

MANAGEMENT SEMINAR

AI for Managers & Executives

Working and deciding with artificial intelligence

The St. Gallen executive seminar for confident leadership in the age of AI

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 and emerging leaders

INVESTMENT

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

NETWORK

StGallen imt Alumni

STRUCTURE

Modules build on one another. The result: your personal AI Decision Playbook.

ACCREDITATION

Optional with ECTS accreditation.

ST. GALLEN EXECUTIVE SEMINAR

Make clearer decisions. Assess risks more soundly. Seize opportunities earlier.

Reshape day-to-day leadership with AI. Bring human judgment and machine intelligence together with confidence.

AI is changing the reality of leadership

Generative models, Predictive Analytics and intelligent assistance systems are changing how executives inform themselves, analyze, delegate and decide today.

Rising complexity, faster decision cycles

Anyone who leads on experience and intuition alone loses speed, quality and impact in data-driven markets.

The St. Gallen approach to AI-supported leadership

Interlock management and AI systematically – strategically grounded, ethically considered and ready 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 for Managers & Executives".

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 leadership and artificial intelligence together systematically

The seminar shows managers how to use artificial intelligence as an integral part of their day-to-day work – to make clearer decisions, master complexity and spot new scope for action early.

Building on the St. Gallen understanding of integrated leadership, the seminar aligns Decision Intelligence, data literacy, strategic AI use and personal leadership routines with one another and links them to strategy, innovation and digital transformation.

A particular focus is the practical use of AI – for scenario analyses, investment decisions, early-warning systems, delegation and communication.

Here AI serves as an instrument for greater clarity, speed and quality in leadership work.

Through methods, case studies and transfer work, participants develop their personal AI Decision Playbook – a hands-on instrument for turning fragmented AI initiatives into a coherent leadership practice that builds trust and supports entrepreneurial success.

For decision-makers who are embedding AI in their leadership practice

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



It is designed for those who want to embed AI confidently in the way they decide and lead – strategically grounded and close to practice.

CORE OF THE SEMINAR

Decision Intelligence, data literacy, strategic AI use and personal leadership routines – systematically aligned with one another.

RESULT

A personal AI Decision Playbook that turns fragmented AI initiatives into a coherent leadership practice.

IN FOCUS

Decision-makers who want to embed AI confidently in the way they decide and lead.

PROGRAMME PROGRESS



Opening: decision architecture and Decision Intelligence.

METHODOLOGY

Models, methods, case studies and transfer work – each module with clearly defined focus areas.

DURATION

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

From decision design to transfer

Management rethought with AI

You see how AI-supported models become part of your working day – as sparring partner, coach and assistant. Classic leadership thinking is combined with data-based methods so that you win back time for what really matters in management. The aim: rethink leadership and make decisions more effectively.

FOCUS AREAS

- Understand the role and impact of AI in day-to-day leadership
- Use AI as a sparring partner, coach and assistant
- Combine intuition and experience with data in a targeted way
- Redesign decision architectures for complex questions
- Apply tools for fast, robust decisions at board and management level
- Clarify responsibility, liability and transparency when working with AI
- Avoid bias and misinterpretation consistently
- Win back time for strategic leadership tasks

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

Decision Intelligence – faster to greater clarity and quality

AI changes how you process information, weigh options and reach decisions. The seminar shows how to raise the quality, speed and consistency of your decisions measurably – without cutting corners.

FOCUS AREAS

- Understand data-based systems and build them into decision processes
- Use Predictive Analytics and scenarios to spot developments 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
- Increase speed and accuracy in decision-making rounds
- Delegate to AI systems sensibly and keep control
- Safeguard decision quality through structured reflection

Strategy & AI

You link strategic thinking with AI-supported methods. The focus: how AI supports the development of 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
- Secure a competitive edge through smart AI applications
- Link strategy processes with AI capabilities across the organization
- Measure the impact of strategic AI initiatives with suitable KPIs

Steering AI effectively in day-to-day leadership

AI changes routines, communication patterns and the logic of delegation. You learn how to use AI deliberately for analysis, planning, communication and prioritization – without giving up your leadership role.

