

GLOBAL BRAND ACADEMY

Creating Branded People

Programme Outline

Live your Brand:

**Growing Your Branded
Culture from Within**



Live your Brand: Growing Your Branded Culture from Within

Establishing a brand starts from within. A world class brand grows from within by through impacting their people and turning them into brand ambassadors for their brand. Create a powerful branded culture through employee engagement and drive brand performance.

Synopsis

Learn how to align your employees to your brand internally and how to create a sustainable branded culture that is driven by what your organization stands for. Our internal brand process will take your people and empower them as brand advocates with clear, on-brand behaviour. Your people will be able to translate your brand clearly to your customers and make your brand truly come alive.

Key learning outcomes

- Learn how to align your employees to your brand vision, mission, and values.
- Create meaning for your employees by attuning them to the company's brand - and in doing so foster a greater sense of engagement and employee satisfaction.
- Learn what it means to exhibit on-brand behaviour across all levels of your organisation, and how employees can embody your brand across all customer touchpoints.
- Educate your employees on how to deliver your brand promise in everything they do; provide concrete examples and direction for them to succeed on the frontlines for the health of your brand and business.
- Branded culture: learn how to ensure your brand lives through your culture - helps you to drive performance and allows your customers to live your brand through your people
- Team of brand champions: create brand champions that will help you influence and drive the brand from within.

Who's it for

- Marketing and brand executives
- 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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