

Corporate Identity and Corporate Culture

Create your unique Corporate Identity on the basis of your market-orientated Corporate Culture

Objectives

At the end of this workshop the participants will have enhanced their understanding of:

- how to create and establish a unique corporate identity and a market-orientated corporate culture
- the interrelation between corporate culture and corporate identity and how they affect each other
- how to define Unique Selling Propositions (USP) and core-competencies, the foundations of corporate culture
- successfully implementing characteristic features of corporate culture
- managing different cultures under one roof
- how to reshape a company's culture if it is out of date

Contents

- The role und function of corporate culture and corporate identity
- 10 steps towards a market-orientated corporate culture
- how to define USP's and core-competencies
- different types of cultures and how they work
- working the cultural network
- values, heroes, rites and rituals: the core of the culture

Methodology

Course activities are a mixture of case studies, role-plays and group exercises ensuring an interactive dialogue between lecturers and participants. The participants are encouraged to try out the course material in simulated real-life business situations. The training strategies we use help the participants to transfer their workshop experiences to their daily business.

Target Group

Professionals in a management or leadership position and those with leadership potential

Prerequisite

Intermediate standard of English

Duration

2 days