

# Managing Your Business Unit's Image

2 Week Training Program

✓ **Methods, Analysis, Implementing Initiatives & Improvement**

## A 2 Week Training Program

### What is Covered in this Program?

In this program the participant will gain practical knowledge to understand (1) Organizational Image (2) Impact of Image in the Business Environment (3) Analyzing effectiveness of a current identity (4) How to determine what changes in Image should be Prioritized (5) Implementing Image Change (6) Evaluating effectiveness of the Image Change.

### Program Content

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

1. Importance of Image
2. Image Processes
3. What Investors Customers Really Think About Your Organization's Image?
4. The elements of your corporate identity
5. How to manage your Identity?
6. The key tasks for the Analysis team
7. How to interview outsiders and employees?
8. How to check how people see your company?
9. How to Analyze communication materials?
10. How to develop and implement an Identity Program to correct problems and improve management controls?
11. If you already have an Identity Program, How to assess its effectiveness?

12. Planning Issues

13. Tools and Technology Issues

14. Information Technology Issues

15. Management Information Needs and Related Systems

16. Implementing Image Improvement Projects

17. Program Recommendations

### Workshop 1

Outline Action Plan to Implement Program Communicated Good and Best Practices

### Workshop 2

Advanced Topics? More Details on Some Above Issues Important for Participants (Customized for each Participant Group)

Increasing Productivity through Using Standard Forms, Templates, Checklists to Perform the IP Processes

Performance Management System to Measure Level of Performance in the Above Processes? we will develop the KPIs for the Above Processes

Planning & Implementing a Departmental/Functional Knowledge Base? For IP Rights and Methods? Key to Achieving Quality Service

Performance/Repeatability and Superior Performance in Our Organization

Your Individualized Action Plan for Implementing Good Practices and Best Practices Discussed throughout the Program

Enhanced Program Recommendations

## Managing your Business Unit's Image Training Workshop (MAA411)

### Program Outcomes and Takeaways

Euro Training is in the business of providing practically useful training programs.

Programs that -

1. Help the participant implement systems in his organization
  2. Help the participant gain *multi-discipline* understanding of the issues related to Managing Your Business Unit's Image so that he can incorporate the needs and expectations of all stakeholders and all his customers, in his improvement proposals and actions
  3. Help build a knowledge framework in which job related experience can be caught and remembered as his experience
2. Organizations' strategic objectives
  3. Needs and expectations of the stakeholders/customers (internal and external)
  4. Good management practices
  5. Identifying opportunities to exceed stakeholder/customer expectations

**A typical participant will take away a personalized action plan** for himself, his business unit or his organization on how to apply the program contents to improve performance. The action plan may have two components:

1. A personal action plan
2. A business unit/organizational action plan

### Benefits to Organization

Sending participant/s to this program will benefit the organization in the following ways-

1. Quickly make the participants competent, effective and productive on their job. Useful especially for
  1. Training new employees
  2. Competency building in existing employees transferred to a new assignment
  3. Training prior to a new project or initiative planned in the organization
2. Help the employee do his job well by developing competencies related to-
  1. Relevant technical knowledge and skills

### Individual Career Benefits for Participants

1. You gain a multi-discipline understanding of the issues. That means, when you make proposals or decisions on your job, you will keep in mind the needs and expectations of ALL the stakeholders/customers (internal and external).
2. The action plan you take away will help you make a difference in your business unit or organization! When you talk about this difference you have made to your organization in your resume, you will be a prime candidate for career advancement in your own organization or in your next job(s).

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3. Understanding and acting with understanding of the needs and expectations of your stakeholders/customers is known to enhance *job satisfaction* and reduce Monday morning blues.
4. As one of your stakeholders/customers is Executive Management, the program ensures that you know the strategic imperatives that drive the organization's efforts in your relevant job area.

### This Program is Intended for...

**Those new to the field** take away a good multi-discipline understanding of the issues involved in their work. It helps them in becoming productive quickly and in building a knowledge framework that will help them identify, understand, classify and remember on the job learning and experiences.

