

## Management Seminar for Entrepreneurs and Executives

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
	08.30 - Brief language input related to the issues of the day  - Presenting your organisation - Market trends and tendencies in your field - Input: Methods holistic organisational diagnosis and SWOT	08.30 - Brief language input related to the issues of the day  Theoretical input: - Developing strategies - Analysis of market / customer / competition - Market segments - Your business environment - Mission / vision / strategic objectives - Planning implementation Methods and procedures, exchange of experience	08.30 - Brief language input related to the issues of the day  Theoretical input: Implementation of strategy: - Management of processes - Flexible organisation structures - Roles, responsibilities, tasks - Leadership - Communications - People management - Technologies	08.30 - Brief language input related to the issues of the day  Theoretical input: - Change Management - Continuous improvement process - Plan of action	08.30 - Brief language input related to the issues of the day  Strategy implementation: Implementation plan 3 small groups parallel: - reflecting the day - coaching and consolidating your implementation plan - language coaching Groups change after 30'
12.00	L u n c h b r e a k				
01.30	Coffee break in the morning and in the afternoon included				
	Elaboration of organisational diagnosis and SWOT for your organisation  Clarify questions	Develop strategy of your company  - or alternatively: develop strategy in a case study	Discuss issues of leadership  Identify your areas for change of / in the organisation	Your organizational culture – how to take influence and develop  Identify your areas for cultural change	1 pm evaluate seminar  2 pm Farewell
	4 pm 3 small groups parallel: - reflecting the day - coaching and consolidating your analysis - language coaching (Groups change after 40')	4 pm 3 small groups parallel: - reflecting the day - coaching and consolidating your strategy - language coaching (Groups change after 40')	4 pm 3 small groups parallel: - reflecting the day - coaching and consolidating your plan for change - language coaching (Groups change after 40')	4 pm 3 small groups parallel: - reflecting the day - coaching and consolidating your plan of action - language coaching (Groups change after 40')	
	6 pm closing the day	6 pm closing the day	6 pm closing the day	6 pm closing the day	
6 pm Arrivals Introductions Program information Dinner		8 pm Evening discussion: Important strategy schools (group work)	8 pm Evening or chimney session - AOB – themes of general interest to participants	8 pm Evening or chimney session - AOB – themes of general interest to participants	

### Language coaching:

#### Morning session:

- Terms and vocabulary related to the issues of discussion
- phrases typically used in management

#### Afternoon session:

- group plus personalized feedback on language points
- individualized written feedback