

GLOBAL
BRAND
ACADEMY

Creating
Branded
People



THE
BRAND
THEATRE
WORLDWIDE

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All our programmes have been rigorously developed for over 20 years, incorporating all our market knowledge and global experience across our programmes in Brand Strategy, Internal Branding, Customer Experience, and Sales & Marketing Experiences. Our programmes have a strong emphasis on real-life, go-to market strategies to grow your brand and business.

”

Dr. Jerome Joseph
CSP, CSPGlobal, PMC
Coach and Strategist

THIS IS
OUR
STORY

OVER
24 
YEARS
EXPERIENCE

ENGAGEMENTS IN
 35
COUNTRIES

IMPACTING
1,000 
BRANDS

INFLUENCING
1,000,000
PEOPLE 

WE CREATE **BRANDS**

CONTENTS

Overview of Us	06
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Brand Strategy Mastery Training Programmes 10

Brand Strategy	12
Experience Branding	13
Brand Innovation	14
Cross Cultural Branding	15
Building a Challenger Brand	16
Brand Story	17
Brand Discovery	18
Blue SKY Strategy For Brands	19
Brand Market Leadership	20
Lessons From The Legends	21
Lessons From Legends - Asia	22
Brand Manager Coaching Programme	23

Internal Brand Mastery Training Programmes 26

Internal Branding Masterclass	28
Live The Brand Workshop	29
Employer Branding	30
Corporate Values & Team Building	31
Brand Leadership Mindset	32
Personal Branding For Leaders/Executives	33
Brand Champion Mindset	34
The Branded Employee	35
Manage On-Brand Seminar	36
Branded Conversations	37
Brand Coach Programme	38

Branded Customer Experience Mastery Training Programmes 42

Branded Customer Experience	44
Brand Consumer Trends	45
Branding 5.0	46
Persona Development	47
Customer Journey Mapping Strategy	48
Touchpoint Masterclass	49
Customer Loyalty	50
Branded Customer Experience Coaching Programme	51

Sales & Marketing Mastery Training Programmes 54

Social Selling	56
Nuts & Bolts Marketing Strategy	57
Experiential Marketing	58
Guerilla Marketing	59
Powerful Presentations	60
Powerful Win-Win Negotiations	61
Consultative Selling	62
Sell The Brand	63
Objection Handling	64
Turn Me On: The Branded Salesman	65
Strategic Brand Communication	66
Sales Manager Coaching Programme	67

Our Portfolio 68

Who We Impacted	70
Our Clients	72
What Our Clients Say	73
Meet Our Trainers	75
GLobal Brand Academy In Action	76



Our Comprehensive Training Programmes

We specialise in four key clusters of training: Developing your world-class brand, building loyalty both internally and with customers, engaging with employees, and transforming sales & marketing outreach to customers, all conducted by award-winning brand coaches that will help you grow your brand, nurture employee and customer engagement, build loyalty and impact your bottom line.



Who We Are

Global Brand Academy is the training arm of The Brand Theatre Worldwide Group, a holistic brand consultancy. Global Brand Academy helps B2B, B2C and government organisations launch world-class brand performances across the function of Brand, Employee Engagement, Customer Experience and Sales & Marketing. Brands driven by training across these key areas deliver tangible results in performance, revenue and loyalty.

Our Bestselling Books

Over the years, we have published bestsellers in the areas of internal branding, customer experience, personal branding, digital marketing, and brand strategy. Our books represent our years of expertise in delivering value to our clients.



Our Impact

We've helped many brands, ranging from Fortune 500 MNCs to SMEs and government organisations, create impressive new brand performances.



We have worked in 35 countries, joined forces with over 1,000 brands, and influenced more than a million people in the past 23 years. Are you next?

“
”

Strategy without execution is worthless,
execution without strategy is aimless.



Brand Strategy Mastery Training Programmes

This collection of unique and proven programmes covers far more than just the fundamentals of how to grow and differentiate your brand. World-class brands are grown through continuous innovation and careful strategy. These programmes will provide you with a comprehensive toolkit of strategic skills and frameworks to bring everything together in practice and turn your brand marketing into a well-oiled machine.

WHAT BRAND STRATEGY MASTERY TRAINING PROGRAMMES WE OFFER

Grow and Create World-Class Brands

Brand Strategy Mastery Training Programmes	Who Is It For						What It's About
	Entrepreneurs	Management (All functions)	Brand & Marketing	Customer Service	Sales	Employee (All functions)	
Brand Strategy From Vision to Evaluation	✓	✓	✓				Learn how to craft a winning brand that stands out from the competition with impactful insights and industry-leading strategies.
Experience Branding Establish Deep Audience Connection through Emotional and Sensory Branding	✓	✓	✓	✓	✓	✓	Gain consumer psychology insights to create a deep and lasting connection between your brand and customers.
Brand Innovation Developing your Brand through Innovation	✓	✓	✓	✓	✓	✓	Learn how to anticipate consumer trends so you can reinvent your brand, stay ahead of the competition and occupy new positions in the minds of customers.
Cross Cultural Branding Branding Across Borders	✓	✓	✓			✓	In this highly strategic workshop, we will guide you as you refine your brand based on cultural nuances.
Building a Challenger Brand How To Fight Harder And Smarter In the Branding Jungle	✓	✓	✓		✓		We will guide you to develop a strategy that will help you become a challenger brand in your industry.
Brand Story Creating Your Own Brand Legend Through Story Telling	✓	✓	✓	✓	✓	✓	Every brand has their own compelling narrative. What's yours? In this workshop, we guide you and your team to develop brand stories that are compelling and authentic.
Brand Discovery Create Your Brand Essence	✓	✓	✓				How to discover the "one thing" that your brand truly stands for and owns in the minds of your employees and customers.
Blue SKY Strategy For Brands Champion New Market Space	✓	✓	✓	✓	✓		Carve out your own market space, innovate and grow, rendering your competition irrelevant. The sky is your limit!
Brand Market Leadership Outpace, Outlast and Outthink your Competition	✓	✓	✓				We will guide you and your team on what strong market leadership is, and how you can stand out in the market place.
Lessons From The Legends How Legendary Brands Create Memorable Experiences	✓	✓	✓	✓		✓	There is no better way to learn than to learn from the legends themselves - they were the ones who got the formula right.
Lessons From Legends - Asia Building Global Asian Brands	✓	✓	✓	✓	✓	✓	Based on our decades of experience building global Asian brands, we will guide you through the steps and principles involved in creating leadership brands in the unique Asian markets.
Brand Manager Coaching Programme Developing Top Level Brand Leadership		✓	✓	✓			Don't just be subject-matter experts. Instead, learn how to master the tactical minutia of leading a brand to success in the global marketplace.

From Vision to Evaluation

Don't have a brand strategy in place? Don't worry. This course will guide you and your team through the nitty-gritty details of creating a powerful, winning brand that stands out from the competition with our industry-leading brand strategy development templates and impactful insights.



