

GLOBAL
BRAND
ACADEMY
Creating Branded People

STRATEGIC TRAINING & TRANSFORMATION PARTNER



PROGRAM CATALOGUE & CORPORATE SOLUTIONS

GLOBAL
BRAND
ACADEMY
Creating Branded People

**BUILDING LEADERS, BRANDS, AND
TEAMS READY FOR WHAT'S NEXT**

Brand • Leadership • Culture • Sales
• Customer Experience • AI • Personal
Branding

30 

OF TRAINING, ADVISORY, AND
TRANSFORMATION EXPERIENCE

 40

COUNTRIES ACROSS ASIA, ANZ, EUROPE
& MIDDLE EAST

1000 

ORGANISATIONS SERVED GLOBALLY

1,200,000 

MILLION LEADERS, PROFESSIONALS &
ENTREPRENURS IMPACTED

 14

BEST-SELLING BOOKS USED AS
PLAYBOOKS WORLDWIDE

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About The Global Brand Academy

Who We Are

The Global Brand Academy (GBA) is a global strategic training and transformation partner, working with organisations, leaders, executives, sales professionals, and entrepreneurs to build capability where it matters most — brand, leadership, culture, sales, customer experience, and AI.



Our Mission

To bring together strategy, learning, and execution into one integrated ecosystem — designed to move people from insight to capability, and from intent to impact.



What Makes GBA Different

Most providers focus on content. GBA focuses on capability driven by your Brand. We design and deliver high-impact learning experiences that help organisations align brand, culture, leadership, and performance in the Age of AI.

Global Credibility

- ✓ 30+ years of training, advisory, and transformation experience
- ✓ 40+ Countries Across Asia, ANZ, Europe & Middle East
- ✓ 1,000+ Organisations Served Globally
- ✓ 1.2 Million+ Leaders, Professionals & Entrepreneurs Impacted
- ✓ 14 Best-Selling Books Used as Playbooks Worldwide

Our Founder

Dr Jerome Joseph

Founder & CEO, The Global Brand Academy

- Ranked **No. 2 Global Brand Thought Leader in the World** (2020, 2022)
- Award-winning global keynote speaker
- Best-selling author of 14 books on branding, AI, leadership, sales, and culture
- Former CEO and board member of a publicly listed brand agency
- Hall of Fame Speaker, Certified Speaking Professional and Global Speaking Fellow

Dr Jerome brings a rare combination of **real-world leadership experience**, global consulting expertise, and stage mastery — enabling him to bridge strategy, behaviour, and performance with credibility and clarity.



Our Approach: Eight Transformation Domains

OUR APPROACH: BUILDING CAPABILITY THAT DELIVERS RESULTS

From Strategy to Capability. From Capability to Performance.

Organisations today don't struggle with a lack of ideas, strategies, or vision. They struggle with **execution, consistency, and capability**.

At The Global Brand Academy, our approach is built on a simple but powerful belief:

Sustainable performance is driven by capability — not content.

We work at the intersection of **strategy, behaviour, and performance**, ensuring that what leaders decide is translated into how people think, act, sell, lead, and serve — every day.

01

AI & Digital Transformation

Equipping leaders and teams to confidently adopt, apply, and lead with AI — driving productivity, decision quality, innovation, and competitive advantage in an AI-enabled world.

02

Brand & Marketing Transformation

Strengthening brand clarity, relevance, and differentiation — ensuring the brand becomes a strategic asset that guides decisions, behaviours, and market positioning.

03

Sales Transformation

Building trust-based, consultative selling capability that improves pipeline quality, client relationships, deal confidence, and long-term revenue performance.

04

Leadership Transformation

Developing leaders who lead with purpose, presence, clarity, and influence — capable of navigating change, uncertainty, and complexity with confidence.

05

Branded Culture Transformation

Embedding brand values into daily behaviour, decision-making, and leadership practices — turning culture into a measurable driver of performance and engagement.

06

Personal Branding Transformation

Helping leaders, professionals, and client-facing teams build credibility, visibility, and influence — strengthening trust and reputation in a digital-first world.

07

Customer Experience Transformation

Designing consistent, meaningful, and differentiated customer journeys that build loyalty, advocacy, and long-term value.

