

GLOBAL
BRAND
ACADEMY

Future-Ready Programmes for
Entrepreneurs, Marketers, Sales
Professionals & Executives —
Powered by Strategy and AI



Brand Strategy • Personal Branding • Sales
Mastery • Digital Marketing • Content Marketing
Enabled by AI • Future-Ready Leadership
Capability in an AI-Driven World



WSQ-Accredited · SkillsFuture-Eligible · Funding Support Available (subject to eligibility)

Led by Dr Jerome Joseph, Founder & CEO
Hall of Fame Speaker | Best-Selling Author | Global Brand & AI Thought Leader

ABOUT GLOBAL BRAND ACADEMY

Global Brand Academy (GBA) is a globally recognised strategic transformation partner that helps organisations and professionals strengthen **brand relevance, market influence, customer trust, and commercial performance** — in a world shaped by disruption and AI.

GBA specialises in **Brand Strategy, Personal Branding, Marketing, Sales Performance, Leadership, Culture, and Customer Experience**, blending strategic clarity with real execution capability.

With over **30 years of work across 40 countries**, GBA has worked with **1,000+ brands worldwide**, including multinational corporations, financial institutions, government bodies, SMEs, and high-growth enterprises.

Our programmes are built from **real advisory and consulting work** — not classroom theory. Every programme is designed to drive capability that translates into measurable outcomes: stronger positioning, sharper messaging, better sales conversations, improved visibility, and more confident execution.



ABOUT DR. JEROME JOSEPH

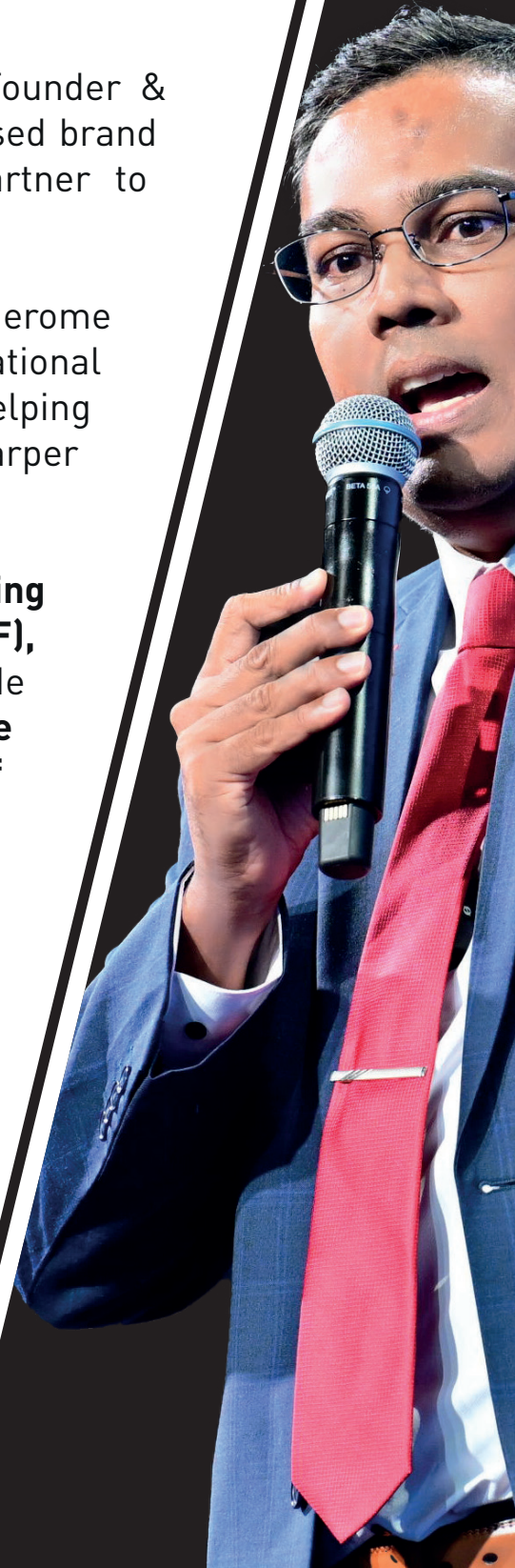
All programmes are led by **Dr. Jerome Joseph**, Founder & CEO of Global Brand Academy — a globally recognised brand strategist, thought leader, and transformation partner to leaders and organisations.