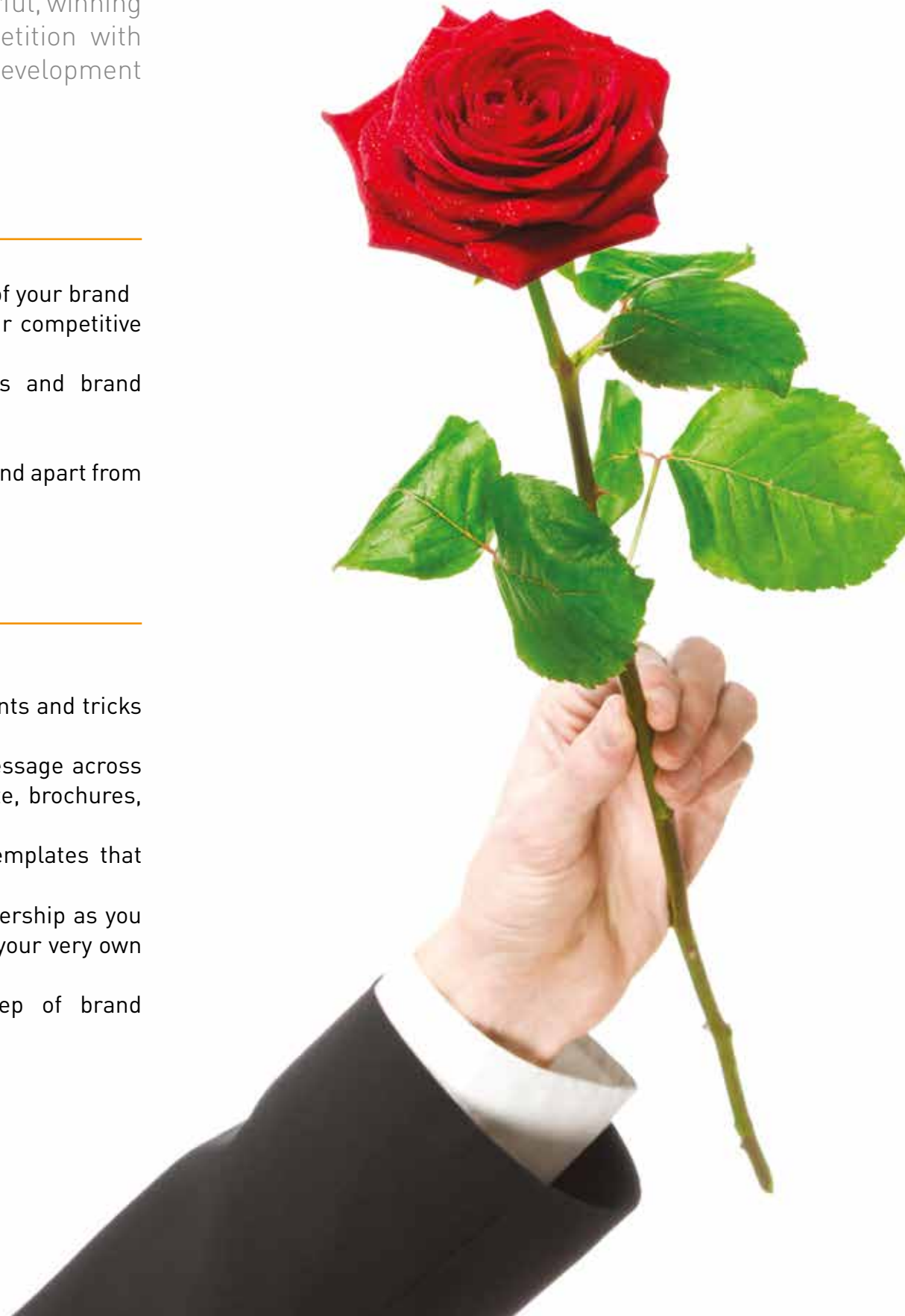
Core Competencies

- **Articulate** the value and emotional benefits of your brand
- **Discover** the essence of your brand and your competitive advantage
- **Craft** a compelling vision, mission, values and brand promise
- **Hone** your brand positioning and messaging
- **Create** a Brand Personality that sets your brand apart from your competitors



Learning Outcomes

- **Discover** your own brand strategy
- **Execute** proven strategies from real-life clients and tricks to overcome every obstacle in the process
- **Deliver** a consistent and intended brand message across all communication materials on your website, brochures, proposals and campaigns
- **Gain** access to industry-leading strategy templates that are proven and tested
- **Increase** buy-in and develop a sense of ownership as you and your senior management team develop your very own strategy
- **Get** professional advice for the next step of brand management and roll outs



Establish Deep Audience Connection through Emotional and Sensory Branding

We know that emotions have a big role to play in branding, but how do you use it to your advantage? In this highly strategic workshop, learn how to utilise consumer psychology insights to create a deep and lasting connection between your brand and your customer's emotions and expectations that would convert prospects and customers into raving fans!

Core Competencies



- **Gain** an in-depth understanding of experience branding and how it works
- **Learn** about emotions and expectations – a hot topic in consumer psychology
- **Discover** how you can use consumer psychology in creating your own branded customer experience
- **Develop** your strategic brand experience platform
- **Map** out your brand experience promise
- **Master** sensory and cult branding

Learning Outcomes



- **Develop** your own brand experience
- **Better** equip your team with real-world troubleshooting experience through every step of the process
- **Drive** brand loyalty by delivering enriching experiences and moments to your customers
- **Gain** access to industry-leading strategy templates that are proven and tested
- **Increase** buy-in and develop a sense of ownership as you and your senior management team develop your very own branded customer experience
- **Get** professional advice on next steps

Developing Your Brand through Innovation

Innovation and branding are two of the most common buzzwords heard today. But what are they and how do you integrate branding and innovation to stimulate revenue growth? In this highly strategic workshop, learn how to anticipate consumer trends so that you can reinvent your brand, stay ahead of the competition and occupy newly created positions in new markets in the minds of customers.



Core Competencies

- **Learn** how to use consumer trends and their applicability to your business – regardless of whether you are a B2B or B2C company
- **Uncover** how other brands have made use of innovation to position themselves
- **Discover** the innovation principles that made these brands successful in their re-branding
- **Prepare** your own “roadmap to success” under the guided tutelage of our instructors



Learning Outcomes

- **Review** your brand and assess how it can be re-positioned based on innovative principles
- **Discover** your own brand positioning
- **Stay** ahead of the competition to constantly reinvent your brand and keep consumers interested
- **Gain** access to industry-leading strategy templates that are proven and tested
- **Increase** buy-in and develop a sense of ownership as you and your senior management team develop your very own brand innovation strategy



Branding Across Borders

You may be a coherent and relevant brand in your market and you want to enter a market that is culturally different from yours. Will your existing brand strategy and brand identity work? Do the communication channels that you currently use to build brand awareness and equity work equally well in the new market? In this highly strategic workshop, we will guide you as you refine your brand based upon subtle, but make-or-break cultural nuances.

Core Competencies



- **Learn** about the challenges to brand success in expanding to markets that are culturally different from your existing ones
- **Discover** how successful brands gain brand leadership position in culturally different markets
- **Identify** the challenges you face in expanding into the market of your choice
- **Refine** your strategic brand communication platform
- **Develop** your market-specific brand communication plan

Learning Outcomes



- **Discover** your own strategic brand communication platform and brand communications plan
- **Tap** on the experience of our experienced coaches as they lead you and the senior management team through the process
- **Gain** access to industry-leading strategy templates that are proven and tested
- **Increase** buy-in and develop a sense of ownership as you and your senior management team develop your very own strategy

How to Fight Harder and Smarter in the Branding Jungle

Not the leading brand in your industry? And you don't have a larger marketing budget than the leader brand? Fret not – there is always at least room for two in any industry. In this highly strategic workshop, we will guide you through the nuts and bolts of developing a strategy that will help toughen you up and make your brand a serious challenger in your industry.



Core Competencies

- **Understand** why challenger brands have the potential to be successful brands
- **Carve** out your own thought leadership and champion innovative ideas
- **Learn** about successful challenger brands and how they climbed their way up from the pack
- **Discover** how to use the leader brand as a source for strategic direction
- **Refine** your strategic brand communication platform
- **Identify** your own strategic brand communication platform and brand communications plan



Learning Outcomes

- **Develop** a plan to build brand awareness and advocacy
- **Think** creatively and work nimbly as an organisation
- **Gain** access to industry-leading strategy templates that are proven and tested
- **Increase** buy-in and develop a sense of ownership as you and your senior management team develop your very own strategy



Building Brand Connection Through Stories

Create a brand story to connect with prospects and customers at a deeper level. As a narrative, the brand story creates an angle for customers to understand and relate to your brand. In this workshop, learn how to develop a story that is compelling, authentic and unique yet relevant to your customers. One that converts your brand into a gripping story, full of inspiring heroes and memorable symbols. Stories are useful tools used by organisations, leaders, marketing and sales professionals to communicate powerful and deep connections with the brand.

Core Competencies



- **Understand** what brand stories are and how they can help your customers connect deeper with your brand
- **Learn** about successful brand stories that are known by millions of fans
- **Identify** key elements that makes up a successful brand story
- **Dissect** your brand to find ingredients that could be potentially used to construct your brand story
- **Create** a brand story structure
- **Discover** the right tone of voice to use in your brand story
- **Strategise** the right story for the right brand message

Learning Outcomes



- **Develop** your unique brand story to drive engagement
- **Create** positive perceptions of your brand through your narrative
- **Streamline** all brand messaging in internal and external communications to contain elements of your brand story
- **Study** famous failures and successes, and find out what works best for your brand
- **Gain** access to industry-leading strategy templates that are proven and tested
- **Increase** buy-in and develop a sense of ownership as you and your senior management team develop your very own brand story

Creating Your Brand Essence

Do your vision and mission statements as well as corporate values tie well together? Are customers and employees confused about what your brand is really about? In this workshop, we focus on discovering the “one thing” that your brand truly stands for and owns in the minds of your employees.



Core Competencies

- **Understand** the often-overlooked brand essence and its role in directing brand strategy
- **Review** your existing brand DNA and strategic brand communication platform
- **Discover** the “one-thing” that you stand for and sets you apart
- **Learn** how to use your brand essence to develop your brand DNA and your strategic brand communication platform
- **Refine** your brand DNA and strategic brand communication platform



Learning Outcomes

- **Discover** your brand essence and align your brand strategy based on your essence
- **Transform** your business and achieve more clarity, consistency and cut-through by focusing on your brand’s distinctive essence
- **Gain** access to industry-leading strategy templates that are proven and tested
- **Increase** buy-in and develop a sense of ownership as you and your senior management team develop your very own strategy



Championing New Market Space

Trapped in pricing competition? Avoid the red sea of pricing competition and ascend to the blue skies by innovating your brand so that you stay in a category of your own. The Blue SKY Strategy for Brand workshop is an insightful, creative and strategic workshop that helps shift your focus from competing for market share to creating new market space and thereby rendering the competition irrelevant!