FOCUS AREAS

- Use AI deliberately for analysis, planning and decision preparation
- Make your own working routines more efficient with AI tools
- Prepare and sharpen communication, texts and presentations with AI
- Delegate tasks to AI where it makes sense – 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 meeting preparation, reporting and stakeholder communication
- Develop personal AI routines and anchor them in your working day

PROGRAMME PROGRESS



Strategic application and personal leadership routines.

FIELDS OF APPLICATION

Scenario analyses, investment decisions, early-warning systems, delegation and communication.

PROGRAMME PROGRESS



Outward impact:
communication, market and
competition.

PERSPECTIVE

Detect signals early,
sharpen messages, build
resilience against
disruption.

Communication and leadership impact with AI

Effective leadership depends on clear communication. The module covers stakeholder communication, internal messaging, crisis communication and alignment between the executive board, management and the workforce – supported by AI.

FOCUS AREAS

- Sharpen messages for different stakeholders with AI support
- Use AI to make complex issues easy to understand
- Present arguments and decision logic clearly and transparently
- Strengthen trust, credibility and clarity in leadership communication
- Use AI to prepare speeches, statements and stakeholder dialogue
- Communicate effectively in change and crisis situations
- Ensure transparency and traceability towards supervisory boards and owners
- Balance AI-supported and personal communication sensibly

Spotting risks, competition and disruptive developments earlier with AI

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

FOCUS AREAS

- Analyze competitors, substitutes and new entrants on a data basis
- Detect market movements, trends and weak signals early
- Deploy early-warning systems and scenarios effectively
- Build resilience against disruption, price pressure and new business models
- Sharpen your competitive positioning deliberately
- 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
- Link strategic risk management with corporate strategy and executive management

Governance, ethics and responsibility in the use of AI

AI as a responsible leadership instrument: governance structures, data protection, regulatory requirements and ethics – including limits, risks and quality assurance.

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 leadership decisions.

FOCUS AREAS

- Develop governance structures for AI-supported 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 the use of AI in the company
- Build acceptance for AI among employees, customers and stakeholders
- Address bias, discrimination and misinterpretation systematically
- Ensure quality assurance and auditability of AI decisions
- Assess and communicate the risks of using AI transparently
- Assess and communicate the limits of AI realistically
- Balance human responsibility and technological possibilities sensibly

Shaping innovation and transformation with AI

Digitalization, new business models, agile ways of working and sustainability are changing what leadership has to deliver. You learn to bring innovation and transformation into your own leadership practice, with AI as the lever.

FOCUS AREAS

- Rethink leadership in digital change and use AI as a lever
- Understand digital platforms and AI ecosystems as growth levers
- Use agile methods and AI-supported tools sensibly at top-management level
- Connect innovation processes with strategy, data and AI capability
- Reflect systematically on new business models and digital value creation
- Establish cross-functional teams and hybrid decision models
- Anchor Data Literacy and AI capability firmly at C-level
- Integrate sustainability and purpose into AI-supported leadership decisions
- Review the organizational conditions for effective transformation
- Shape Change Management successfully in an AI context

PROGRAMME PROGRESS



Responsibility and change: governance, innovation, transformation.

