of your decisions rise measurably – without sacrificing diligence.

FOCUS AREAS

- Use AI-based analyses for markets and organizations
- Integrate data-based systems into holistic decision processes
- Use Predictive Analytics and scenarios to spot trends and opportunities earlier
- Apply simulations to risk, opportunity and resource management
- Separate relevant data from irrelevant – focus on what matters
- Secure quality and consistency in strategic decisions
- Delegate to AI systems sensibly and keep control
- Safeguard decision quality through structured reflection

Winning Strategies

Develop strategies for volatile times. Focus on resilient business models, identify technological opportunities and secure sustainable growth through clear priorities and consistent execution.

FOCUS AREAS

- Apply the strategy development methods of the St. Gallen approach: analyze markets, spot trends, seize opportunities
- Design resilient business models and validate them with data
- Prepare and support strategic market expansion
- Secure competitive advantage through clear positioning
- Take international perspectives and global markets into account
- Spot technological opportunities early and assess them strategically
- Develop future scenarios for strategies, structures and processes with AI
- Secure sustainable growth through clear priorities and consistent execution
- Measure the impact of strategic initiatives with suitable KPIs

PROGRAMME PROGRESS



Decision quality and strategies for volatile times.

FIELDS OF APPLICATION

Strategy development, organizational design, early-warning systems and communication.

PROGRAMME PROGRESS



Shaping change: transformation, innovation and digitalization.

PERSPECTIVE

Rethink structures and culture, build innovative strength and digital value creation deliberately.

Leading Transformation

Shape change actively. Optimize structures and processes, foster a high-performance culture and put the St. Gallen approach to work in your transformation.

FOCUS AREAS

- Align organizations consistently for change
- Rethink structures, processes and governance
- Apply Change Management tools in practice
- Understand and foster culture as a success factor in transformation
- Take transformation from concept to execution
- Define leadership roles clearly in the change process
- Identify the success factors for lasting change
- Establish cross-functional teams and hybrid decision models
- Anchor Data Literacy and AI capability firmly at C-level

AI & Innovation Power

Tap the potential of AI, digitalization and innovation. Combine proven methods with new technologies to create future-proof solutions – using technological innovation without losing the overview.

FOCUS AREAS

- Use digitalization as a driver of efficiency and growth
- Develop and test innovative business models
- Assess the opportunities of the platform economy, FinTech and blockchain
- Build AI-based analyses into innovation and investment decisions
- Understand digital platforms and new ecosystems as growth levers
- Identify productivity and efficiency potential automatically
- Link innovation processes with new capabilities across the organization
- Integrate sustainability and purpose into management decisions

Risk & Resilience

Strengthen the resilience of your company. Spot risks early, safeguard operational efficiency and create stability in disruptive markets.

FOCUS AREAS

- Build early-warning systems and scenarios, integrate risk and opportunity management
- Avoid tunnel vision and spurious causality
- Build resilience at individual, organizational and market level
- Find the balance between stability and agility
- Prepare and rehearse crisis management systematically
- Detect market movements, competitors and weak signals early
- Safeguard operational efficiency even under pressure to change
- Professionalize risk management with AI-based models
- Link strategic risk management with corporate strategy and executive management

Governance, ethics and responsibility in the use of AI

AI changes not only decisions but also responsibility, liability and trust. The seminar treats AI not as uncritical hype but as a responsible management instrument for lasting impact and legitimate management decisions.

FOCUS AREAS

- Develop governance structures for AI-based management
- Clearly define responsibility, liability and roles in the use of AI
- Take data protection, compliance and regulatory requirements into account
- Anchor ethical guardrails for the use of AI in the company
- Strengthen acceptance among employees, customers and stakeholders
- Address bias and misinterpretation systematically
- Ensure quality assurance and auditability of AI decisions
- Ensure transparency and traceability towards supervisory boards and owners
- Assess and communicate the limits of AI realistically
- Balance human responsibility and technological possibilities sensibly

PROGRAMME PROGRESS



Responsibility and stability: resilience, governance, ethics.