Core Competencies

- **Learn** about the concepts of Blue SKY and why they matter to you
- **Differentiate** your brand from the clutter
- **Identify** how other brands have made use of these concepts to position themselves
- **Discover** the principles of finding a niche strategy
- **Explore** strategies to create your own blue sky in your industry
- **Uncover** your competitive frame of reference



Learning Outcomes

- **Sideline** the competition by creating new market space in even the most crowded industries
- **Gain** access to industry-leading strategy templates that are proven and tested to create your blue sky strategy
- **Increase** buy-in and develop a sense of ownership as you and your senior management team develop your very own strategy

Outpacing, Outlasting and Outthinking Your Competition

Do you have what it takes to become a leader brand? In this highly strategic workshop, we guide you and your senior management team on the steps and principles involved in creating and maintaining a leading brand, and what strong market leadership means. Start winning today!

Core Competencies

- **Learn** about the steps and principles involved in creating a leader brand
- **Understand** the difference between a leader brand and a challenger brand
- **Gain** an in-depth understanding of your market through leading-edge research tools
- **Discover** how other leader brands become who they are today
- **Develop** a plan to attain a brand leadership position

Learning Outcomes

- **Refine** your brand strategy, create an impact in a certain niche market, and commit to delivering a consistent experience to become a dominant leader in your industry
- **Adopt** consumer and product trends in the market place
- **Leverage** on your competitor's weaknesses to keep moving ahead
- **Overcome** new challengers and maintain your brand leadership position
- **Gain** access to industry-leading strategy templates that are proven and tested
- **Increase** buy-in and develop a sense of ownership as you and your senior management team develop your very own strategy



How Legendary Brands Create Memorable Experiences

There is no better way to learn than to learn from the legends themselves – they were the ones who got the formula right. In this fun, interactive and highly engaging workshop, our coach will guide you through the principles used by legendary brands, such as Disney, Coca Cola, Southwest, Starbucks, Apple and Google.

Core Competencies

- **Learn** about the brand principles that made these brands legendary
- **Compare** your corporate brand with these world class legends as a strategic management tool
- **Discover** principles that are applicable to your industry and organisation
- **Uncover** how the success of these brands are related to their brand culture
- **Be Inspired** to re-think and re-design your brand experience

Learning Outcomes

- **Develop** a sustainable competitive advantage through a branded experience
- **Create** an influential brand through benchmarking
- **Work** on powerful frameworks to reenergise your brand to Legendary status
- **Get** professional advice on next steps

Building Global Asian Brands

Brand management in Asia is obviously different from brand management in Europe and North America, so this course focuses on real world lessons learned from successful Asian brands. Based on our decades of experience building global Asian brands, we will guide you through the steps and principles involved in creating leadership brands in the unique Asian markets inspired by best practices and powerful lessons.



Core Competencies

- **Understand** the differences between the markets in Asia and the rest of the world
- **Learn** about the role brand plays in brand success
- **Identify** the challenges to Asian brands face and strategies to overcome them
- **Discover** how successful Asian brands build up their brand equity
- **Learn** how to develop a brand strategy for Asian markets using best, best practices



Learning Outcomes

- **Master** the art of building global Asian brands
- **Develop** a sustainable competitive advantage through for your brand
- **Gain** access to industry-leading strategy templates that are proven and tested
- **Apply** what you learn in a hands-on branding project
- **Get** professional advice on next steps

Developing Top Level Brand Leadership

Crafting a well-articulated and unique brand strategy won't get you far without top-notch framework to manage the brand on a day-to-day basis. Teach your brand managers to be more than just subject-matter experts, but to master the strategic and tactical minutia of leading a brand to success in the global marketplace. This five-day programme is more than a workshop and includes extensive, one-on-one long term support.



Core Competencies

- **Understand** the core skillsets for a brand manager to master, from planning to execution
- **Study** the key leader behaviours for brand managers to master when dealing with both internal and external stakeholders
- **Identify** the difference between creative leadership and rigid management
- **Equip** managers to communicate your brand on every platform, product and channel



Learning Outcomes

- **Master** the art of bringing new products and new branding strategies to market, with a higher success rate
- **Hone** your ability to use Deep Dive analytics to turn every failure into a valuable learning opportunity
- **Practice** managing products, creating new products and ideas, maintain strategic focus and leading a team

“
Growing your brand starts
from within.
”



Internal Brand Mastery Training Programmes

World-class brands are grown from within by ensuring your staff are living the brand values of your brand across all touchpoints. Internal Branding is essential for this success, but it's a chain that's only as strong as the weakest link. Maintaining consistent and passionate Internal Branding is a crucial challenge for businesses. Our programmes will equip you with a framework to refocus your employees and resources to be On-Brand, and create powerful Branded Cultures.

WHAT INTERNAL BRAND MASTERY TRAINING PROGRAMMES WE OFFER

Engage and Inspire Employees from Within

Internal Brand Mastery Training Programmes	Who Is It For						What It's About
	Entrepreneurs	Management (All functions)	Brand & Marketing	Customer Service	Sales	Employee (All functions)	
Internal Branding Master Class Building Your Brand from Within	★	★	★				World-class branding starts from within. Learn how to create and foster an internal culture where every leader and employee understands and believes your brand.
Live The Brand Workshop Growing Your Brand from Within		★				★	Turn your employees into brand ambassadors as we align them to understand and apply your organisation's brand values and culture.
Employer Branding Strategies to Attract & Retain Top Talents		★	★				Identify the needs of your target audience and create a clear and relevant employee value proposition, so that you too, can attract the top talents!
Corporate Values & Team Building Aligning Your Team to Your Brand		★		★	★	★	Inculcate your corporate values in your team through team activities that motivate them to understand and apply your brand.
Brand Leadership Mindset Turning Leaders into Your Brand's Trailblazer		★					Shift the perception of your leaders from just leading to championing your brand values. Equip them with the right skills and knowledge to guide employees to live the brand.
Personal Branding For Leaders/ Executives Turn Me On Personal Branding Workshop	★	★	★	★	★	★	Stand out, make a difference, be memorable through our vproprietary framework of personal branding strategies to impact your career and organisation.
Brand Champion Mindset Creating Advocates to Live Your Brand		★	★			★	Train employees to be passionate about what your brand stands for, who you are and what you do, and to advocate for these daily.
The Branded Employee Extending Your Brand to Employee				★		★	The behaviour of your employees makes up a large part of the impression your customers will have of your brand. Train your on-ground staff to act out your brand's values and drive brand impact.
Manage On-Brand Seminar Aligning Your Brand Across the Organisation	★	★					Create a paradigm shift in your managers so that they understand the importance of brand, even in non-marketing and sales functions.
Branded Conversations Connecting with Your Audience through Conversations		★		★		★	Place your brand at the forefront of every conversation as a strategy to maintain and drive your brand's message in every situation.
Brand Coach Programme Inspiring Internal Coaches to Drive Your Brand		★		★		★	Develop dedicated internal brand leaders aka the Brand Coach, using our framework of proven best practices to enable them to act as a catalyst for growth and communication.

Building Your Brand from Within

World-class brands aren't bought, they're grown from within. Are your employees motivated and living the brand? In this masterclass, we will help you foster a culture of brand building where every leader and employee not just understands your brand promise, but also believes in it and knows how to deliver on it consistently. Warning: Employee loyalty in the making!

Core Competencies

- **Master** internal branding and its difference from external branding
- **Learn** the principles behind a successful internal brand
- **Understand** the challenges to Internal Branding and how to overcome them
- **Discover** how successful brands foster a culture of brand building through their leaders and employees
- **Learn** how to develop an Internal Branding programme for your own organisation

Learning Outcomes

- **Create** a distinctive and strong internal culture that sets you apart from competitors
- **Lay** the foundation to create brand champions out of every employee
- **Boost** your brand's relationship with your customers through strong employee engagement
- **Gain** access to industry-leading strategy templates that are proven and tested
- **Apply** what you learn in a hands-on Internal Branding project
- **Get** professional advice on next steps to grow your brand from within!



Growing Your Brand from Within

One of the major challenges that all organisations face today is Internal Brand alignment – how does one align employee behaviour to brand values? In this fun, interactive and highly engaging workshop, we will convert your employees into brand ambassadors as they understand about your brand and learn how to embrace your organisation's culture.

Core Competencies

- **Help** employees understand the importance of on-brand behaviour and how it helps to deliver your brand promise
- **Teach** employees your brand's mission, vision and values
- **Enable** employees to learn about on-brand and off-brand behaviour
- **Motivate** employees and inspire them to become brand ambassadors

Learning Outcomes

- **Create** engaged employees who will help build your brand
- **Increase** employee satisfaction and reduce employment attrition rate
- **Build** a branded organisation culture
- **Create** stronger team bonds with highly engaging group activities
- **Get** professional advice on next steps to turn on-brand behaviour into a branded culture

Strategies to Attract and Retain Top Talents

One of the major challenges that all organisations face today is talent attraction. While society produces more and more qualified jobseekers, they increasingly aspire to join firms with strong global brand reputations. In this workshop, your team will identify the needs of your target audience and create a clear, differentiated and relevant employee value proposition for prospective applicants so that you too can attract the top talent on a limited budget!

