

# GLOBAL BRAND ACADEMY

Creating Branded People

## Programme Outline

### **Brand Leadership Mindset: Leading with Brand**



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Leadership needs to be driven by the brand of the organisation. Become the leader your employees need, show them why your brand needs to come alive from within, and motivate them into delivering a brand-aligned mindset approach to work.

### Synopsis

Build your brand culture from the top down - because it always starts with your leaders. Leaders must be able to champion your brand values and live the brand - so learn how to create a shift in perception in your organisation; empower and transform your leaders into branded employees that the rest of your organisation can emulate. The brand leadership mindset imparted to them will allow your best employees and generals to lead the charge in the form of structured approach to brand leadership that is driven by the very core of your Brand DNA.

### Key learning outcomes

- How to turn a regular manager into a branded champion and leader for the rest of your employees to emulate and model themselves after.
- Help your best leaders understand the significance of on-brand behaviour, and how it correlates directly with the delivery of your brand promise.
- Create a high impact and high-performing branded culture that keeps everyone motivated and inspired.
- Foster brand leadership mindset throughout your organisation.
- Align leadership styles to that of the brand DNA

### Who's it for

- Junior to Senior Managers
- Human Resources
- Management executives and leaders
- Business owners
- Organisational Development
- Corporate Communications

**Program Format:** Keynote/Workshop



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Brand Strategy  
Internal Branding  
Branded Customer Experience  
Sales & Marketing

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