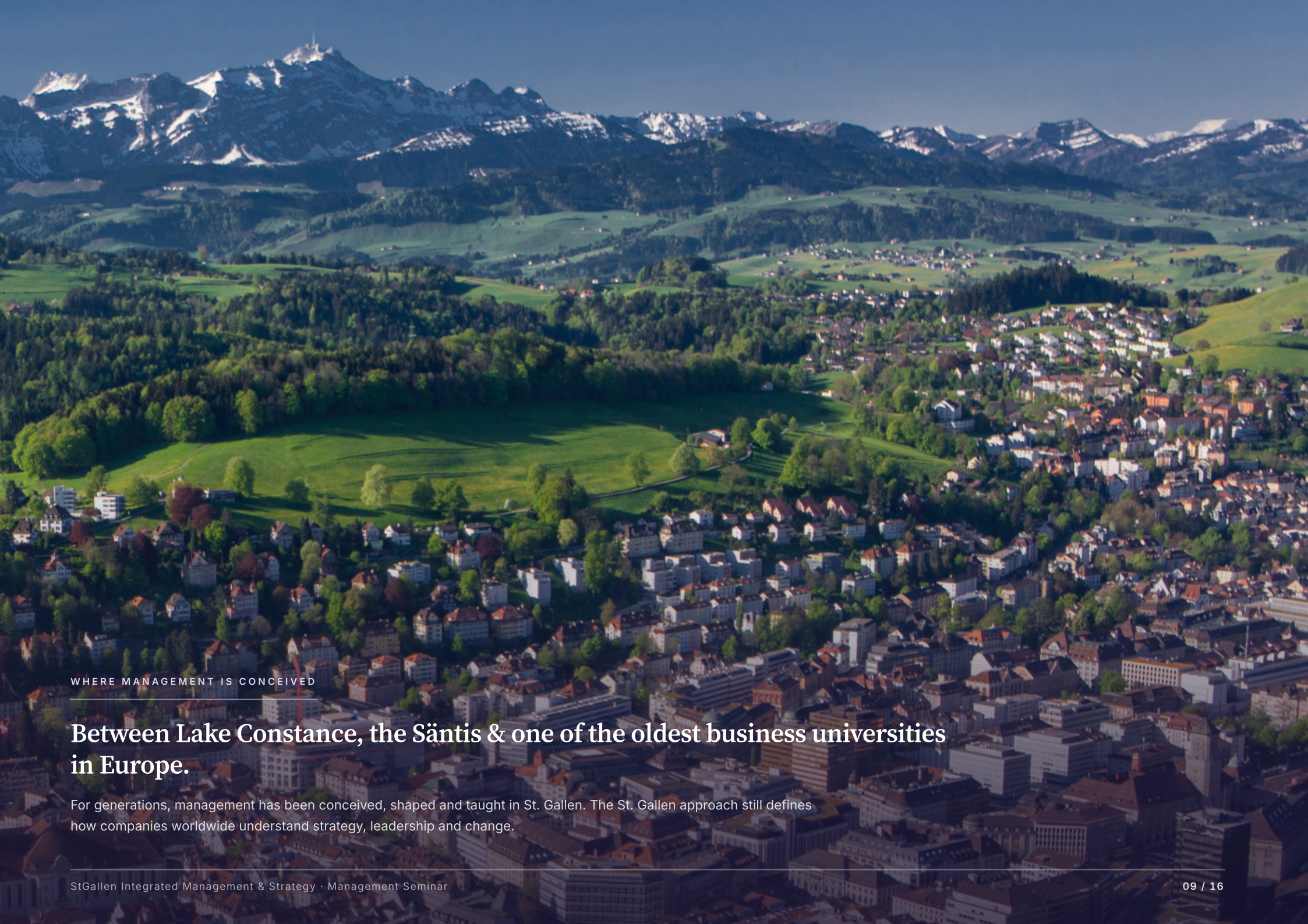
STANCE

AI as a responsible management instrument – 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 management practice.