Core Competencies

- **Understand** about employer branding and the principles behind successful employer brands
- **Discover** actual successful employer brands and their employee value proposition vis-à-vis their competitors'
- **Learn** how to identify the needs of your target audience
- **Master** how to position your brand as an employer of choice and formulate a clear, differentiated and relevant employee value proposition
- **Determine** the best communication channels for your brand to reach out to your target audience

Learning Outcomes

- **Develop** a differentiated positioning and employee value proposition
- **Create** a working environment that is best for your existing and future employees
- **Leverage** your brand's goodwill to augment your labour budget
- **Gain** access to industry-leading strategy templates that are proven and tested
- **Increase** buy-in and develop a sense of ownership as you and your team develop your very own strategy
- **Get** professional advice on next steps to create a branded culture



Aligning Your Team to Your Brand

Are you looking to build up your team spirit and camaraderie? In this fun, interactive and highly engaging team building workshop, we'll run team games and activities based on your corporate values to inculcate those values in your team and motivate them to overcome challenges as a team. Rather than competing with one another, we'll help them pool their strengths and make the team far more effective than the sum of their parts.

Core Competencies

- **Practice** strategies to motivate your employees to work together as one unit and overcome challenges
- **Encourage** employees to interact with each other, learn more about their colleagues and their working styles
- **Get** your employees to realise what they can accomplish as a team
- **Help** employees remember and understand your brand values
- **Motivate** employees and inspire them to work together

Learning Outcomes

- **Build** camaraderie and strengthen the working relationship between employees
- **Motivate** and encourage employees to take initiative and overcome challenges
- **Boost** morale and productivity
- **Get** employees to relax and "recharge" together as a team
- **Help** your employee learn more about your corporate values and what they mean
- **Increase** employee satisfaction and reduce employment attrition rate
- **Build** a branded organisation culture where employee engagement is high

Turning Leaders into Your Brand's Trailblazer

For successful branding of organisational culture, your leaders must be able to champion your brand values and live the brand. This is not an optional step. In this roundtable, we create a shift in perception of the importance of brand leadership roles and equip these leaders with the right skills and knowledge to guide their employees to live the brand. Leaders – let's lead by example!

Core Competencies

- **Help** your leaders understand the importance of on-brand behaviour and how it helps to deliver your brand's promise
- **Equip** leaders with an in-depth understanding of your brand's essence and values
- **Inspire** your leaders to create structures and programmes to guide employees to live by on-brand behaviour
- **Initiate** the process to create a branded culture that is high-performing and motivated

Learning Outcomes

- **Turn** managers into real leaders that their employees can emulate
- **Drive** a culture of thought leadership, where each employee is motivated to make an impact for your brand
- **Create** leaders who inspire employees to live the brand
- **Increase** employee satisfaction and reduce employment attrition rate through the behaviour of your leaders
- **Get** professional advice on next steps to create a branded culture



Turn Me On Personal Branding Workshop

Many of us do not see ourselves as brands. However, everyone that we come across will create a perception of who we are and categorise us based on the clothes we wear, the way we talk and the way we portray ourselves in social media. Time for you to take an active role to manage your personal brand. In this workshop, we will guide you to best strategise your personal brand and communicate the way you want others to perceive you so that you will stand out from the crowd!

Core Competencies

- **Identify** the gap between how you think you are perceived and how you are actually perceived
- **Create** your personal brand DNA
- **Develop** your personal brand positioning to differentiate yourself from others
- **List** down a personal brand personality that sets you apart from others
- **Come** up with a personal brand communication plan

Learning Outcomes

- **Start** to influence people to perceive you in the way you want to be perceived
- **Motivate** and encourage your leadership team and employees to become thought leaders via their personal brand
- **Discover** your personal brand in one or two days
- **Gain** access to industry-leading personal branding templates that are proven and tested
- **Learn** what you need to do to start communicating your new personal brand
- **Apply** the fundamentals of product branding to your personal career

Creating Advocates to Live Your Brand

More than just employees who live the brand, brand champions are employees you can count on to plan and implement programmes to help build and sustain your branded organisational culture and motivate other employees. In this fun, interactive and highly engaging workshop, convert employees who are passionate about what your brand stands for and are willing to take up the challenge to become brand champions.

Core Competencies

- **Develop** a select group of employees into brand champions by equipping them with the appropriate knowledge and skills
- **Help** brand champions understand on-brand behaviour and how it helps to deliver the brand promise
- **Inspire** brand champions to develop customised programmes that will help to build and sustain your branded organisational culture
- **Create** a platform for the select group of employees to share experiences and stories that they can use to motivate their colleagues

Learning Outcomes

- **Create** brand champions across departments and functions who will help to motivate your employees
- **Increase** employee satisfaction and reduce employment attrition rate
- **Encourage** other employees to embrace your branded culture
- **Develop** a good internal culture reputation among potential employees
- **Build** a branded organisation culture
- **Have** a team of ready brand champions who are well equipped to organise programmes
- **Get** professional advice on next steps to create a branded culture



Extending Your Brand to Employees

Are your customer-facing employees projecting your intended brand image to customers? The behaviour of your employees makes up a large part of the impression your customers will have of your brand. In this fun, interactive and highly engaging workshop, we will transform your customer-facing employees who use product knowledge and personal charisma to drive sales into branded customer-facing employees – those who truly understand your brand and behave accordingly to your brand values.

Core Competencies

- **Transform** your customer-facing employees who use product knowledge and personal charisma to drive sales into branded customer-facing employees
- **Teach** employees what the importance of on-brand behaviour and how it helps to deliver your brand promise
- **Help** employees understand your brand DNA
- **Grow** branded customer service representation
- **Enable** employees to learn about on-brand and off-brand behaviour for your brand

Learning Outcomes

- **Create** customer-facing employees who will help build your brand
- **Increase** customer satisfaction and manage their expectations better
- **Drive** customer loyalty through branded salesmanship skills among your employees
- **Build** a branded organisation culture
- **Get** professional advice on next steps
- **Transform** your business from charisma-based selling and experience to branded sales and experience

Aligning Your Brand Across the Organisation

Are you looking to internalise your corporate brand across different departments and functions? In this workshop, we will create a paradigm shift in your managers so that they understand the importance of your brand, even in non-marketing and sales functions. Once they have the appropriate mind set, we then guide your managers in developing the appropriate management style for their unique departments and functions.

Core Competencies

- **Help** your managers understand the importance of brand and how having a brand management mindset can impact business success and employment satisfaction
- **Equip** managers with an in-depth understanding of your brand's DNA
- **Enable** managers to identify gaps between their current management mindset and style in building a branded organisational culture and the one intended by the senior management
- **Inspire** managers to adopt a management style that would support the development of a branded organisational culture

Learning Outcomes

- **Develop** a team of middle-level managers who will help to build and sustain your branded organisation culture through their daily management style
- **Drive** a branded internal culture from the top-down that will have a positive influence over employees across all functions
- **Get** buy-in from different department and functions so that your internal branding effort will be successful
- **Increase** employee satisfaction and reduce employment attrition rate
- **Build** a branded organisation culture
- **Get** professional advice on next steps



Connecting with Your Audience through Conversations

So many times, conversations with prospects and customers take a difficult turn and we feel intimidated and perform poorly. Branded Conversations is designed specifically to solve these situations by putting the brand back into your conversations to help you send a clear and consistent message across, while connecting with your conversation partner and building his/her confidence in you. Branded Conversations is a fun, interactive and highly engaging workshop that promises a paradigm shift in perceiving conversations in which the brand can be the driver of your conversation strategy.

Core Competencies

- **Learn** how to use your brand values to strategise your conversations
- **Build** rapport in conversations with difficult customers based on the credibility of your brand
- **Resolve** tensions and communicate with difficult customers
- **Learn** how to identify the personality type of your conversation partner(s)
- **Enhance** your customers' and prospects' perception of your brand and employees
- **Experience** a paradigm shift in perceiving and engaging in conversations

Learning Outcomes

- **Create** employees who will help build your brand through a strategic approach in conversations
- **Align** the underlying message that employees communicate in conversations
- **Equip** customer-facing employees and those in sales to sell your brand effectively
- **Help** employees gain confidence in interacting with others in all occasions

Inspiring Internal Coaches to Drive Your Brand

Brand Champions are great, but who champions all marketing, accountability is crucial. Brand Champions need a dedicated Internal Brand Leader to not just manage but coordinate their efforts and maintain the brand values. Since a loss of focus is one of the main causes of brand failure, study how to develop and guide brand champions, show them proven best practice, and show them an organisation focused on enhancing the brand.



Core Competencies

- **Learn** how to leverage the corporate brand strategy requirements internally and reach out to potential brand champions
- **Identify** activities, processes and communication channels that support brand values
- **Create** and demonstrate consistent brand experience



Learning Outcomes

- **Create** internal brand longevity by developing a team of brand coaches to steer the entire organisation
- **Maintain** the effectiveness of the Brand Champion
- **Ability** to overcome organisational, cultural and communication barriers to deliver a consistent brand experience throughout the organisation
- **Ensure** the entire organisation maintains a laser focus on the brand's values
- **Be** better equipped to develop, train, motivate and inspire brand champions



“
Be so good
they can't ignore you.
”



Branded Customer Experience Mastery Training Programmes

Identifying and reaching your audience is only half the battle. Mastering your customer touchpoints and connecting with the customers based on a defined experience are the secrets to standing out from your competitors, ensuring long-term customer loyalty and becoming a true leader brand.