**More experienced participants** take away an individualized action plan as mentioned in the previous sections.

**Implementation Teams:** This program can be used to train implementation teams...

1. when a new project or initiative is being started in your organization
2. when a new strategic focus is being initiated
3. just prior to a consultant being hired to advise the organization

Each participant will take away a memorable and potentially life changing experience from the program.

No limitations are being placed on who can attend. If you are interested in the program outcomes and takeaways, or feel you can benefit from the organizational and personal benefits mentioned above, you are welcome to register for this program. Program instructors have the knowledge, experience and access to resources required to customize the program to the specific job related needs of each program group.

### Language of Instruction

Unless otherwise stated the program instruction is in standard day-to-day English. Participants can request the instructor to provide a program vocabulary which will ensure they have no problem understanding the content.

Other language versions are being developed by our consultants and regional partners (including program in **French, German, Spanish and Arabic**). Please do contact us for your specific language needs.

### Registration Recommendations

**Team Nominations:** This program aims to ensure the participants have their individualized improvement plan at the end of the program. So, foreseeing the effort involved, anticipating resistance and implementation requirements, it is recommended that the organization nominate **at least two participants together** (three will be more desirable) for this program.

It is anticipated that these 2 or more participants will work together as a team or provide mutual support in order to implement the action plan.

**Single nominations** will also be accepted for the program. Single nominations are typically used to -

1. Develop personnel skills in critical skills and methodologies covered in this program.
2. Train individuals for leadership roles in business units or departments. This program will help the participant coach and lead his team in these critical skills and methodologies. (The program typically does not cover coaching skills but provides the related technical understanding in an easy to communicate manner).

### For Latest Program Schedule Email

maa411@EuroTraining.com

www.eurotraining.com/bro/maa411.php

<b>REGISTRATION FORM</b>	
<b>Program:</b>	<b>Managing Your Business Unit's Image Training Workshop (MAA411)</b>
Location Where Attending:	
Program Dates:	
Whether Participant will Consider Alternate date if one requested is not available:	
Participant Name Prefix: Mr/Ms/Mrs	
Participant Name:	
Participant Job Title:	
Participant Department & Section:	
Participant Employer/ Company:	
Participant's Present Job Responsibilities:	
Participant Email Address:	
Participant Mobile Number:	
Sponsored by:	
Sponsoring Company:	
Job Title of Sponsoring Authority:	
Name of Sponsoring Authority:	
Email of Sponsoring Authority:	
Fax of Sponsoring Authority:	
Telephone Nos. of Sponsoring Authority:	
Web Site of Sponsoring Company:	
Invoice Reference:	
Invoicing Address:	

## REGISTRATION INFORMATION

- To register:** Please send us an official letter confirming registration (on organizational letterhead or Authorized Email).
- Program Fee is
  - USD \$8,900 per participant and includes Course Materials, Certificate, Refreshments and Lunch. (Fee at London, Paris and Kuala Lumpur is \$9,790 per participant)
- Accommodation & Taxes/VAT (if applicable) is not included in Program fee. Special rates will be available at venue hotel for the participants.
- Special discount of 10% is offered for participants who pay their fees at least 45 days before start of the program.
- Refund will not be considered where the participant cancels his registration less than 3 weeks before start of the program. Alternate nominations will be allowed anytime before program start.
- All participants are required to fill in Participant Information form - on first day of the program. Each program Undergoes Customization to Better Meet Participant Present and Future Career Needs. Please be prepared to let the Instructor/s know about your organization's Special Needs, Interests or Initiatives.
- It is always useful for participants to bring their existing problems or case studies, work-process flow charts or job related problems for discussion - consideration will be at sole discretion of the program director/s.
- Provisional Registration:** You can make a provisional registration by sending us an email – an official registration request can be made within 2 weeks. This will ensure we will reserve a seat. All provisional registrations automatically cancel 2 weeks before program start.
- Please note: No Live Voice Requests for Registration or Provisional Registrations.