

# Valuation of the intangible capital of companies

## Targeted audience

Managers, Administrative and Financial Director, Business consultants, lawyers, accountants, profit center manager, project managers...

## Level

Good economic knowledge of the company and its environment, concept of strategy and business marketing.

## Internship objective

Understand and rediscover the values of the company that make the company exist and can develop. How to identify your values, value them and make each participant able to develop an approach built on the topics discussed. To be able to set up a new and rewarding work method for the company.

## Duration and conditions

Price before VAT per day / trainee

**550 €** (excluding travel expenses)

Minimum

**4 people**

Duration

**3 days for 4 themes  
or  
5 days (10 half days)  
for all themes**

## Method

Approach according to fundamental themes of the intangible valorization of a company. Questionnaires, exchanges based on your experience and your needs, presentation of the theory and practical cases allowing the participants to immerse themselves, to understand and to get involved in the progress of the processes to reach a better performance for company.

## Program

Reception of the trainees, presentation of the themes and organization of the half-days.

Every half-day is divided into:

- Back to a questionnaire on the subject
- Sharing between trainees by commented pooling
- Theoretical elements
- Synthesis
- Preparation of the next ½ day

Synthesis of the training during the last half day

Deliverable: written support that provides a method of working memo technique by theme

All our trainings can be carried out for only one company or (several people from different companies and can be slightly different in order to respect the confidentiality of the data.

They can be done in individual or in group (except exception)

In all cases, consult us for rates and training dates. A cotation and the terms and conditions will be sent to you before validating a training.

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