Complete Programme Offerings: Branded Customer Experience Mastery Programmes

43

WHAT BRANDED CUSTOMER EXPERIENCE MASTERY TRAINING PROGRAMMES WE OFFER

Increase Loyalty and Engagement through Branded Customer Experiences

Branded Customer Experience Mastery Training Programmes	Who Is It For						What It's About
	Entrepreneurs	Management (All functions)	Brand & Marketing	Customer Service	Sales	Employee (All functions)	
Branded Customer Experience Staging Extraordinary Branded Customer Experiences	✓	✓		✓	✓		Create your strategy driven Customer Experience (CX), build customer journey maps, and learn how to turn customers into raving fans.
Brand Consumer Trends Winning the Battle for Loyalty	✓	✓	✓			✓	Capitalise on a world of consumer trends and insights before your competitors do, and gain customer loyalty, market share and increase advocacy using these trends.
Branding 5.0 New Media, New Conversations, New Experiences	✓	✓	✓			✓	Transform your brand communications campaign with the hottest social media tools, interactive platforms and out of box marketing strategies to reach and impact your customers.
Persona Development Developing Personas for Effective Customer Mapping	✓	✓	✓				Your customers interact and experience your brand differently. Learn how to map out a persona customer maps that matches needs with solutions every step of the way.
Customer Journey Mapping Strategy Designing Your Customer Journey Experiences	✓	✓	✓	✓	✓		Identify your customer journey touchpoints and develop a customer mapping plan that will truly deliver a branded customer experience.
Touchpoint Masterclass Building In-depth Customer Experiences	✓	✓	✓	✓	✓		How to master managing and aligning touchpoints with your brand and customer experience strategy.
Customer Loyalty Creating and Strengthening Customer Relationships and Loyalty	✓	✓	✓	✓	✓		Learn how to build real customer relationships that go beyond simple email lists and build lasting market share and create stellar brand champions out of your existing client base.
Customer Experience Coaching Programme Creating a Culture of Actionable Customer Experiences			✓	✓	✓	✓	Craft and execute an actionable Customer Experience (CX) programme, which will improve the way your customers interact with your brand and develop employees to drive a CX culture.

Staging Extraordinary Branded Customer Experiences

Do your customers receive good customer service or a branded customer experience? In today's hypercompetitive market, good, but undifferentiated customer experience is not good enough to outdo and outlast the competition. A branded customer experience, on the other hand, creates an intended, differentiated, memorable and relevant experience that turns customers into loyal brand advocates. In this workshop, you'll study how to lay a comprehensive foundation for your branded customer experience.



Core Competencies

- **Understand** the difference between good customer service and branded customer experience
- **Learn** a proven and time-tested methodology in branded customer experience management
- **Identify** the gaps between your current customer experience and a branded one
- **Create** brand advocates – loyal and passionate customers who will proactively promote your brand to their social circles
- **Build** a branded organisational culture



Learning Outcomes

- **Learn** how to create a strategic brand platform to set the direction for your branded customer experience
- **Create** training modules, brand touchpoints mapping and develop programmes to sustain the on-brand behaviour of your employees in delivering a branded customer experience
- **Learn** how to develop a sustainable competitive advantage through customer experience
- **Win** customers' hearts and minds and convert them into loyal customers
- **Get** professional advice on next steps to create a branded customer experience



Winning the Battle for Loyalty

To win customer loyalty, you need to begin with understanding the latest consumer trends to understand their needs and wants. You also need to learn about past consumer trends so that you can predict the next trend and capitalise on it before your competitors do. In this fun, interactive and highly engaging workshop, we study these consumer trends in detail, teach you where to look for the latest consumer trends data and guide you to predict the next consumer trend through case studies.



Core Competencies

- **Discover** how consumers think and feel and how they become brand advocates
- **Keep up** to date with the latest consumer trends
- **Understand** how consumer trends have changed over the past decades
- **Learn** the techniques used by professionals to study and look for the next wave of consumer trends
- **Apply** your knowledge of these trends to new product development, branding and marketing



Learning Outcomes

- **Learn** what it takes to create an acclaimed product or service that attracts a loyal following
- **Win** customers' hearts and minds and convert them into loyal customers
- **Drive** consumer-centric innovation by influencing the way the product development team approaches their work
- **Receive** techniques and templates used by professionals in predicting consumer trends
- **Get** professional advice on next steps

New Media, New Conversations, New Experiences

The rapid growth in social media and online tools, means that the traditional ways of communicating your brand will no longer work. Even much of the conventional online marketing advice can be thrown out the window. In this workshop, we will guide you through these changes to help you transform your brand communications campaign so that you can employ the most cutting-edge new media not just for marketing, but to help deliver a new branded customer experience.

**Core Competencies**

- **Get** an overview of new social media tools and platforms and how they deliver differentiated brand experience
- **Learn** about online tools and how they impact your audience – their needs, lifestyle and approaches
- **Understand** the role of brands and branding in delivering an end-to-end experience

**Learning Outcomes**

- **Develop** your very own brand 5.0 communications strategy
- **Stay** abreast with the latest social media tools and utilise them to your brand's advantage
- **Create** high brand recall among consumers by targeting which social media tools your consumers frequent
- **Leverage** on the large social network community to drive sales
- **Integrate** social media as part of your online customer branded experience
- **Tap** on our practical experience as we lead your team through the process

*Developing Personas for Effective Customer Mapping*

Persona development is a crucial tool for creating a customer journey map, which tells the story of the customer's experience: from initial contact all the way through the process of engagement and building a long-term relationship. Here you'll learn more than just how to identify customers and how to reach out to them, but map out a personal customer map that matches needs with solutions every step of the way.

Core Competencies

- **Learn** how to personalise and target touchpoints and how small tweaks can improve the brand experience that customers receive
- **Identify** the gaps between your intended brand experience and the actual experience your customers receive at different touchpoints
- **Understand** how to use a sensory approach to touchpoint development and alignment
- **Learn** how to develop personalised guidelines for your touchpoints

Learning Outcomes

- **Utilise** your own customers' behaviour, likes and dislikes to identify and create unique and customised brand experiences
- **Strengthen** your brand's relationship with existing customer bases through continual feedback from customers
- **Build** a strong brand perception through effective and actionable customer experience insights and increase customer loyalty

Designing Your Customer Journey Experiences

A detailed customer journey map covers more than touchpoints, but also tells the story of the customer's experience from initial contact, through the process of engagement and into a long-term relationship. Whether focusing on a particular component of the story or a broad overview of the entire experience, journey maps identify every key interaction that the customer has with the organisation. Most importantly, it covers the user's feelings, motivations and questions for continuing with each of these touchpoints.

The ultimate goal is to provide a sense of the customer's greatest motivation. What do they wish to achieve, and what are their expectations of the organisation?



Core Competencies

- **Learn** the customer's journey from start to finish and create a dedicated strategy that harnesses all facets to deliver an overarching customer experience map
- **Understand** each customer's motivation along each point to perfect an experience tailored to them
- **Improve** your touchpoints and better align your customers' expectations with your available resources



Learning Outcomes

- **Develop** an overarching customer footprint
- **Create** a sustainable competitive advantage
- **Master** and manage the experience your customers receive at every touchpoint and chart out actions on each step
- **Improve** your organisation's branded experience delivery



Building In-depth Customer Experiences

Are your touchpoints conveying the intended branded customer experience to customers? As the points where customers assess and form their perception of your brand, your touchpoints must be managed and aligned with your brand strategy. In this masterclass, you can better master your touchpoints and develop a plan that will truly deliver a branded customer experience.

Core Competencies



- **Learn** about touchpoints and how they affect the brand experience that customers receive
- **Know** how to identify your own brand's touchpoints with customers
- **Identify** the gaps between your intended brand experience and the actual experience your customers receive at different touchpoints
- **Understand** how to use a sensory approach to touchpoint development and alignment
- **Develop** guidelines for your touchpoints

Learning Outcomes



- **Gain** actionable insights on each touchpoint to maximise the experiences and interactions between your customers and your brand
- **Improve** and chart out new and individualised experiences that customers receive at every touchpoint
- **Deliver** on customer's expectations at every stage
- **Create** branded experiences across all touchpoints to create continual brand awareness
- **Get** professional advice on next steps

Creating and Strengthening Customer Relationships and Loyalty

Customer loyalty is far more than just repeat business. It's about developing a strategy to stay on top of customer's changing needs, expectations and better understanding personality types. Learn how to build real customer relationships that go beyond simple email lists, build lasting market share and create stellar brand champions out of your existing client base.