With **30 years of experience** across **40 countries**, Dr Jerome has worked with **1,000+ brands**, including multinational corporations and Fortune 500 organisations, helping leaders and teams build stronger brands, sharper positioning, higher trust, and better performance.

He is a **Hall of Fame Speaker**, a **Certified Speaking Professional (CSP)**, a **Global Speaking Fellow (GSF)**, and a **Practising Management Consultant (PMC)**. He was ranked **No. 2 Global Brand Thought Leader in the World (2020 & 2022)** and is the **best-selling author of 12 books** on branding, influence, sales, and growth.

Dr Jerome's approach is known for combining **strategic depth** with **commercial relevance** — bridging brand strategy, buyer psychology, culture, communication, and execution to make learning practical, bold, and immediately actionable.

- Learn from a practitioner who has advised **CEOs, leaders, and growth teams** across industries and markets.
- Gain systems that reflect **real-world brand and sales realities**, not generic templates.
- Experience training designed to build **capability, confidence, and execution momentum** — not theory.



WSQ-Accredited Programmes Overview (6 Programmes)

Programme	Focus (What You Build)	Outcomes (What You Walk Away With)
<p>Brand Strategy Masterclass™ (Corporate Edition) <i>Strategic Brand Positioning & Market Advantage in the Age of AI</i></p>	<p>Corporate brand strategy, positioning, customer relevance, competitive advantage, and AI-enabled brand insight</p>	<p>A clearer corporate brand direction, stronger positioning, sharper differentiation, a strategic narrative that aligns leadership and teams, and a practical roadmap to strengthen market relevance</p>
<p>Brand Mastery Masterclass™ (Professional Edition) <i>Build a Brand That Stands Out, Scales & Endures</i></p>	<p>Personal + professional brand clarity, value proposition, trust-building, credibility, and visibility</p>	<p>A defined brand identity, clearer market positioning, stronger messaging, more confidence in how you present your value, and a practical plan to build credibility and visibility</p>
<p>Sales Mastery Accelerated™ <i>Winning Customers in the Digital Age of AI</i></p>	<p>Consultative selling, discovery mastery, value positioning, influence, objection handling, and AI-enabled sales productivity</p>	<p>A repeatable consultative selling system, better discovery conversations, stronger value communication, increased confidence handling objections and price, and smarter AI-supported preparation and follow-up</p>
<p>AI-Driven Digital Marketing: Mastering the Future <i>Build Future-Ready Digital & AI Marketing Capability</i></p>	<p>AI-enabled marketing strategy, customer engagement, campaign performance, analytics, and modern digital execution</p>	<p>Stronger digital and AI marketing capability, clearer AI-enabled marketing planning, improved content and campaign execution, smarter decision-making, and a practical AI adoption workflow for marketing</p>
<p>AI-Infused Content Marketing™: From Concept to Execution <i>Build a High-Impact Content Engine powered by AI</i></p>	<p>Content strategy, narrative, thought leadership, AI-assisted creation, repurposing, and distribution systems</p>	<p>A structured content engine, clearer themes and messaging, faster creation with maintained brand voice, improved consistency across platforms, and a sustainable system for visibility and inbound opportunity</p>
<p>The Future of Leadership™ <i>Leading with Vision and Purpose in an AI World</i></p>	<p>Practical leadership development for a modern business environment</p>	<p>A better understanding of how AI is changing leadership and work Strengthened leadership identity and purpose better communication skills with greater influence and clarity</p>

Programme outcomes depend on participant application and organisational context. Funding support and eligibility vary based on participant profile and prevailing government policies.




PROGRAMME OVERVIEW

This programme is designed for organisations seeking to sharpen their **corporate brand strategy**, strengthen **market relevance**, and align leadership, marketing, sales, and customer experience around a clear and differentiated brand direction.

It moves beyond brand identity and messaging to focus on **strategic positioning, competitive advantage, stakeholder alignment, and AI-enabled brand insight** — ensuring brands remain relevant, trusted, and commercially effective in dynamic markets.