08

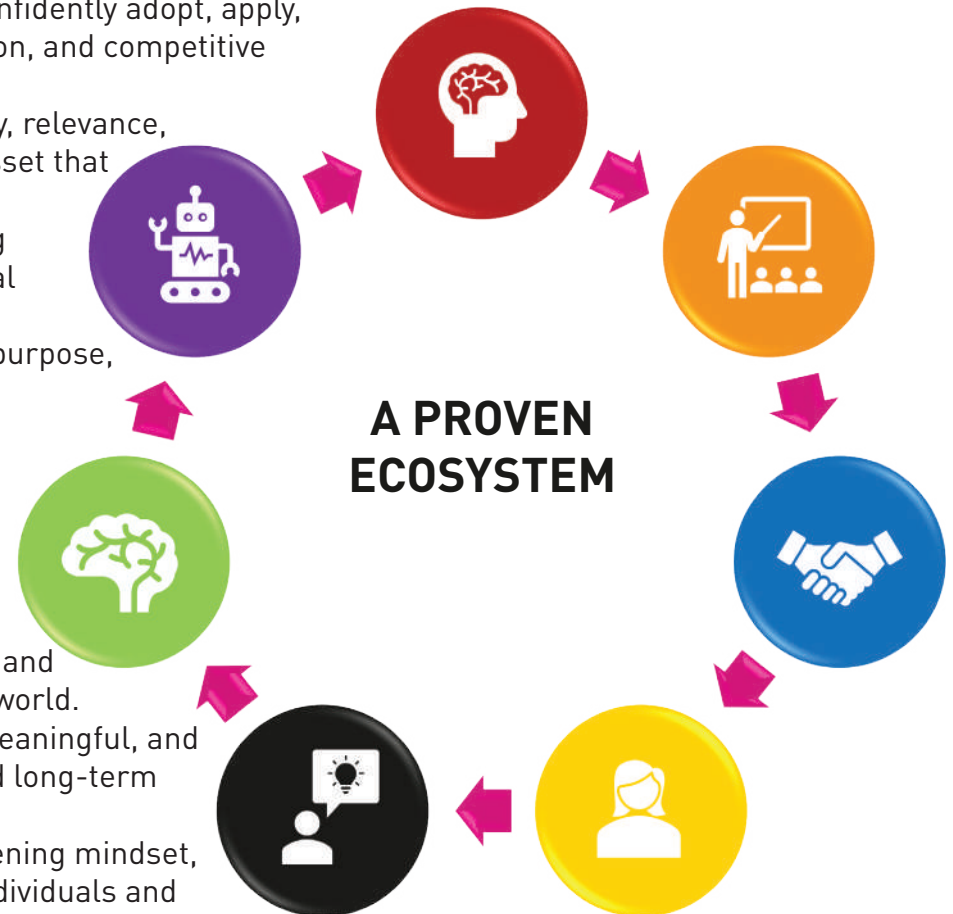
Motivation & Personal Development Transformation

Strengthening mindset, resilience, ownership, and personal effectiveness — enabling individuals and teams to perform consistently at a high level, especially under pressure and change.

HOW THE DOMAINS WORK TOGETHER

Our transformation domains are **not silos**.
They are **interconnected capability levers** that reinforce one another.

1. **AI & Digital Transformation:** Equipping leaders and teams to confidently adopt, apply, and lead with AI — driving productivity, decision quality, innovation, and competitive advantage in an AI-enabled world.
2. **Brand & Marketing Transformation:** Strengthening brand clarity, relevance, and differentiation — ensuring the brand becomes a strategic asset that guides decisions, behaviours, and market positioning.
3. **Sales Transformation:** Building trust-based, consultative selling capability that improves pipeline quality, client relationships, deal confidence, and long-term revenue performance.
4. **Leadership Transformation:** Developing leaders who lead with purpose, presence, clarity, and influence — capable of navigating change, uncertainty, and complexity with confidence.
5. **Branded Culture Transformation:** Embedding brand values into daily behaviour, decision-making, and leadership practices — turning culture into a measurable driver of performance and engagement.
6. **Personal Branding Transformation:** Helping leaders, professionals, and client-facing teams build credibility, visibility, and influence — strengthening trust and reputation in a digital-first world.
7. **Customer Experience Transformation:** Designing consistent, meaningful, and differentiated customer journeys that build loyalty, advocacy, and long-term value.
8. **Motivation & Personal Development Transformation:** Strengthening mindset, resilience, ownership, and personal effectiveness — enabling individuals and teams to perform consistently at a high level, especially under pressure and change.






This integrated approach ensures transformation is **coherent, scalable, and sustainable** — not fragmented or short-lived.

ENGAGEMENT MODELS




We deliver capability transformation through multiple engagement formats, tailored to organisational priorities and scale:



Program Series Overview

Series 1	Brand Transformation		
	Transformation Area Building brand clarity, differentiation, relevance, and strategic alignment in complex markets	Who It's For Senior leaders, brand & marketing leaders, strategy teams, transformation leaders, entrepreneurs, organisations undergoing growth or repositioning	
	Capability & Impact Areas Clear brand direction and focus Stronger market differentiation Alignment between brand, leadership & culture Consistency across marketing, CX & communication		11 Programmes
	Series 2		
Series 2	AI & Digital Transformation		
	Transformation Area Equipping leaders and teams to adopt, apply, and lead with AI for productivity, decision quality, and competitive advantage	Who It's For Senior leaders, HR/L&D leaders, transformation teams, sales & marketing teams, entrepreneurs, organisations preparing for AI adoption	
	Capability & Impact Areas Increased productivity & efficiency Improved decision-making Greater AI confidence & readiness Practical AI application in daily work		10 Programmes
	Series 3		
Series 3	Sales Transformation		
	Transformation Area Building trust-based, consultative selling capability for sustainable revenue growth	Who It's For Sales leaders, relationship managers, sales enablement teams, financial advisors, client-facing professionals, entrepreneurs	
	Capability & Impact Areas Higher-quality sales conversations Improved pipeline confidence & deal velocity Stronger trust & client relationships More consistent sales performance		14 Programmes