Core Competencies

- **Learn** how to nurture your contact networks to provide a continuous stream of returning customers
- **Discover** trends and best practices in the bid for customer loyalty
- **Uncover** successful factors in developing a loyalty programme
- **Study** how to effectively communicate and build sustainable customer relationships
- **Craft** engaging and successful customer rewards programmes



Learning Outcomes

- **Turn** regular customers into your most effective brand champions
- **Reduce** customer retention costs by building lasting relationships
- **Leverage** technology to maintain customer relationships on a budget
- **Deliver** an outstanding, differentiated and effective customer proposition
- **Improve** customer loyalty programme efforts

Create a Culture of Actionable Customer Experiences

Too often we get caught up evaluating our internal metrics and forget to ask: Are these internal measurements the same standards and expectations that our customers feel are the most important? We will show you how to craft and execute an actionable Customer Experience (CX) programme.

Core Competencies



- **Increase** your knowledge of CX and awareness of where it can improve your organisation
- **Understand** the impact that your employees have on the Customer Experience
- **Develop** depth in evaluating CX measurements, tools, frameworks and how they can be applied in your business
- **Pinpoint** actionable customer experiences and teach customer-facing staff how to provide branded moments

Learning Outcomes



- **Apply** CX insights and data to your own business through gaining a better understanding of how this information can improve your business results
- **Achieve** a better understanding of customer needs and how you can adjust your brand marketing execution
- **Establish** customer experience as an institutional culture and not just a tool to enhance your brand's reputation
- **Build** a strong service framework that infuses your brand in your customer experience moments



“

Don't find customers for your products,
find products for your customers.

”



Sales & Marketing Mastery Training Programmes

Sales and Marketing are two critical functions in the organisation for you to win in the market place. Both need to have a strategic direction to grow your business and market share. Our Sales programmes are specifically crafted to act as a business driver to increase growth, while our Marketing programmes adopt tactical frameworks and actionable insights for you to penetrate key markets and become a leader in your industry.

Complete Programme Offerings: Sales & Marketing Mastery

WHAT SALES & MARKETING MASTERY TRAINING PROGRAMMES WE OFFER

Grow Markets and Increase Sales through Performance

Sales & Marketing Mastery Training Programmes	Who Is It For						What It's About
	Entrepreneurs	Management (All functions)	Brand & Marketing	Customer Service	Sales	Employee (All functions)	
Social Selling Building Your Personal Brand Online	★	★	★	★	★	★	Learn how to stay relevant in the online space, and how to communicate that relevance.
Nuts & Bolts Marketing Strategy Creating the Right Marketing Mix for Your Brand	★	★	★		★	★	Learn how you can convert your brand message into a gripping marketing campaign that packs a punch with measurable returns.
Experiential Marketing Create Experience-driven Marketing	★		★				Transform how your customers engage with your brand and products or services through the latest experiential marketing strategies.
Guerilla Marketing Low-Cost, Unconventional Means to Promote Your Brand	★		★				Learn how to optimise your marketing budget through cost-effective approaches that increase brand awareness and generate sales.
Powerful Presentations Perfectly Position Your Solution and Connect with the Audience	★	★	★	★	★	★	How to put your best foot forward and seal the deal with proven presentation strategies.
Powerful Win-Win Negotiations Sales Communication Tactics to Change Outcomes		★	★		★		Become a better negotiator by understanding the psyche of your counterpart, learn how to improve your persuasive skills and develop concession strategies to strengthen your positioning.
Consultative Selling Solutions Driven Selling	★		★		★		Transform your salesmen into solutions consultants so that you can grow your market, build relationships and impact bottomline!
Sell The Brand Long-term Sales Growth Driven by Brand			★		★		Fundamentally alter the approach to sales so that your brand becomes a driver to sales success.
Objection Handling Overcoming Rejection Negativity			★		★		How to minimise objections and convert a NO to a YES.
Turn Me On: The Branded Salesman Increase Sales Performance through Personal Branding	★	★		★	★	★	Everyone has a unique brand, even you. Master your personal brand and better communicate the way you want others to perceive you.
Strategic Brand Communication Designing a Communication Plan that Grabs Your Audience	★	★	★	★	★	★	We leave no stone unturned by analysing each communication channel that your brand owns to deliver a comprehensive brand communication strategy that puts your brand in the limelight.
Sales Manager Coaching Programme Enabling Leaders through Hands-on, Customised Coaching		★	★	★	★		Bump up the effectiveness of your sales force through our customised mentoring programme that focuses on improving the skills of individual sales managers.

Building Your Personal Brand Online

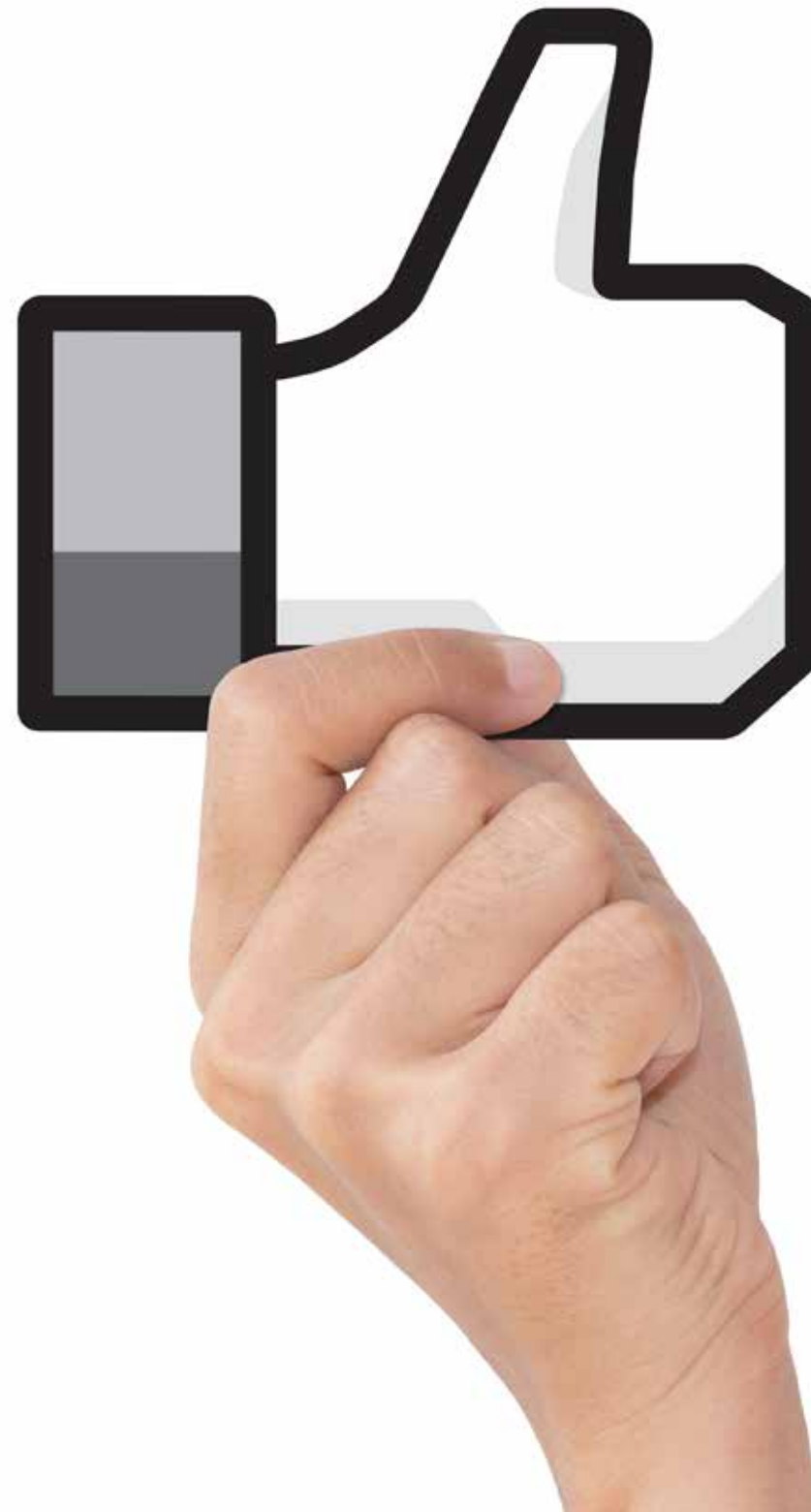
The greatest professional challenge of the 21st century is staying relevant. Closely followed by communicating how relevant you are in that noisy, dynamic space where new meets now. Luckily we have created a program that exists to help you stay relevant, today and for the rest of your career. Meet your prospects where they are – online. They are digitally-connected, mobile-reliant, and socially-engaged. And digital advertising has become very expensive. With social selling, you can generate leads with zero ad spend! The game has changed!

**Core Competencies**

- Work with tools, tactics and the freshest thinking to create campaigns that engage and convert.
- Define clear and actionable objectives.
- Measure so you know exactly what you're doing right
- Understand human beings through data analysis and apply that understanding to your brand and processes

**Learning Outcomes**

- Create targeted messages across the various platforms
- Make meaningful content that speaks directly to your target audience
- Create and distribute ideas that are memorable and that highly influence behavior.
- Leverage the power of customer service and reframe it as an essential marketing tool
- Review your brand's trajectory and enlarge your territory of influence by re-calibrating and/or creating your own social selling strategy.