YOUR RESULT

A personal Integrated Management Playbook for more clarity, speed and impact in everyday work.

From knowledge to impact – transfer into your own management practice

From knowledge to impact, with lasting transfer: you turn knowledge into results immediately, identify the biggest levers in your own area of responsibility and build your personal Integrated Management Playbook.

FOCUS AREAS

- Transfer case studies and best practices to your own company
- Reflect on your own management and decision-making practice in a structured way
- Recognize strengths, gaps and untapped potential
- Identify the key levers for strategy, organization, communication and governance
- Bundle fragmented initiatives and align them for shared impact
- Set implementation priorities for the next 100 days
- Develop a personal Integrated Management Playbook for everyday management
- Peer learning: use peer-to-peer exchange with executives
- Open up the exclusive network of the StGallen imt Business School
- Stay connected beyond the seminar: masterclasses, community and alumni

YOUR RESULT

Your personal Integrated Management Playbook for turning fragmented initiatives into a coherent management practice: for more clarity, speed and impact in everyday work.

Shaping integrated management with greater confidence

You shape integrated management with greater confidence: you understand the company as a whole system, you recognize the links between the normative, strategic and operational levels, and you know how strategy, organization, finance, markets, people and culture interact with what AI makes possible.

You gain tools built for transfer and concrete starting points for turning fragmented initiatives into a coherent management practice. The result: sustainable growth, greater efficiency and a confident handling of transformation and new technologies. You also build your personal Integrated Management Playbook for more clarity, speed and impact in everyday work.

TANGIBLE BENEFITS

- ✓ Steer the company as a whole system instead of optimizing functions one by one
- ✓ Make clearer, faster and better decisions
- ✓ Design resilient business models and secure sustainable growth
- ✓ Shape change actively and take transformation from concept to execution
- ✓ Spot risks early and create stability in disruptive markets
- ✓ Use AI responsibly, ethically and in line with compliance
- ✓ Develop a personal Integrated Management Playbook for everyday management

YOUR RESULT

Sustainable growth, greater efficiency and a confident handling of transformation and new technologies.

IMPACT

Stronger strategic impact, higher decision quality and greater entrepreneurial effectiveness in your organization.

FACULTY

High-caliber faculty members combine conceptual grounding with hands-on management practice and current AI applications.

EXCHANGE

Equally experienced participants from different functions, industries and companies contribute their own experience and perspectives.

NETWORK

StGallen imt Alumni

Five features that make the difference

- 01 The St. Gallen management approach**
 Strategy, organization, decision-making and AI are not treated in isolation but understood as one integrated management task – close to practice, applicable and effective.
- 02 Practice, not theory**
 Clear principles, effective tools, case studies and transfer work deliver direct transfer into your company and a personal Integrated Management Playbook.
- 03 Peer-to-peer exchange**
 Equally experienced participants from different functions, industries and companies contribute their own experience, questions and perspectives.
- 04 Lecturers from practice and academia**
 High-caliber faculty members combine conceptual grounding with hands-on management practice and current AI applications.
- 05 A basis to build on**
 Best practices, peer learning, masterclasses, community and alumni secure impact beyond the seminar – as an entry point into further programmes of the StGallen imt Business School.

ACADEMIC LEADERSHIP

Learn from leading experts from academia and practice – benefit from years of experience in management and strategic leadership.



Prof. Dr. Christian Abegglen

ACADEMIC DIRECTOR

President

StGallen imt Business School

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 “StGallen Integrated Management & Strategy” 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



“

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 “StGallen Integrated Management & Strategy” 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

StGallen Integrated Management & Strategy · 3 days · St. Gallen

SELECT SEMINAR DATE *

The following dates are available as alternatives.

2026

☐ 05.–07.10.2026 St. Gallen GERMAN

2027

☐ 19.–21.04.2027 St. Gallen GERMAN

☐ 26.–28.07.2027 St. Gallen ENGLISH

☐ 04.–06.10.2027 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