



*Training Course:
Strategic Leadership in Corporate Identity
Management*

*12 - 16 July 2027
Lisbon (Portugal)*

Training Course: Strategic Leadership in Corporate Identity Management

Training Course code: LS235658 From: 12 - 16 July 2027 Venue: Lisbon (Portugal) - Training Course Fees: 6050 € 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.

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

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