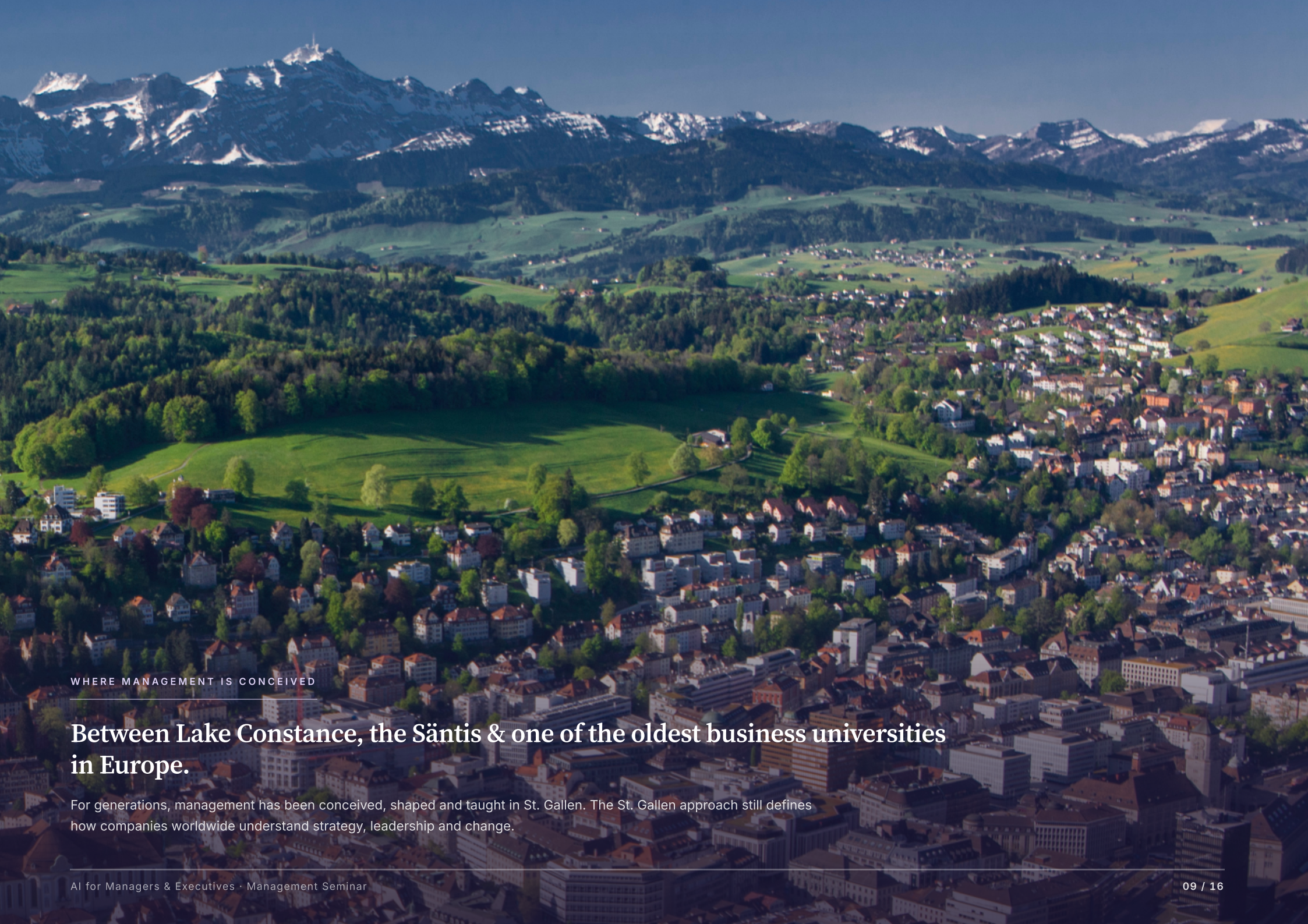
STANCE

AI as a responsible leadership 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 leadership practice.

YOUR RESULT

A personal AI Decision Playbook for more clarity, speed and impact in everyday work.

Transfer into your own leadership practice

You identify the biggest levers in your own area of responsibility and develop your personal AI Decision Playbook – strategically grounded and ready to plug straight into your leadership practice.

FOCUS AREAS

- Reflect on your own leadership and decision-making practice in a structured way
- Identify strengths, gaps and untapped potential in your use of AI
- Identify the key levers for decisions, communication, strategy and governance
- Bring fragmented AI initiatives together and align them for combined impact
- Derive concrete measures for your own area of responsibility
- Set implementation priorities for the next 100 days
- Develop a personal AI Decision Playbook for day-to-day leadership
- Prepare the transfer into your organization, team and daily leadership

YOUR RESULT

Your personal AI Decision Playbook – a hands-on instrument for turning fragmented AI initiatives into a coherent leadership practice: for more clarity, speed and impact in everyday work.