Program Series Overview

Series 4	Leadership Transformation		
	Transformation Area Developing leaders who lead with purpose, presence, clarity, and influence	Who It's For Senior leaders, people managers, high-potential talent, leadership development cohorts, succession pipelines	
	Capability & Impact Areas Stronger leadership presence & confidence Improved decision-making & communication Higher engagement & accountability Leaders equipped to navigate change		14 Programmes
	Series 5		
Series 5	Culture Transformation		
	Transformation Area Embedding brand values into behaviour, leadership practices, and everyday decision-making	Who It's For HR/L&D teams, internal communications leaders, senior leaders, people managers, organisations undergoing change	
	Capability & Impact Areas Clear behavioural standards Increased engagement & ownership Stronger consistency across teams Culture aligned to strategy execution		9 Programmes
	Series 6		
Series 6	Personal Branding		
	Transformation Area Building credibility, visibility, and influence in a digital-first, trust-driven world	Who It's For Senior leaders, executives, sales professionals, entrepreneurs, high-potential talent, client-facing professionals	
	Capability & Impact Areas Stronger professional credibility Increased visibility & influence More effective communication & storytelling Enhanced trust with stakeholders		11 Programmes

Program Series Overview

Series 7	Customer Experience
	Transformation Area Designing consistent, differentiated, and loyalty-driven customer journeys
	Who It's For CX leaders, service & operations teams, marketing teams, frontline managers, leadership teams
	Capability & Impact Areas Improved customer satisfaction & loyalty Greater touchpoint consistency Reduced friction & service gaps Stronger advocacy & lifetime value
7 Programmes	
Series 8	Motivation & Personal Development
	Transformation Area Unlocking mindset, ownership, and personal performance for sustained results
	Who It's For Leaders, high-potential talent, sales professionals, performance-driven teams, individuals navigating change
	Capability & Impact Areas Stronger mindset & resilience Increased confidence & effectiveness Improved performance consistency Greater purpose-performance alignment
5 Programmes	

A Structured Capability Architecture for Organisational Transformation

The Global Brand Academy's programmes are organised into eight transformation series. Each series addresses a distinct organisational challenge and builds critical capability across leaders, teams, and functions — delivering measurable impact at both individual and enterprise levels.

BRAND TRANSFORMATION SERIES

Empower Your Brand to Stand Out, Lead and Win



Purpose of This Series

The Brand Transformation Series is designed to help organisations build brand clarity, strategic focus, and market relevance — ensuring the brand becomes a central driver of leadership behaviour, culture, customer experience, and growth.

This series moves organisations beyond branding as communication, and positions brand as a strategic performance system that guides decisions, behaviour, and execution across the business.



Who This Series Is For (Refined)

- Senior leaders and executive teams
- Brand, marketing, and strategy leaders
- Transformation and growth leaders
- Entrepreneurs and business owners
- Organisations undergoing repositioning, scale, or change



Capability & Impact Areas (Clear Outcomes)

- Clear brand direction aligned to business strategy
- Stronger differentiation in crowded and competitive markets
- Alignment between brand promise, leadership behaviour, and culture
- Greater consistency across marketing, customer experience, and communication
- Brand-led decision-making across teams and functions



SERIES 1: BRAND TRANSFORMATION SERIES

01. The Brand Playbook™

(Game-Changing Brand Strategies to Win in the Marketplace)

A proven framework for building game changing brand strategies that drive market success.

Ideal For: Senior leaders, brand/marketing/strategy leaders, entrepreneurs, organisations seeking brand-led growth

02. Brand Strategy & Strategic Planning Masterclass

(Clarity, Differentiation, and Direction for Growth)

Unlock clarity, differentiation, and direction to fuel sustainable growth.

Ideal For: Senior executives, strategy/brand/marketing leaders, business unit heads, transformation leaders

03. Brand Innovation Masterclass

(Reimagining Value, Relevance, and Market Leadership)

Reimagine value and relevance to achieve market leadership through innovation.

Ideal For: Senior leaders, innovation teams, brand/marketing/strategy professionals, entrepreneurs

04. Once Upon a Brand™

(The Power of Brand Storytelling to Inspire and Influence)

Harness the power of storytelling to inspire audiences and influence decisions.

Ideal For: Leaders, brand/marketing/communications professionals, sales teams, organisations seeking influence

05. Experience Branding™

(Designing Meaningful Brand Experiences That Create Loyalty)

Design meaningful brand experiences that spark loyalty and lasting connections.

Ideal For: Customer experience/service leaders, brand/marketing teams, operations/ frontline teams

06. Design Thinking for Brands

(Human-Centred Innovation for Brand Differentiation)

Apply human centred innovation to create distinctive, differentiated brand solutions.

Ideal For: Brand/marketing/innovation teams, product/service/experience designers, cross-functional teams

07. Digital Branding Masterclass

(Building Strong Brands in a Digital-First AI World)

Build strong, future ready brands in a digital first, AI driven world.

Ideal For: Brand/marketing/digital leaders, communications/customer experience teams, business owners

08. Branding 5.0™

(New Conversations, New Technologies, New Experiences)

Explore new conversations, technologies, and experiences shaping the next era of branding.

Ideal For: Senior leaders, transformation teams, brand/marketing/innovation leaders, digital/customer experience teams

09. Strategic Planning for Growth

(Aligning Priorities, Sharpening Focus, and Moving from Intent to Execution)

Align priorities and sharpen focus to move seamlessly from intent to execution.

Ideal For: Senior executives, strategy/transformation/business planning leaders, business unit heads

10. Internal Branding Masterclass

(Aligning People, Culture, and Brand from the Inside Out)

Unite people, culture, and brand to drive transformation from the inside out.

Ideal For: Senior leaders, HR/L&D/internal communications teams, brand/culture/transformation leaders

11. Marketing in the Age of AI

(Integrating Intelligence, Creativity, and Technology for Brand Growth)

Integrate intelligence, creativity, and technology to accelerate brand growth.

