



*Training Course:
Managing the Image of your Organization or
Department*

8 - 12 December 2025

Madrid (Spain)

Pestana CR7 Gran Vía

Training Course: Managing the Image of your Organization or Department

Training Course code: MA9345 From: 8 - 12 December 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € 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

Registration form on the Training Course: Managing the Image of your Organization or Department

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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