Brand Strategy Masterclass™ (Corporate Edition)

Strategic Brand
Positioning &
Market Advantage
in the Age of AI

 WHO THIS PROGRAMME IS FOR	 WHAT THIS PROGRAMME HELPS ORGANISATIONS ACHIEVE	 KEY MODULES
<ul style="list-style-type: none">• Senior leaders & executives• Marketing, brand & strategy teams• Business unit heads• Organisations undergoing transformation, repositioning, or growth	<ul style="list-style-type: none">• Clearer corporate brand direction and intent• Stronger market positioning and differentiation• Alignment between brand, strategy, and execution• Better decision-making in branding and go-to-market strategy• Improved brand clarity across teams and touchpoints	<ul style="list-style-type: none">• Brand Strategy Foundations in a Disrupted Market• Corporate Brand Purpose, Values & Strategic Intent• Competitive Positioning & Market White Space• Brand Architecture & Portfolio Thinking• Aligning Brand, Culture & Customer Experience• Using AI for Brand Insight, Intelligence & Planning• Translating Brand Strategy into Execution & Governance




PROGRAMME OVERVIEW

Brand Mastery Masterclass™ is designed for professionals and business owners who need clarity in how they **position themselves or their brands**, communicate value with confidence, and build long-term credibility in competitive, trust-driven markets.

This programme applies the **5D Brand Framework** to help participants move from brand intuition to brand strategy — supported by practical tools and AI-enhanced insight.

Brand Mastery Masterclass™ (Professional Edition)

Build a Brand That
Stands Out, Scales
& Endures

 WHO THIS PROGRAMME IS FOR	 WHAT PARTICIPANTS WILL WALK AWAY WITH	 KEY MODULES (APPLIED & PRACTICAL)
<ul style="list-style-type: none">• Entrepreneurs & business owners• Consultants, coaches & advisors• Marketing & sales professionals• Financial planners & real estate professionals• Professionals building authority and visibility	<ul style="list-style-type: none">• A clear and differentiated brand position• Stronger personal or professional brand identity• Sharper messaging and value articulation• Greater confidence in presenting their brand	<ul style="list-style-type: none">• Discover — Brand DNA, Purpose & Strengths• Define — Target Audience & Strategic Focus• Develop — Brand Positioning & Differentiation• Deliver — Brand Messaging & Touchpoints• Drive — Visibility, Credibility & Brand Growth• Using AI to Strengthen Brand Thinking & Execution




PROGRAMME OVERVIEW

Sales Mastery Accelerated™

Winning
Customers in
the Digital Age
of AI

Sales Mastery Accelerated™ is a high-impact programme designed for professionals who sell **expertise, solutions, and relationships** — not commodities.

It focuses on **consultative selling, discovery mastery, value positioning, and trust-building**, while integrating AI to improve preparation, insight, and productivity — without losing the human edge.

 WHO THIS PROGRAMME IS FOR	 WHAT THIS PROGRAMME HELPS YOU DO	 KEY MODULES
<ul style="list-style-type: none">• Sales professionals & relationship managers• Financial planners & insurance advisors• Real estate professionals• Consultants & professional service providers• Entrepreneurs selling high-value offerings	<ul style="list-style-type: none">• Lead confident, structured discovery conversations• Build trust faster in modern buyer environments• Communicate value clearly before price is discussed• Handle objections with confidence and control• Close deals through alignment, not pressure• Use AI to sell smarter, not harder	<ul style="list-style-type: none">• The New Reality of Buyer Behaviour• Building Sales Credibility & Trust Fast• Mastering High-Impact Sales Discovery• Value-Based Selling & Positioning• Objection Handling Without Defensiveness• Pricing, Negotiation & Closing with Confidence• Using AI to Enhance Sales Preparation & Follow-Up




PROGRAMME OVERVIEW

AI-Driven Digital Marketing: Mastering the Future

This programme equips professionals and organisations with the **strategic clarity and practical skills** to apply AI meaningfully across digital marketing — from planning and content to campaigns, analytics, and optimisation.

