



Managing the Image of your Organization or  
Department



21 April - 2 May 2025



Lisbon (Portugal)

# Managing the Image of your Organization or Department

course code: M9344 From: 21 April - 2 May 2025 Venue: Lisbon (Portugal) - course Fees: 6750 Euro

## Program Overview

In this program you will learn about...

In this program the participant will gain practical knowledge to understand

- Organizational Image
- Impact of Image in the Business Environment
- Analyzing effectiveness of a current identity
- How to determine what changes in Image should be Prioritized
- Implementing Image Change
- Evaluating effectiveness of the Image Change.

## Program Content

In this program you will learn about the Corporate Identity...

- Practical Issues
- Industry Standard Terminology
- Industry Methodologies, Standards Best Practices
- Business Mapping of Operations
- Flow Charts
- Quality Assurance TQM Issues
- What Investors Customers Really Think About Your Organization's Image?
- The elements of your corporate identity
- How to manage your Identity?
- The key tasks for the Analysis team
- How to interview outsiders and employees?
- How to check how people see your company?
- How to Analyze communication materials?
- How to develop and implement an Identity Program to correct problems and improve management controls?
- If you already have an Identity Program, How to assess its effectiveness?
- Planning Issues
- Tools and Technology Issues
- Information Technology Issues
- Management Information Needs and Related Systems
- Implementing Improvements



