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Undertaking
Recycling and
Creating

Students training

#04. Company organization
and corporate image



Edition 02/2021



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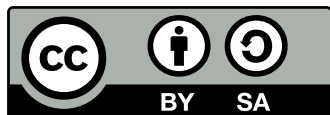
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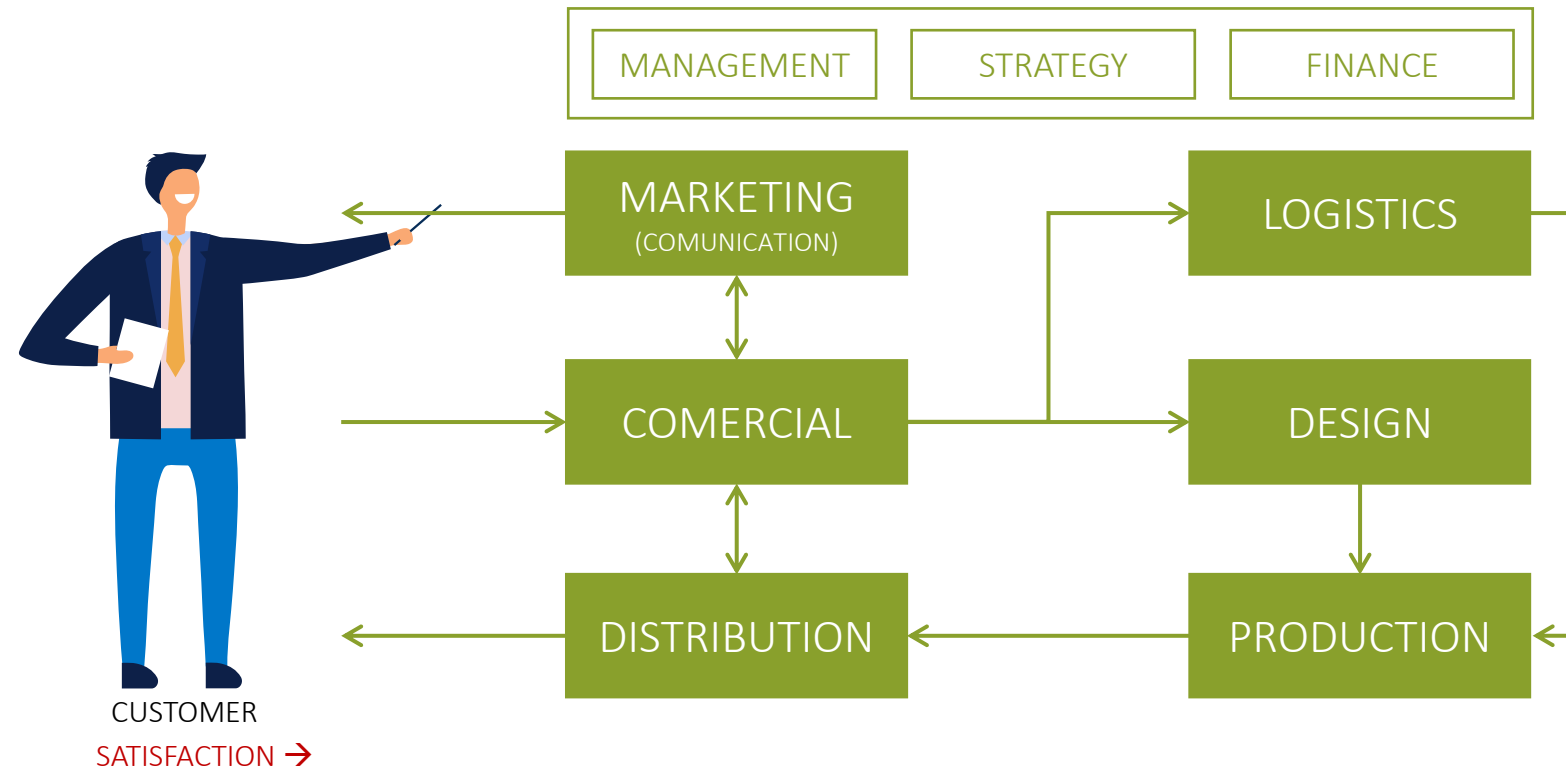
1. How can we organize ourselves?

- The organization must be adequate to achieve the desired results:
 - Be clear about what we want to achieve (product + final service)
 - Define the processes necessary to achieve it (those that add value)
 - Get organized so that processes are efficient

2. Processes approach

- Where is the value for the costumers?
 - Identify the activities that contribute to add value
 - Identify inputs and outputs for each activity
 - Identify sequence and relations
 - Appoint responsible
 - Define methods
 - Measure and improve

