



*Training Course:
Strategic Leadership in Corporate Identity
Management*

*20 - 24 January 2025
Amsterdam (Netherlands)
Grand Hotel Amrâth Amsterdam*

Training Course: Strategic Leadership in Corporate Identity Management

Training Course code: LS235658 From: 20 - 24 January 2025 Venue: Amsterdam (Netherlands) - Grand Hotel Amrâth
Amsterdam Training Course Fees: 5500 € Euro

Introduction

Corporate identity is a vital aspect of an organization's branding and strategy, encompassing elements such as values, culture, and visual representation. It reflects the organization's mission and influences stakeholder perception. This program equips participants with the strategic leadership skills needed to manage and evolve corporate identity effectively. Participants will explore frameworks, strategies, and leadership practices to ensure alignment between corporate identity and organizational goals while fostering trust and loyalty among stakeholders.

Objectives

By the end of the program, participants will be able to:

- Understand the fundamental principles of corporate identity management.
- Lead strategic initiatives to align corporate identity with organizational objectives.
- Develop comprehensive strategies to enhance brand perception and reputation.
- Analyze and address challenges in corporate identity evolution.
- Apply innovative leadership approaches to sustain a strong and cohesive corporate identity.

Methodology

- Interactive Lectures: Expert-led sessions to introduce core concepts and frameworks.
- Case Studies: Real-world examples to illustrate successful corporate identity management.
- Group Discussions: Collaborative activities to enhance critical thinking and problem-solving.
- Workshops: Practical application of tools and techniques for strategic leadership.
- Feedback and Coaching: Personalized insights to refine leadership approaches.

Organizational Impact

- Strengthened alignment between corporate identity and strategic goals.
- Enhanced reputation and stakeholder trust through cohesive identity management.
- Improved employee engagement by fostering a shared sense of purpose and values.

- Increased competitive advantage by ensuring a consistent and impactful corporate image.
- Development of a leadership team capable of steering identity transformation.

Target Audience

This program is ideal for:

- Senior executives and managers responsible for branding and corporate identity.
- Marketing and communications leaders.
- HR professionals involved in shaping organizational culture.
- Strategic planners and consultants.
- Aspiring leaders seeking to strengthen their impact on organizational identity.

Outlines

Day 1:

Fundamentals of Corporate Identity

- Overview of corporate identity and its elements culture, values, and visuals.
- Key principles of strategic leadership in identity management.
- Case study: Analysis of successful corporate identity transformations.
- Group activity: Assessing the identity of participants' organizations.

Day 2:

Aligning Corporate Identity with Strategy

- The role of corporate identity in achieving strategic goals.
- Techniques to ensure alignment across all organizational levels.
- Workshop: Developing an alignment strategy for a hypothetical organization.
- Peer review and discussion of workshop outputs.

Day 3:

Leadership in Identity Evolution

- Leading change in corporate identity: Challenges and opportunities.
- Building consensus among stakeholders.
- Tools and frameworks for managing identity evolution.
- Role-play: Simulating leadership scenarios in identity transformation.

Day 4:

Communication and Stakeholder Engagement

- Crafting and delivering effective messages to internal and external audiences.
- Utilizing digital platforms for identity promotion.
- Case study: Crisis management in corporate identity.
- Exercise: Developing a crisis response plan to protect corporate identity.

Day 5:

Sustaining Corporate Identity

- Measuring and monitoring the impact of corporate identity initiatives.
- Continuous improvement strategies for corporate identity management.
- Group presentations: Participants present corporate identity plans for their organizations.
- Feedback, discussion, and program wrap-up.

Registration form on the Training Course: Strategic Leadership in Corporate Identity Management

Training Course code: LS235658 **From:** 20 - 24 January 2025 **Venue:** Amsterdam (Netherlands) - Grand Hotel Amrâth Amsterdam **Training Course Fees:** 5500 € Euro

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

Delegate Information

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

Company Information

Company Name:

Address:

City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

Easy Ways To Register

Telephone:
+201095004484 to
provisionally reserve your
place.

Fax your completed
registration
form to: +20233379764

E-mail to us :
info@gh4t.com
or training@gh4t.com

Complete & return the
booking form with cheque
to: Global Horizon
3 Oudai street, Aldouki,
Giza, Giza Governorate,
Egypt.