Ideal For: Marketing/brand leaders, digital/growth/customer experience teams, business leaders



AI & DIGITAL TRANSFORMATION SERIES

Master AI to Lead, Compete, and Grow with
Confidence

Purpose of This Series

The AI & Digital Transformation Series is designed to help organisations move beyond AI curiosity and experimentation — and build real, applied AI capability across leadership, teams, and functions.

This series focuses on human–AI collaboration, decision-making, productivity, and performance — ensuring AI becomes a practical enabler of growth, not a source of confusion, fear, or fragmentation.

GBA's approach to AI is pragmatic, business-led, and grounded in real-world application — not hype, theory, or tech for tech's sake.



Who This Series Is For (Refined)

- Senior leaders and executive teams
- HR, L&D, and transformation leaders
- Sales, marketing, and commercial teams
- Entrepreneurs, founders, and business owners
- Organisations preparing for or accelerating AI adoption



Capability & Impact Areas (Clear Outcomes)

- Increased productivity and efficiency across roles
- Improved decision-making and strategic thinking
- Greater confidence and clarity around AI use
- Practical application of AI tools in daily work
- Stronger readiness for AI-driven change and disruption



SERIES 2: AI & DIGITAL TRANSFORMATION SERIES

01. AI-Driven Branding

(Leveraging AI to Strengthen Brand Strategy, Relevance, and Growth)

Harnessing intelligent insights to sharpen brand positioning and long-term impact.

Ideal For: Senior leaders, brand/marketing/strategy leaders, digital/transformation leaders, entrepreneurs

02. AI-Driven Marketing

(Using AI to Drive Smarter, Faster, and Scalable Growth)

Empowering campaigns with adaptive intelligence for accelerated reach and efficiency.

Ideal For: Marketing/brand leaders, digital/growth/performance marketing teams, sales/commercial leaders

03. AI-Driven Sales

(Transforming Sales Performance with AI-Augmented Selling)

Elevating customer engagement through AI-powered selling strategies.

Ideal For: Sales leaders, sales enablement teams, relationship managers, financial advisors, entrepreneurs

04. AI-Driven Personal Branding

(Amplifying Authority, Influence, and Visibility with AI)

Boosting professional presence and credibility with AI-enhanced visibility.

Ideal For: Senior leaders, executives, entrepreneurs, sales professionals, consultants, professionals seeking visibility

05. AI-Driven Leadership

(Leading Confidently in an AI-Enabled World)

Guiding teams with clarity and resilience in an AI-shaped era.

Ideal For: Senior leaders, people managers, HR/L&D/transformation leaders, entrepreneurs

06. The Future of Selling™

(Mastering the New Rules of Sales in a Disruptive World)

Navigating modern sales dynamics with next-generation practices.

Ideal For: Sales leaders, commercial heads, relationship managers, sales enablement teams

07. AI & the Future of Work™

(Driving Productivity, Innovation, and Human-AI Collaboration)

Reimagining workforce potential through intelligent collaboration and innovation.

Ideal For: Senior leaders, transformation leaders, HR/L&D/workforce planning teams, people managers

08. AI-Driven Content Marketing

(Creating High-Impact Content at Scale)

Delivering compelling narratives at scale with AI precision.

Ideal For: Marketing/content leaders, digital/growth marketing teams, brand/communications professionals

09. AI Mastery

(Practical AI Skills, Tools, and Frameworks for Real-World Application)

Equipping professionals with actionable AI know-how for everyday success.

Ideal For: Leaders/managers at all levels, sales/marketing/operational teams, entrepreneurs, teams starting AI adoption

10. AI Bootcamp for Entrepreneurs

(Using AI to Scale Growth, Productivity, and Competitive Advantage)

Accelerating business growth and agility through AI-driven advantage.

Ideal For: Entrepreneurs, founders, business owners, solopreneurs, growth-stage companies



SALES TRANSFORMATION SERIES

Sell with Credibility, Influence, and Sustainable Impact



Purpose of This Series

The Sales Transformation Series is designed to help organisations shift from transactional selling to trust-based, consultative, and value-driven sales performance.

This series focuses on improving how sales professionals think, prepare, engage, influence, and build long-term client relationships — especially in complex, high-value, and relationship-led environments.

It is particularly effective for industries where trust, credibility, and long-term relationships matter more than aggressive pitching.



Who This Series Is For

- Sales leaders and commercial heads
- Relationship managers and key account teams
- Sales enablement and business development teams
- Financial advisors and professional services firms
- Client-facing professionals in complex sales environment



Capability & Impact Areas (Clear Business Outcomes)

- Higher-quality sales conversations and discovery
- Improved pipeline confidence, deal quality, and conversion
- Stronger long-term client and account relationships
- Increased share of wallet, retention, and lifetime value
- More consistent sales performance across teams



SERIES 3: SALES TRANSFORMATION SERIES

01. Sell the Brand™

(A Consultative, Trust-Based Approach to Sales Success)
Elevate sales by building trust and consultative relationships.

Ideal For: Sales professionals, relationship managers, sales leaders, financial advisors, entrepreneurs

02. Sales Mastery Playbook™

(The Ultimate System to Build Your Brand, Win Clients & Close Deals)

A complete system to attract clients and close deals effectively.