3. Processes map



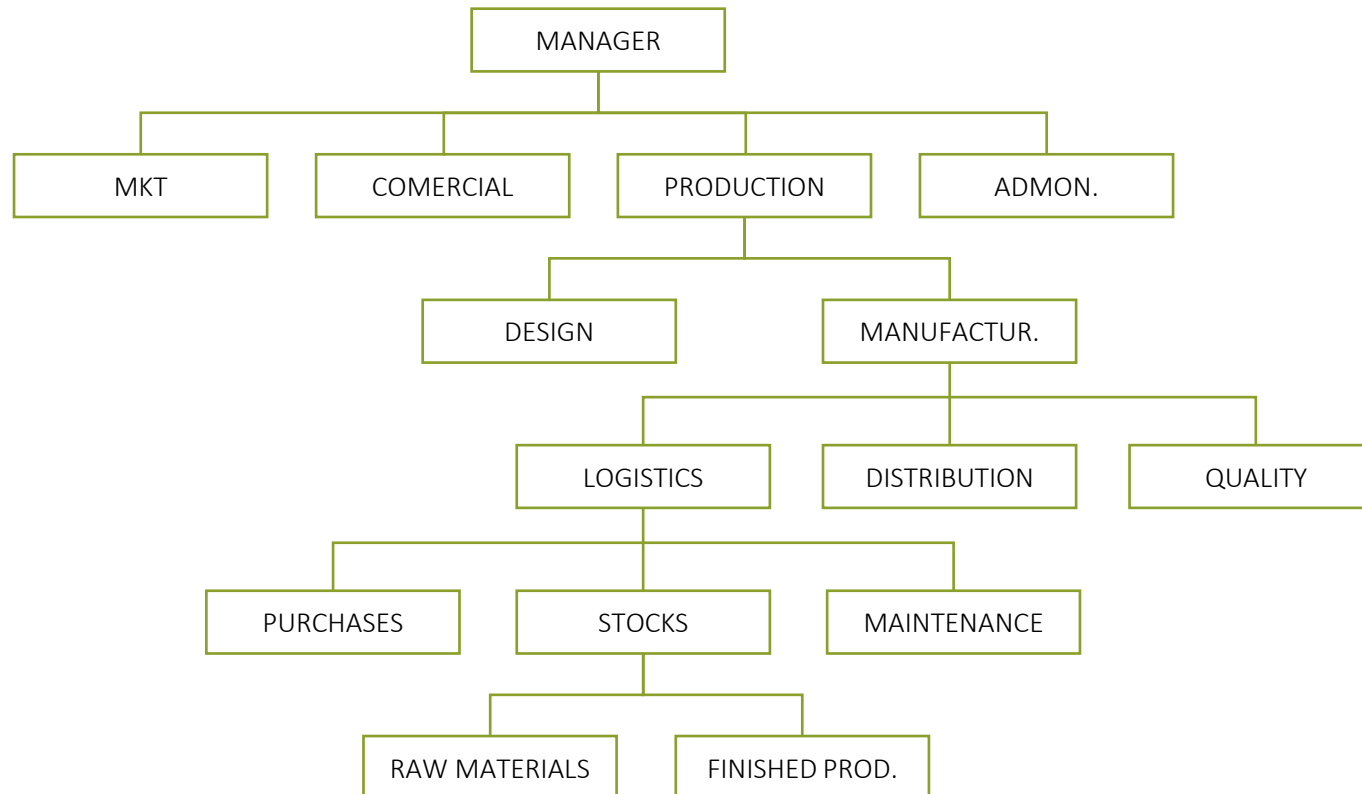
4. Organization chart

There are multiple possibilities:

- Depending on the size of the company
- Depending on the philosophy (authority vs. delegation)
- Depending on the strategy (relationships between areas)
- Depending on the affinity of knowledge (HR)
- ...

Choose the one that best allows the company to develop its value proposition

5. Some examples



5. Some examples



6. The company's corporate image

- Better if it is clearly referred to the product / service
- Be consistent with the position the company sought
- Unique (at least, different from what is known)
- Simple (easy to remember, interpret and reproduce)
- Careful using the colors
- Adaptable (sizes, supports, applications)
- Modern appearance, but not “fashionable” (as it must last)

6. The company's corporate image

The diagram illustrates the spectrum of corporate image quality, ranging from 'GOOD' (green) to 'BAD' (red). A horizontal line with a green box labeled 'GOOD' on the left and a red box labeled 'BAD' on the right is shown. Various logos are placed around it:

- GOOD side (left):** Nike (red swoosh), Apple (black silhouette), WhatsApp (green speech bubble), Twitter (blue bird), and Coca-Cola (red script).
- BAD side (right):** Office of Basic Energy Sciences (circular logo with a colorful globe and text 'Serving the Present, Shaping the Future'), highlight (rainbow, multi-colored cursive), CATWEAR (yellow background with a cat silhouette and text), and Kate's Florist (green oval with flowers and text).

The Erasmus+ logo is located in the bottom right corner.

7. To consider

- The logo in positive and negative version
- Take care of resolution (better in vector)
- Assess the possibility of a slogan
- Provide basic applications:
 - Web page
 - Advertising (print, web, wallpapers ...)
 - Stationery (proposals, invoices ...)
 - Business cards

7. To consider: example I



JUST DO IT.

7. To consider: example II



8. To do list



- Define organization chart (departments, relationships, members)
- Create corporate image
- Develop a commercial catalog with your offer of products and services
- Make a proposal for the structure of the company website and social profiles



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