The focus is not on tools alone, but on **how AI reshapes marketing thinking, customer engagement, and decision-making.**

Build Future-Ready Digital & AI Marketing Capability

 WHO THIS PROGRAMME IS FOR	 WHAT PARTICIPANTS WILL GAIN	 KEY MODULES
<ul style="list-style-type: none">• Marketing & brand professionals• Entrepreneurs & business owners• Sales & growth teams• Executives overseeing digital strategy• Organisations upgrading AI marketing capability	<ul style="list-style-type: none">• Clear understanding of AI's role in modern marketing• Smarter marketing planning and execution• Improved content, engagement, and conversion• Better insight through AI-enabled analytics• A practical framework for AI adoption in marketing	<ul style="list-style-type: none">• The AI-Driven Marketing Landscape• Strategic Marketing Planning with AI• Prompt Engineering for Marketing Effectiveness• AI-Enabled Content & Campaign Execution• Customer Engagement & Conversion Optimisation• Performance Measurement & Predictive Insight• Integrating AI into Daily Marketing Workflows

PROGRAMME OVERVIEW

The Future of Leadership™:

Leading with Vision and Purpose in an AI World

The Future of Leadership™ is a 2-day intensive leadership masterclass designed to help leaders thrive in a business environment shaped by constant disruption, rising complexity, and the growing influence of AI.

This programme goes far beyond traditional leadership development.

 WHO THIS PROGRAMME IS FOR	 WHAT THIS PROGRAMME HELPS YOU DO	 KEY MODULES
<ul style="list-style-type: none"> • Senior Leaders & Executives For leaders responsible for driving direction, navigating complexity, and shaping business performance. • Emerging Leaders & Managers For those stepping into larger leadership responsibilities and needing stronger frameworks, confidence, and capability. • Team Leaders & Business Unit Heads For leaders who need to align people, improve communication, build trust, and drive execution. • High-Potential Talent For organisations developing future leaders with stronger strategic and human leadership capability. • Organisations For companies committed to building future-ready leadership across their teams in a world shaped by AI, change, and rising performance expectations. 	<ul style="list-style-type: none"> • Master AI leadership realities • Define purpose and strategy • Boost EQ and communication • Coach teams for performance • Execute strategic action plans 	<ul style="list-style-type: none"> • The New Leadership Reality — Leading in an AI World • AI Foundations for Leaders — Prompting & Practical Tools • Leadership Identity & Purpose — I Am a Leader • Purpose-Driven Leadership & Strategy Model • Emotional Intelligence in Leadership • Communication & Behavioural Styles for Leaders • Coaching & Developing People (GROW + Belbin) • Decision-Making & Problem Solving in the AI Era • Motivation 3.0 & Building High-Performance Teams • The Future Leader Action Plan

WSQ FUNDING & SUPPORT (SUBJECT TO ELIGIBILITY)

Participant Category	Available Support Options
Singapore Citizens & Permanent Residents	Typically between 50 to 70 per cent, subject to eligibility and prevailing SSG guidelines
Mid-Career Individuals (40 & Above)	Enhanced SkillsFuture support may apply
NTUC Members	UTAP support may be available (subject to eligibility)
SMEs	SkillsFuture training support and absentee payroll support (where applicable)
Organisations	Enterprise support schemes and workforce training initiatives (where applicable)

- Funding support is subject to individual and organisational eligibility, prevailing SkillsFuture Singapore (SSG) policies, and programme approval status.
- This brochure is for informational purposes only and does not constitute a funding guarantee.
- The final funding amount, if any, will be confirmed by our course consultants prior to registration.

CONTACT & ENQUIRIES

Whether you're an individual professional or an organisation looking to build capability, our course consultants will help you identify the most suitable programme based on your goals, profile, and eligibility.

For more information and support, you may contact:

Roma Fabian, WSQ Programmes Admin & Finance
E roma@theglobalbrandacademy.com

General Enquiries
E info@theglobalbrandacademy.com
T +65 6288 7812

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www.theglobalbrandacademy.com

1 Jalan Kilang Timor
#06-01, Pacific Tech Center
Singapore 159303
T +65 9271 6973

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