Ideal For: Sales professionals, relationship managers, sales leaders, consultants, entrepreneurs

03. The Future of Selling™

(Thriving in the Age of AI and Digital Disruption)

Adapt sales strategies to thrive in an AI driven, digital era.

Ideal For: Sales leaders, commercial heads, relationship managers, sales enablement teams

04. AI-Driven Selling

(Augmenting Human Sales Excellence with AI)

Enhance human performance with intelligent, data powered sales tools.

Ideal For: Sales professionals, sales teams, sales leaders, financial advisors, teams adopting AI-enabled selling

05. Growth to Win™

(Upselling, Cross-Selling, and Maximising Customer Lifetime Value)

Expand customer value through upselling and cross selling strategies.

Ideal For: Relationship/account managers, sales professionals managing existing clients, financial advisors

06. Sales Leadership & Coaching Excellence

(How Sales Leaders Drive Consistency, Capability, and Performance)

Equip leaders to drive consistency and team performance.

Ideal For: Sales managers, agency leaders, team heads, commercial and sales enablement leaders

07. The Discovery Advantage™

(Research-Driven, Insight-Led Sales Conversations That Convert)

Use insights and research to spark high impact sales conversations.

Ideal For: Consultative sales professionals, relationship managers, sales teams handling complex cycles

08. Selling to High-Net-Worth Clients

(Trust-Based Selling for Sophisticated and Affluent Buyers)

Build trusted relationships with affluent and sophisticated buyers.

Ideal For: Financial advisors, private bankers, relationship managers, luxury/investment/advisory sales

09. Powerful Negotiations™

(Driving Confident, Win-Win Outcomes)

Achieve confident outcomes that balance value for all parties.

Ideal For: Sales professionals, relationship managers, sales leaders, commercial teams

10. Pitch to Win™

(High-Impact Sales, Investor, and Client Presentations)
Deliver persuasive presentations that secure clients and investors.

Ideal For: Sales professionals, consultants, entrepreneurs, founders, client-facing leaders

11. LinkedIn Mastery & Social Selling

(Leveraging Digital Platforms for Lead Generation and Influence)

Turn digital presence into lead generation and influence.

Ideal For: Sales professionals, business developers, relationship managers, entrepreneurs

12. Consultative Selling

(Shifting from Pitching Products to Solving Problems)

Shift from product pitching to problem solving for complex needs.

Ideal For: Consultative sales professionals, relationship managers, sales teams in complex environments

13. Key Account Management

(Growing Strategic Accounts Through Trust, Value, and Long-Term Partnership)

Strengthen long term partnerships with strategic clients.

Ideal For: Key account managers, enterprise sales teams, relationship managers, B2B and advisory sales professionals

14. Strategic Prospecting & Pipeline Quality

(Building the Right Pipeline, Not Just a Bigger One)

Focus on building the right opportunities, not just more.

Ideal For: Business development teams, hunters, growth-focused sales teams, financial advisors



LEADERSHIP TRANSFORMATION SERIES

Lead with Purpose, Presence, and Performance



Purpose of This Series

The Leadership Transformation Series is designed to develop leaders who can lead with clarity, confidence, influence, and sound judgement in increasingly complex, fast-changing environments.

This series moves leadership beyond title and authority — equipping leaders to influence stakeholders, make high-quality decisions, communicate with impact, and lead people through uncertainty, disruption, and change.



Who This Series Is For

- Senior leaders and executive teams
- People managers and functional heads
- High-potential and succession pipeline leaders
- Leaders operating in matrixed or complex environments
- Organisations strengthening leadership depth and bench strength



Capability & Impact Areas

- Stronger leadership presence, confidence, and credibility
- Improved influence across stakeholders and teams
- Clearer, faster, and more confident decision-making
- Better communication, alignment, and execution
- Leaders equipped to navigate complexity, change, and AI disruption



SERIES 4: LEADERSHIP TRANSFORMATION SERIES

01. Purpose-Driven Leadership™

(Creating Leaders Who Inspire Belief, Alignment, and Performance)

Inspire teams by connecting vision to meaningful outcomes.

Ideal For: Senior leaders, executives, people managers, high-potential leaders, entrepreneurs

02. Brand Leadership™

(Aligning Leadership Behaviour with Brand Values)

Guide with behaviours that reflect and reinforce brand identity.

Ideal For: Senior leaders, managers, brand/HR/internal communications leaders, entrepreneurs

03. Ultimate Leadership Bootcamp™

(A Complete End-to-End Leadership Development Journey)

Experience a comprehensive journey to develop leadership capability.

Ideal For: Emerging/mid-level leaders, people managers, high-potential talent, entrepreneurs

04. Executive Presence Mastery™

(Commanding Respect, Credibility, and Influence)

Cultivate gravitas that commands attention and respect.

Ideal For: Senior leaders, executives, high-potential leaders, client-facing leaders, entrepreneurs

05. Story to Influence™

(Using Strategic Storytelling to Lead, Inspire, and Drive Change)

Use narrative techniques to motivate, persuade, and drive change.

Ideal For: Senior leaders, managers, leaders driving change, entrepreneurs, founders

06. Emotional Intelligence for Leaders

(Leading with Empathy, Awareness, and Impact)

Lead with empathy and awareness to strengthen relationships.

Ideal For: Senior leaders, people managers, leaders managing diverse teams, high-potential leaders

07. AI-Ready Leadership™

(Leading People and Performance in the Age of AI)

Navigate transformation and performance in an AI enabled environment.

