
CMP 2016

Corporate Management Programme

Branding Senior Executives



Lausanne Hospitality Consulting

THE ULTIMATE LEARNING EXPERIENCE FOR BUSINESS LEADERS

A 5-day exclusive programme delivered by international experts and advisors
13-17 June 2016



There are good companies with well-defined processes and systems... and then there are great companies with extraordinary, motivated people who go the extra mile to provide excellent service and who are also exceptional leaders. Those leaders impart vision and energy, extract value for their businesses and inspire people to achieve productivity and excellence levels which many can only dream of. In short, exceptional leaders are manufacturers of success!

And you? Where are you on the success grid? Do you have the power to be an exceptional leader? Come to the temple of hospitality knowledge and uncover the holistic You. Get groomed to formulate professional and personal success with your own special panache.

By the end of the programme, you will be able to:

MIND

Identify brand "You"
Prepare 360° communication plans
Pinpoint personal strengths
Appreciate and manage weaknesses

BODY

Lead through inspiration
Be the cornerstone of an organisation's success
Take great effort to be effortless

SOUL

Achieve control of personal emotions to guide thinking and behavior
Reflect on personal effectiveness
Connect with You

A UNIQUE EXPERIENCE

- Benefit from expert coaching run by Ecole hôtelière de Lausanne's hospitality gurus
 - Share with a small-group of hand-picked participants at Senior Executive level
 - Experience the energy of the future generation of hospitality leaders on our campus
 - Integrate EHL's alumni network of over 10'000 active members in 150 countries
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PROGRAMME THEMES

The Corporate Management Programme 2016 will take you on a journey through the following themes:

BALANCE

The
Inner
You

STYLE

You,
Your Best
Asset

PRESENTATION

Lights,
Camera,
Action!

BUSINESS

You,
Yourself,
The Company

LEADERSHIP

The
New
You

PROGRAMME SCHEDULE: 13-17 JUNE 2016

“Learn to manufacture yourself before you can manufacture success”

	A COMBINATION OF GROUP WORK AND INDIVIDUAL COACHING		
MONDAY	EHL Visit & Introduction	Personal Branding	Emotional Intelligence
TUESDAY	Yoga & Wellness	Elements of You	Electronic You
WEDNESDAY	Presentation of You	Storyboarding	Public Speaking
THURSDAY	Dealing with Business Issues	Group Coaching	Meet the Next Generation
FRIDAY	Lead the Next Generation	The New You	Graduation Ceremony
	Coaching sessions and outdoor activities are planned throughout the week		

HOW TO ATTEND

Candidate selection

Attendance for each session is limited to a small group of people, at Senior Executive level.

Fees

CHF 12'000,- including:

- Tuition and course material
- The Corporate Management Certificate
- Lunches & coffee breaks
- Swiss dinner during team outing
- VAT and government taxes.

Please contact us for any request you may have.

CONTACT AND APPLY

Due to the exclusive nature of our programme, space is very limited. Please contact us now to reserve your place. All applications will be screened and participants selected for their complementary backgrounds.

Contact Jos Jumelet
Email: jos.jumelet@ehl.ch
Tel.: +41 21 785 13 35

For details and to apply online

lhconsulting.com/cmp

TESTIMONIALS

"Exceptional Leaders are manufacturers of success. CMP provided me with significant tools to enhance the above sentence. Taking the time as a leader to reflect on "BRAND ME" and to include the Millennials into the programme was a special icing on the cake. Having the two Executives run the course added value. Tremendous authenticity, personal experience, drive, knowledge and professionalism made me grow as a leader applying what was taught. Thank you."

Cornelia Kausch

President
CK Hospitality Advisors, Berlin

"Interacting with top professionals from different countries and cultures who share the same goal was a great experience for me.

So many fresh ideas have been shared to help us do our jobs, insight into current trends and a lot of entertainment all contributed to our overall satisfaction.

I appreciate very much the individual approach and focus on our personalities rather than mentioning just another common corporate strategy.

Knowledgeable coaches, diverse case studies, excellent organisation, emotional fuel for months to come! Thank you!"

Julieta Serafimova

General Manager
Grand Hotel Sofia

"What I realized while at the course was that we sometimes take so many things for granted at work, particularly for us Executives that we become complacent. This course reignited the fire that I had in the years just after I was appointed to be an Executive. I have re-branded the brand 'Charles Wahinya'.

I know that I have been successful at this so far because during the short period of time between completing the course and today I have seen the results at work."

Charles Wahinya

Regional Financial Controller, East & Southern Africa
Fairmont The Norfolk, Kenya

LAUSANNE HOSPITALITY CONSULTING (LHC)

LHC is the consulting and executive education division of Ecole hôtelière de Lausanne. Over the past 25 years, LHC has been working in more than 60 countries delivering a large variety of executive education programmes. For the 8th edition of the Corporate Management Programme, LHC's team of international advisors with multidisciplinary hospitality experience and different cultural backgrounds, has developed this unique programme.

For details and to apply
lhcconsulting.com/cmp



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