

GLOBAL BRAND ACADEMY

Creating Branded People

Programme Outline

Brand Legacy:

What do you want to be remembered for?



Brand Legacy: What do you want to be remembered for?

Your brand must mean something - both to yourself and your audiences. Decades down the road, what do you want your brand to be remembered for?

Synopsis

Learn how to lay a powerful brand foundation that leads you to achieving your legacy. Know exactly where to make your mark in the marketplace and impact the lives of your audiences through your brand. Develop a mindset of courage and boldness in overcoming challenges; learn how to take your brand further than before with a long-term vision of building an everlasting brand legacy.

Key learning outcomes

- Learn how to identify and overcome the challenges that are preventing you from creating a lasting brand legacy.
- Grasp how to expertly position your brand for a high impact presence in the market against your competitors.
- Learn how to adopt a growth mindset (and shed your fixed mindset) as you grow your brand legacy.
- Implement a clear and robust brand legacy plan in place to achieve your goals and realise your vision.
- Understand the impact your brand legacy holds on your customers and community.

Who's it for

- Junior and Senior Executives
- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners

Program Format: Keynote



GLOBAL BRAND ACADEMY

Creating Branded People

Brand Strategy
Internal Branding
Branded Customer Experience
Sales & Marketing

www.jeromejoseph.com
www.theglobalbrandacademy.com

55 Serangoon North Avenue 4
#01-03 S9 Serangoon North
Singapore 555859
T +65 6288 7812
M +65 9271 6973
F +65 6288 3946
E jerome@jeromejoseph.com

Singapore Australia Malaysia Vietnam UK