Ideal For: Senior leaders, transformation/HR/L&D leaders, people managers navigating AI adoption

08. The Future of Leadership & Work

(Human Leadership in an AI-Driven World)

Balance human strengths with technology in tomorrow's workplace.

Ideal For: Senior leaders, HR/L&D/transformation leaders, people managers, entrepreneurs

09. Personal Branding for Leaders

(Building Credibility, Visibility, and Leadership Influence)

Enhance leadership identity through strategic positioning.

Ideal For: Senior leaders, executives, emerging/high-potential leaders, client-facing leaders

10. Powerful Presentations

(Presenting with Clarity, Confidence, and Executive Impact)

Deliver compelling messages with confidence and impact.

Ideal For: Senior leaders, executives, managers, client-facing professionals, entrepreneurs

11. Strategic Decision-Making™

(Thinking Clearly, Deciding Confidently, and Leading Under Complexity)

Strengthen judgement and accountability in complex environments.

Ideal For: Senior leaders, executives, business unit heads, succession pipelines. This anchors leadership capability in judgement, clarity, and accountability, especially in volatile environments.

12. Influence Without Authority™

(Driving Alignment, Buy-In, and Action at Senior Levels)

Mobilise alignment and action across senior stakeholders.

Ideal For: Mobilise alignment and action across senior stakeholders.



CULTURE TRANSFORMATION SERIES

Build a Brand-Driven Culture That Thrives



Purpose of This Series

The Culture Transformation Series is designed to help organisations move culture from aspiration to everyday behaviour.

This series focuses on translating brand values, leadership intent, and strategy into how people think, decide, lead, and serve — ensuring culture becomes a measurable driver of performance, engagement, and consistency, not a set of posters or statements.



Who This Series Is For

- Senior leadership teams
- HR, L&D, and internal communications teams
- People managers and frontline leaders
- Organisations undergoing growth, transformation, or cultural reset
- Service-driven and customer-facing organisations



Capability & Impact Areas

- Clear understanding and ownership of organisational values
- Consistent, brand-aligned behaviours across teams
- Stronger leadership role-modelling and accountability
- Increased employee engagement and ownership
- Culture aligned to strategy, service, and customer experience



SERIES 5: CULTURE TRANSFORMATION SERIES

01. Internal Branding™

(Growing Your Brand from Within)

Strengthen identity by aligning people and culture from the inside.

Ideal For: HR/internal communications teams, brand/culture leaders, people managers

02. The Brand Champion Mindset™

(Turning Employees into Brand Ambassadors)

Empower employees to actively embody and represent the brand.

Ideal For: All employees, frontline teams, managers, HR/engagement teams

03. Ultimate Leadership Bootcamp™

(A Complete End-to-End Leadership Development Journey)

Experience a comprehensive journey to develop leadership capability.

Ideal For: Emerging/mid-level leaders, people managers, high-potential talent, entrepreneurs

04. Manage-On-Brand™

(Commanding Respect, Credibility, and Influence)

Cultivate gravitas that commands attention and respect.

Ideal For: Leaders, people managers, senior leadership teams, HR/leadership development teams

05. Creating a Service-Driven Culture

(Building Ownership, Consistency, and Customer Focus)

Foster accountability and customer focused behaviours across teams.

Ideal For: Service/frontline teams, operations/customer experience leaders, people managers

06. Unbreakable Branding™

(Building Mindset, Ownership, and Cultural Resilience)

Build resilience and ownership to sustain brand integrity through change.

Ideal For: Leadership/employee groups, teams undergoing change, HR/wellbeing initiatives

07. Brand Ambassador Programme

(Developing Internal Advocates Who Live and Represent the Brand)

Develop internal advocates who authentically represent the brand.

Ideal For: High-engagement employees, team leaders/influencers, HR/internal branding teams

08. Brand Leadership Mindset

(Equipping Leaders to Shape Culture Through Brand-Aligned Behaviour)

Equip leaders to shape culture through brand aligned decision making.

Ideal For: Senior leaders, people managers, leadership development cohorts, HR/leadership teams

09. Values to Behaviour

(Turning Values into Clear, Observable, Everyday Actions)

Convert organisational values into clear, observable daily practices.

Ideal For: Leadership teams, HR, people managers, organisations clarifying or resetting values



PERSONAL BRANDING SERIES

Build a Brand-Driven Culture That Thrives



Purpose of This Series

The Personal Branding Series is designed to help leaders and professionals build credibility, visibility, and influence in a digital-first, trust-driven world.

This series moves personal branding beyond self-promotion — focusing instead on reputation, relevance, authority, and impact, especially for leaders, sales professionals, and client-facing roles where trust directly affects outcomes.



Who This Series Is For

- Senior leaders and executive teams
- Brand, marketing, and strategy leaders
- Transformation and growth leaders
- Entrepreneurs and business owners
- Organisations undergoing repositioning, scale, or change



Capability & Impact Areas

- Clear brand direction aligned to business strategy
- Stronger differentiation in crowded and competitive markets
- Alignment between brand promise, leadership behaviour, and culture
- Greater consistency across marketing, customer experience, and communication
- Brand-led decision-making across teams and functions



SERIES 6: PERSONAL BRANDING SERIES

01. TURN ME ON™: Personal Brand Mastery

(Building Visibility, Credibility, and Authority)

Elevate your professional profile to stand out and be sought after.