Leading with more confidence in the age of AI

You will lead with more confidence in the age of AI: you understand how AI changes decisions, how to combine data and intuition sensibly, and how strategy, communication, governance and personal leadership routines interact with AI.

You gain concrete starting points for turning fragmented AI initiatives into a coherent leadership practice – with clearer decisions, better communication and closer alignment between strategy, management and organization. You also develop your personal AI Decision Playbook for more clarity, speed and impact in everyday work.

TANGIBLE BENEFITS

- ✓ Make clearer, faster and better decisions
- ✓ Spot risks, opportunities and market shifts earlier
- ✓ Underpin strategy, investment decisions and business models with data
- ✓ Sharpen personal leadership routines and communication with AI
- ✓ Align strategy, management and governance more closely
- ✓ Use AI responsibly, ethically and in line with compliance
- ✓ Develop a personal AI Decision Playbook for day-to-day leadership

YOUR RESULT

A personal AI Decision Playbook that turns fragmented AI initiatives into a coherent leadership practice.

IMPACT

Clearer decisions, better communication and closer alignment between strategy, management and organization.

FACULTY

The seminar combines conceptual grounding with hands-on management practice and current AI applications.

EXCHANGE

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**
Management, decision-making, strategy and AI are not treated in isolation but understood as one integrated leadership task.
- 02 **Practice, not theory**
Models, methods, case studies and transfer work help you derive concrete measures and a personal AI Decision Playbook for your own area of responsibility.
- 03 **Peer-to-peer exchange**
Participants from different functions, industries and companies contribute their own experience, questions and perspectives.
- 04 **Lecturers from practice and academia**
The seminar combines conceptual grounding with hands-on management practice and current AI applications.
- 05 **A basis to build on**
The seminar can serve as a stimulus for your own development and as an entry point to further programmes and seminars at the StGallen imt Business School.

EXPERTS



Prof. Dr. oec. (HSG) Thiemo Wambsganss

EXPERT

Professor in Human-Centered AI-based Systems

Professor of Digital Technology Management at Bern University of Applied Sciences, where he leads the Human-Centered AI-based Learning Systems division. Doctorate at the University of St. Gallen (HSG); research at ETH Lausanne, Carnegie Mellon University (USA) and the University of Cambridge (UK).



Dr. oec. (HSG) Naim Zierau

EXPERT

AI Engineer, Researcher

AI Engineer and Associated Researcher at the Institute of Information Management at the University of St. Gallen (HSG). Advises organizations on the practical use of artificial intelligence, particularly Conversational AI and generative AI for management, service and decision processes.

ACADEMIC LEADERSHIP



Prof. Dr. (HSG) Christian Abegglen

ACADEMIC DIRECTOR



Dr. Ulrich von Bassewitz

ACADEMIC DIRECTOR

Key information at a glance

All the key facts about the “AI for Managers & Executives” 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 and emerging leaders
INVESTMENT	CHF 2,400 · plus 8.1% VAT
NETWORK	StGallen imt Alumni



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

Dr. Manfred Wittenstein

FOUNDER AND OWNER · WITTENSTEIN

TERMS



Monika Dutkiewicz

CONSULTATION AND
REGISTRATION

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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 for Managers & Executives” 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

AI for Managers & Executives · 3 days · St. Gallen

SELECT SEMINAR DATE *

The following dates are available as alternatives.

2026

☐ 10.–12.08.2026

St. Gallen

ENGLISH

☐ 07.–09.12.2026

St. Gallen

GERMAN

2027

☐ 22.–24.01.2027

St. Gallen

GERMAN

☐ 22.–24.06.2027

St. Gallen

GERMAN

☐ 10.–12.08.2027

St. Gallen

ENGLISH

☐ 07.–09.12.2027

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

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and Technology*

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