*Creating the Right Marketing Mix for Your Brand*

This powerful, hands-on course focuses on the nitty gritty details of converting your brand's message into a gripping marketing campaign, regardless of the media type employed. We will walk you through the process, from brainstorming to execution, and help you turn your brand message into a measurable marketing campaign. Here, you'll study promotions, and types of venue, how to use channels most effectively and apply the three P's of marketing (price, packaging, people) far more effectively. The ultimate goals are to identify the right markets, how best to reach them and how to break into the market using all your resources.

Core Competencies

- **Identify** which benefits and features are most relevant for each marketing segment
- **Ensure** your marketing has a quantifiable impact
- **Determine** the best qualities to maximise brand engagement for each marketing form
- **Analyse** and strategise how your brand's message can be repackaged onto different platforms
- **Learn** what kind of messaging is appropriate and relevant for different consumer bases

Learning Outcomes

- **Convert** your message and values into a measurable and effective, cross-platform marketing concept
- **Create** a standard "voice" for the brand across all platforms
- **Gain** brand traction and awareness among new and existing customers

Create Experience-Driven Marketing

Gone are the days when billboards and television advertisements dominate marketing programmes. In today's world, consumers are increasingly skeptical about the claims and messages sent by advertisements. In this workshop, we will introduce the concept of experience marketing – a new approach to marketing that engages the senses of prospects and customers so that they gain an actual and intimate interaction with your brand and products or services.



Core Competencies

- **Understand** what experience marketing is about and what will make your brand and products and services stand out from the clutter
- **Get** the latest experience marketing trends
- **Learn** a variety of low-cost, high-experience tools used by successful brands
- **Determine** the right senses to engage and the intended brand experience



Learning Outcomes

- **Stay** ahead of the competition through innovative means
- **Retain** customers through unique and engaging methods that make your brand memorable
- **Apply** sensory tactics to engage prospective consumers and consumers on a deeper emotional level
- **Convince** your customers through actual experience – it will reinforce your brand message
- **Increase** sales and reduce the need to convince skeptical customers



Low-Cost Unconventional Means to Promote Your Brand

A large marketing spend does not necessarily guarantee success. Nowadays, consumers are tired of seeing the same thing and have grown jaded to many traditional advertising techniques. Marketing campaigns that are executed in the format of billboard posters or television commercials seldom get consumers excited and earn "Likes" and "Shares". In this fun, interactive and highly engaging workshop, practice the principles of Guerrilla Marketing to help you create a low-cost unconventional approach to increase brand awareness and sales.



Core Competencies

- **Understand** what Guerrilla Marketing is and how it has helped even the smallest brands succeed
- **Learn** how to build a Guerrilla Marketing strategy that is based on your brand's platform
- **Discover** the best format and approach in Guerrilla Marketing for your organisation and company
- **Sharing** ideas and best practices to build the best impression for your brand



Learning Outcomes

- **Develop** a low-cost, but unique marketing strategy that optimises each channel to generate buzz
- **Use** creative techniques to generate ideas that go the distance
- **Increase** brand awareness and become the talk of the town
- **Get** professional advice on next step

Perfectly Position Your Solution and Connect with the Audience

The cold hard truth is that providing the best and most cost-effective solutions for your customers is not always enough. If you want to get more engagement with the audience, get them engaged in the entire concept and not just skipping ahead to price, then how you present your business, brand and products are absolutely crucial. The game is all about positioning solutions and using critical skills to engage/connect with your audience. We will show you, in elaborate detail, how to put your best foot forward and seal the deal, regardless of your price points.



Core Competencies

- **Make** the presentation relevant to your audience
- **Use** novel approaches, including audio/visual techniques, to make your presentation a game changer
- **Craft** fluff-free, straight to the point presentations that will stand out from your competitors
- **See** what makes for appropriate showmanship and how to incorporate visual



Learning Outcomes

- **Establish** a strong, relevant connection with the prospect
- **Learn** key presentations skills to improve your presentation
- **Be able** to pass along your brand passion to the prospect
- **Influence** decisions during the course of your proposal or pitch
- **Communicate** better during and after the presentation is long over



Sales Communication Tactics to Change Outcomes

Negotiation is an unavoidable part of business. The right negotiation skills could go a long way in building relationships, or getting what you want out of a deal. This workshop is designed to help participants understand the anatomy, components, and tactics in a negotiation. This interactive masterclass will help you become a better negotiator by understanding the psyche of your counterpart, improve your persuasive skills and develop concession strategies to strengthen your positioning. For long-term success, you'll learn how to create the right scenarios and ensure win-win outcomes, rather than how to "strong-arm" the other side.

Core Competencies



- **Understand** various personas and their negotiation styles
- **Build** a good rapport with your counterpart
- **Learn** the anatomy of a negotiation, and the phases of the process
- **Master** advanced strategies to help you get win-win solutions
- **Resolve** conflicts that arise or escalate from the negotiation process

Learning Outcomes



- **Increase** sales by learning how to close deals effectively
- **Maximise** your payoff through good communication strategies
- **Close** more deals and increase sales
- **Become** a powerful communicator and negotiate your way through tough clients

Solution Driven Selling

The best sales team does not sell products – they sell solutions that address customer’s needs. Often, salesmen do not take a consultative or customer care approach to selling. They sell from a product perspective in terms of what they product can do, and in the process leave customers unimpressed, if not downright irritated. In this fun, interactive and highly engaging workshop, we will employ hands-on practical demonstrations to transform your salesmen into solutions consultants that will continue to grow your brand and margins for years to come.

**Core Competencies**

- **Help** your sales team understand the differences between a sales person and a sales consultant
- **Practice** standing out from your competitors by focusing on your consulting your customers, rather than just selling to them
- **Change** the perception that sales is driven by product benefits rather than brand
- **Create** a sales pitch that addresses consumer needs

**Learning Outcomes**

- **Transform** current sales approach to a consultative one
- **Make** an impact and drive engagement when making a sale
- **Increase** brand buy-in through solutions-based selling
- **Grow** sales, impress your shareholders and customers
- **Get** professional advice on next steps

Long-term Sales Growth Driven by Brand

Are your sales figures dependent on the charisma of an individual sales person? Are customers buying from you because they trust an individual sales person rather than your brand? In this fun, interactive and highly engaging workshop, we will train your sales team to transform their approach to sales so that your sales figure becomes dependent on the success of your brand. Study how to use the brand to augment sells and most importantly, let the customer buy into the brand, rather than just you.

Core Competencies

- **Help** your sales team understand your brand
- **Change** the perception that sales is driven by product benefits rather than brand
- **Create** a sales pitch based on your brand and its positioning

Learning Outcomes

- **Transform** sales approach to one that leverages on your brand
- **Drive** buy-in to your brand
- **Create** long-term customer loyalty to your brand
- **Increase** sales and impress your shareholders
- **Get** professional advice on next steps

Overcoming Rejection Negativity

Objection and rejection can be disheartening, but in the selling profession, it's a daily occurrence that has become part of the job description. However, a strong sales person should be able to minimise objections, or even better, change a NO to a YES.



Core Competencies

- **Discover** the purchasing process
- **Identify** your non-negotiables in the face of rejection
- **Create** a strategic value proposition – selling product vs. selling brand
- **Understand** various customer personalities and behaviours, what makes them tick to say yes
- **Uncover** the psyche of your counterpart and the reason behind a No
- **Learn** how to emotionally prepare yourself as a key part to facing objection



Learning Outcomes

- **Master** advanced tactics to change NO to YES
- **Overcome** the negativity that comes with objections
- **Close more** sales and increase profits
- **Be more** confident and competent in facing objection



Increase Sales Performance through Personal Branding

Are you a branded salesman? Many of us do not see ourselves as brands. However, everyone that we come across will create a perception of who we are and categorise us based on the clothes we wear, the way we talk and the way we portray ourselves in social media. Time for you to take an active role to manage your personal brand. In this workshop, you'll study how to strategise your personal brand and communicate the way you want others to perceive you so that you will stand out from others!



Core Competencies

- **Identify** the gap between how you think you are perceived and how you are actually perceived
- **Create** your personal brand DNA
- **Develop** your personal brand positioning to differentiate yourself from others
- **Make** your very own brand personality that sets you apart from others
- **Roll** out a personal brand communication plan



Learning Outcomes

- **Influence** people to perceive you in the way you want to be perceived
- **Discover** your personal brand in one or two days
- **Increase** sales and buy-ins into your personal brand
- **Gain** access to industry-leading personal branding templates that are proven and tested
- **Learn** what you need to do to start communicating your new personal brand

Strategic Brand Communication

Designing a Communication Plan that Grabs Your Audience

There are so many touchpoints for customers to engage with your brand that it's easy for your message to be diluted and your company to lose focus. For maximum brand effectiveness, clarity and consistency among all communications channels are crucial. We will guide you through creating and monitoring a comprehensive brand communication strategy, employing all available tools at once, including traditional advertising, guerrilla marketing, public relations and advanced story-telling designs.