Ideal For: Professionals seeking visibility, entrepreneurs, sales professionals, leaders, high-potential talent

02. Personal Brand Mastery in the Age of AI™

(Leveraging AI to Scale Influence and Impact)

Harness intelligent tools to expand reach and amplify impact.

Ideal For: Leaders/executives navigating AI, entrepreneurs, sales professionals, content creators

03. The Influence Accelerator™

(Growing Trust, Recognition, and Authority)

Strengthen your ability to shape opinions and command respect.

Ideal For: Leaders, people managers, sales professionals, entrepreneurs, client-facing professionals

04. Executive Presence for Personal Brands™

(How Leaders Show Up, Speak, and Are Remembered)

Cultivate a leadership style that leaves a lasting impression.

Ideal For: Senior leaders, executives, high-potential talent, entrepreneurs, client-facing professionals

05. Story to Influence™

(Using Storytelling to Shape Perception and Trust)

Craft narratives that shift perspectives and build meaningful connections.

Ideal For: Leaders, executives, sales professionals, entrepreneurs, speakers

06. LinkedIn Mastery & Prospecting

(Turning Visibility into Opportunity and Leads)

Convert online visibility into tangible business opportunities.

Ideal For: Sales professionals, entrepreneurs, business development teams, leaders

07. AI Content Marketing for Personal Brands

(Building a Content Engine That Attracts and Converts)

Develop a scalable system for producing persuasive digital content.

Ideal For: Leaders, executives, entrepreneurs, consultants, content creators

08. Personal Branding for Leaders

(Strengthening Leadership Presence Through Brand)

Enhance leadership identity through strategic brand positioning.

Ideal For: Senior leaders, executives, people managers, high-potential talent, entrepreneurs

09. Thought Leadership Accelerator™

(Positioning Yourself as a Voice That Matters)

Establish yourself as a trusted authority in your field.

Ideal For: Senior leaders, subject-matter experts, entrepreneurs, speakers, authors

10. Communication Masterclass – Influence & Impact

(Communicating with Clarity, Confidence, and Authority)

Deliver messages that resonate and inspire decisive action.

Ideal For: Leaders, executives, sales professionals, entrepreneurs, client-facing professionals

11. Reputation, Trust & Digital Credibility

(Managing Perception, Trust, and Professional Reputation in a Transparent World)

Safeguard your professional image in an era of transparency.

Ideal For: Senior leaders, executives, client-facing leaders, professionals in regulated or high-trust industries



CUSTOMER EXPERIENCE SERIES

Create Extraordinary Customer Journeys



Purpose of This Series

The Customer Experience Series is designed to help organisations move beyond service delivery to intentional, brand-led customer journeys.

This series focuses on aligning brand promise, people behaviour, and operational execution — ensuring every interaction builds trust, loyalty, and long-term value.



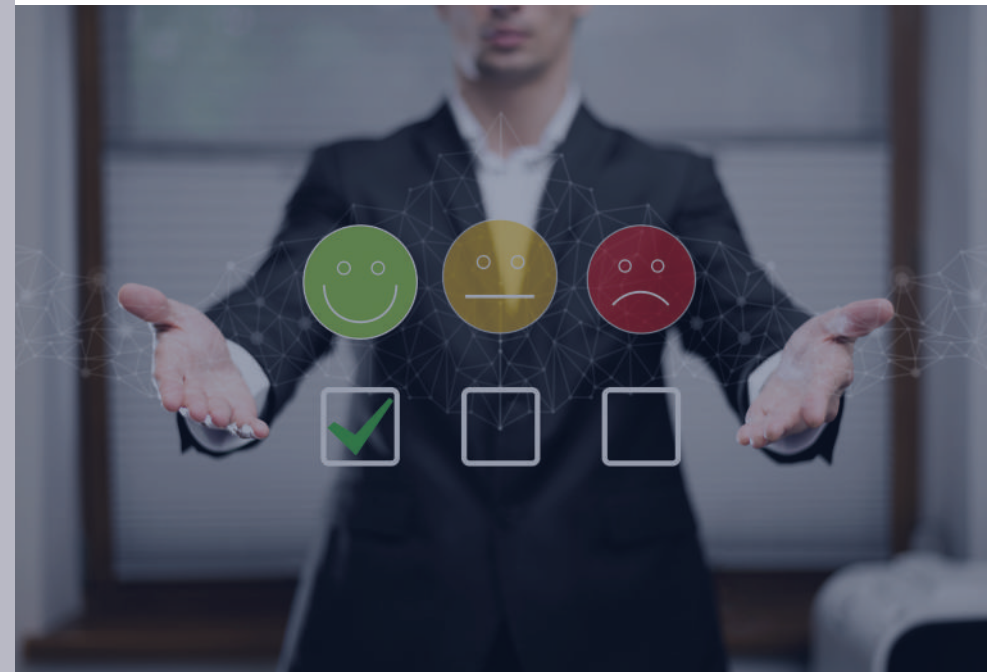
Who This Series Is For

- Customer experience and service leaders
- Operations and frontline managers
- Marketing and brand teams
- Leadership teams accountable for retention and loyalty
- Service-driven and customer-facing organisations



Capability & Impact Areas

- Greater consistency across customer touchpoints
- Stronger emotional connection and brand experience
- Improved customer satisfaction, loyalty, and advocacy
- Reduced friction and service breakdowns
- Customer experience aligned to brand and culture



SERIES 7: CUSTOMER EXPERIENCE SERIES

01. Branded Customer Experience™

(Designing Memorable Brand Interactions)

Create memorable brand interactions that delight and differentiate.