Core Competencies

- **Use** marketing research and analysis to track and react to changes in brand perception and markets
- **Conduct** competitive brand assessments and evaluate positioning
- **Integrate** the fundamental of brand management into a single cohesive communication style across all touchpoints
- **Learn** how to strategically employ certain methods along certain areas of the customer journey



Learning Outcomes

- **Practice** combining the strategic brand fundamentals of Purpose, Consistency, Passion, Flexibility, Employee Involvement, Loyalty and Competitive Awareness in practice
- **Focus** on and better analyse communication strategies and techniques
- **Maximise** customer engagement along all communication channels and materials used by your brand
- **Get** top-of-mind customer recall throughout every single step of the customers

Sales Manager Coaching Programme

Enabling Leaders through Hands-on, Customised Coaching

One of the key tasks and responsibilities of a sales manager is to be out in the field and coach their reps. Coaching can be related to a specific deal, the overall selling skill set of the rep or for career development. That's why a manager needs to adapt their coaching approach to the individual behaviour, skills and experience of the team member.

We focus on the development of mentoring skills for frontline sales managers. It builds on existing knowledge and skills base, is customised to regional needs and includes classroom training, field and telephone coaching.



Core Competencies

- **Gain** first hand experience in our field coaching sessions
- **Discover** how to improve your communication skills through highly-individualised sessions
- **Learn** sales strategies to handle all kinds of situations



Learning Outcomes

- **Expand** sales manager coaching skills so as to increase sales force effectiveness
- **Implement** a standardised coaching approach among all sales staff
- **Translate** all the previous strategies and skills learned into practice
- **Strengthen** communication, negotiation and objection skills throughout your sales force



Our Portfolio

We are Transformative

We focus on the four key clusters of: Developing your world-class brand, building loyalty both internally and with customers, connecting with people on an existential level, transforming sales & marketing outreach to customers, and bring everything together that you need to create long-term, end-to-end performance that will impact your growth, loyalty and revenue.

We are Impactful

We've helped many brands, ranging from Fortune 500 MNCs to SMEs and government organisations, create impressive new brand performances. We have worked in 30 countries, working with over a 1,000 brands and influencing more than a million people in the past 20 years.

We are Engaging

Change doesn't come from sitting through a lecture. All our programmes are led by seasoned coaches who focus on practical case studies and dynamic training.



MASTER® BUILDERS SOLUTIONS

A new global brand offering by BASF, **Master Builders Solutions** engaged us to create their brand culture across 30 countries. Through our research and strategy framework, we helped develop a branded culture that was rolled out globally. Through a series of brand engagements and Brand Coach/Live The Brand workshops, we have helped create a worldclass branded culture for a worldclass brand.



SingPost wanted to develop a branded service culture among all employees of all levels that truly engaged its customers. We developed a strong Service Champion team via our customer experience framework. At phase two, we also impacted frontline staff through a series of branded customer experience engagements to create a customer-centric culture.



ASIA PACIFIC BREWERIES LIMITED

With an extensive portfolio of brands which includes Tiger and Heineken, **Asia Pacific Breweries** needed employees who understood and championed the corporate and product brands. Through Internal Branding, we aligned employees along its corporate brand values and created brand champions for product brands who are able to inspire their colleagues to deliver the brand promises.



BASF

The Chemical Company

With more than 110,000 employees, **BASF** saw a critical need to align its employees in Asia to its brand promise and value proposition. We set up a BASF Brand University, created 12 Brand Training Modules, conducted senior management workshops to craft BASF's internal brand strategy, and ran Live The Brand workshops to engage key stakeholders to the BASF Brand Champion mindset.



SENAAT

GENERAL HOLDING CORPORATION

SENAAT, the industrial arm of the Abu Dhabi government, sought us to engage their employees to the brand promise and to deliver a consistent experience to its global stakeholders. We carried out a series of Internal Branding engagement activities and workshops to build a powerful brand champion mindset and establish SENAAT as a key player in the gulf region.



To solve the problem of aligning staff to live the **Changi Airport** brand, Civil Aviation Authority of Singapore (CAAS) commissioned us to ensure that their brand values were translated into employee behaviour. Our solution: a four-month campaign that created brand champions and inspired employees to deliver Changi Airport's brand promise to customers.



We have staged over 1,000 brands, worked in 30 countries and impacted more than 1,000,000 people since 1997. **The show must go on!**

GOVERNMENT				
				
				
				
B2B				
				
				
				
				
B2C				
				
				
				
				
				

"Jerome is amongst one of THE most passionate individuals I have met on branding. We worked with him to conduct our internal brand engagement for our rebranding. He infected us with his energy, enthusiasm & 5Cs, which he did successfully. Now all employees of SENAAT believe in the 5Cs and how to deliver our brand values consistently through all our touch points."

Mubarak Al Ameri,
Vice President - Corporate Communications,
SENAAT, Abu Dhabi, UAE

"Jerome is natural born brand advocator, combine that with his quick wit and sharp observations, he is able to deliver brand consultancy and training that is not only insightful, practical but more importantly, relevant and pragmatic to implement. I consider it an honour to have worked with Global Brand Academy on several internal & external branding projects, their broad perspective on branding issues often comes in handy during our strategic branding discussions. I am looking forward to working with Jerome and his team again soon, as it was equally an enriching experience for me."

Michael Lim,
Industry Teams Global Communications,
BASF SE

"Having been in Human Resources & LND for more than 25 years, I see the crucial need for organisations and employees to invest and build their corporate brand and personal brand respectively. Having worked with Global Brand Academy, I know first-hand how good they are when it comes to impacting and transforming corporate and personal brands through speaking, consulting and thought leadership. Every session that GBA conducted drive this impact so very well, and we do see amazing results!"

Mee Lin,
Global Learning and Development,
Dell Technologies

"Whether it is by business owners or marketing executives, there is a need to get your brand done well. Having worked with Jerome over the years, I know he does branding extremely well. Global Brand Academy's actionable and powerful ideas will get you moving ahead of your competition."

Alex Chua,
Chief Executive Officer, Charisma Academy

"Jerome Joseph is nothing short of brilliant. He's a unique combination of intellectual insight on the subject of branding and a platform personality of the highest caliber. I enthusiastically recommend Jerome - you and your organization will be richer for the experience!"

Scott McKain, Author,
"Collapse of Distinction: Stand out and move up while your competition fails."

"As a veteran brand marketer, I know how important it is for executives to personify their brand characteristics to raise their game. Strong Branding anchors a company's position and is critical to its story. Global Brand Academy will inspire you to gain an advantage in your marketplace and raise your Brand game!"

Frederick Fong,
Director, Marketing Excellence (Asia),
Zuellig Pharma Holdings Pte Ltd



Dr. Jerome Joseph
CSP, CSPGlobal, PMC

Dr. Jerome Joseph, CSP, Global Speaking Fellow, PMC, ranked No. 2 in the World (2020) as Global Brand Guru, and a Best-Selling Author and Thought Leader.

He is an award-winning **Brand & Customer Experience Strategist & Speaker** focused on **Brand Strategy, Brand Experience, Internal Branding, Personal Branding and Customer Experience**. With his past experiences as a CEO & Board Member of a public listed brand agency & group, Jerome brings real life brand expertise to the stage. He is a best-selling author of 8 books on Branding. He has over 24 years of experience, has worked with over 1000 brands, including many **Fortune 500 companies**, in 35 countries.

The combination of real life consulting experience with Fortune 500 companies, global expertise and proven speaking skills makes Jerome a sought-after speaker in the market. With his **highly infectious personality, fast-paced and interactive style of speaking & storytelling**, audiences can expect to be entertained while attaining a wealth of great insights. His keynotes and workshops are **simply not to be missed!**

Awards

Dr. Jerome holds the Certified Speaking Professional (CSP) designation which is held **only by the top 12% speakers in the world**

as an award for speaking expertise. He was awarded the prestigious Global Speaking Fellow in 2015 as the 2nd Singaporean to earn this award and the 30th speaker in the world to achieve this. Currently, less than 1% of speakers globally hold this designation. He also holds the Practising Management Consultant (PMC), a designation awarded to experienced industry veterans in consulting. In 2018, Jerome was recognised as a Top 30 Global Brand Guru and is the only Asian based in Asia to make the list. He ranked No. 2 in the world in 2020 as a Global Brand Thought Leader and has recently earned his doctorate.



Johnathan 'Big John' Dorneles Francis

Johnathan or '**Big John**', as he is affectionally called is a professional Consultant, Coach and Speaker He is BIG on motivating people, organizations and businesses to perform BIGGER and BETTER. Johnathan's belief is that organisations with strong internal cultures and people who are aware helps to drive business and team performance.

Johnathan's career kicked-off in advertising and marketing roles before moving on to Consulting roles where he worked with local, regional and multi-national corporations. His role also requires him to formulate strategies for companies seeking to re-brand, expand.

Johnathan also regularly conducts workshops for The Global Brand Academy for various industries and over different branding topics, This includes Business Strategy, Internal branding and Personal Branding. He has also spoken at events such as the HR Summit which saw over 4000 attendees.

The work he has done with various industries and people has allowed him to look at business challenges from different perspectives and advise clear strategies to overcoming them. With his unique brand of humour and presence, Big John seeks to make every moment meaningful.





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79



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