Ideal For: Brand/customer experience leaders, service/operations teams, marketing/communications teams

02. Brand Loyalty Mastery™

(Turning Customers into Advocates)

Turn satisfied customers into passionate brand advocates.

Ideal For: Customer experience/retention teams, marketing/brand leaders, sales/account management teams

03. The Touchpoint Advantage™

(Mapping, Managing, and Maximising the Customer Journey)

Map and maximize every customer journey touchpoint for impact.

Ideal For: Customer experience/journey owners, operations/service teams, marketing/digital teams

04. Service Excellence Mastery™

(Consistency, Experience, and Emotional Connection)

Deliver consistent, emotionally resonant service experiences.

Ideal For: Frontline/service teams, customer service leaders/managers, hospitality organisations

05. Customer Journey Mapping

(Identifying Friction, Redesigning Moments, and Improving Outcomes)

Identify friction and create better responses for better experience.

Ideal For: Customer experience/design teams, operations/process improvement teams, marketing/digital teams

06. Customer Service Culture

(Building Service Behaviours Aligned to Brand Standards)

Build service behaviours aligned with brand values and standards.

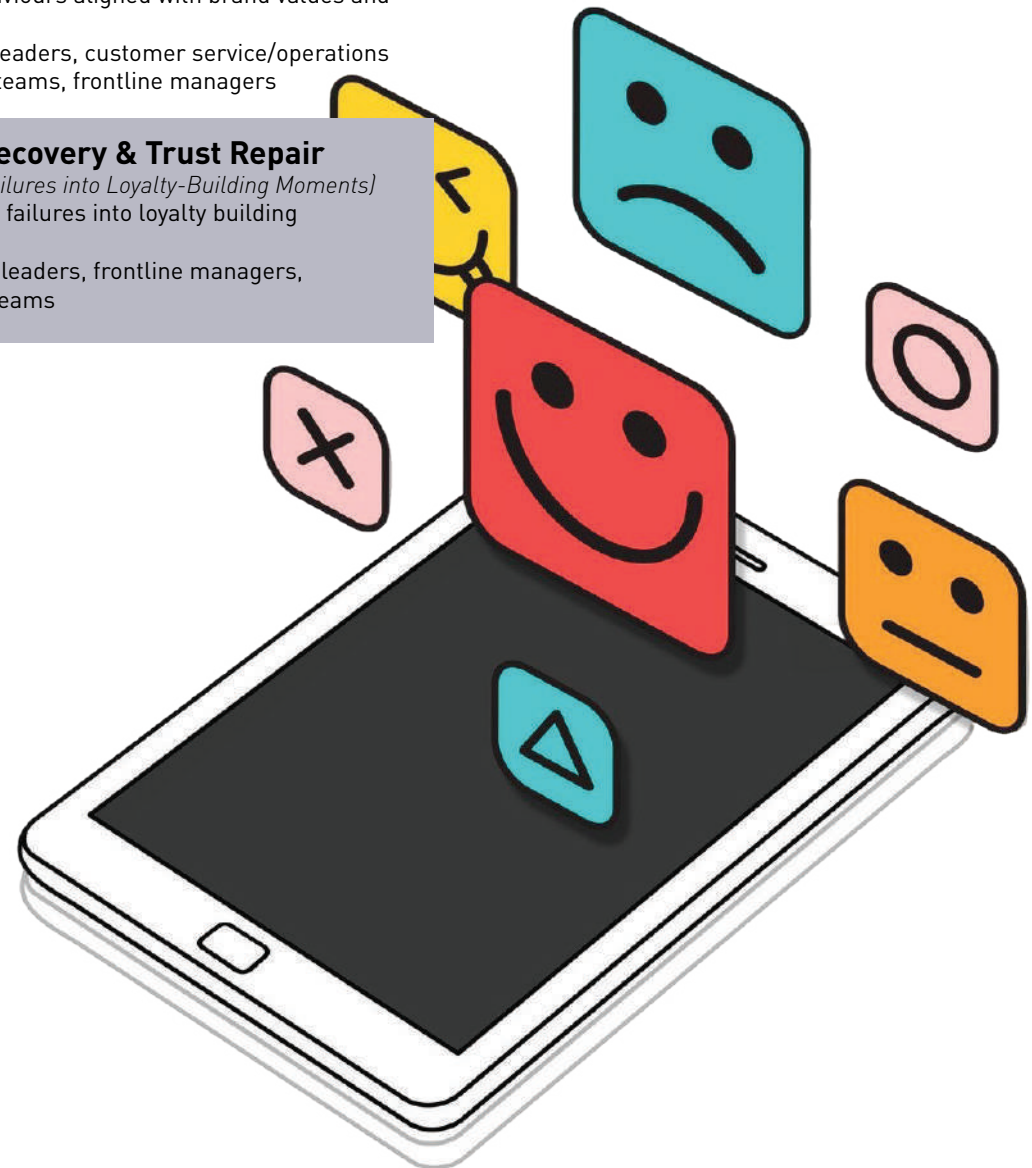
Ideal For: Senior leaders, customer service/operations leaders, HR/L&D teams, frontline managers

07. Service Recovery & Trust Repair

(Turning Service Failures into Loyalty-Building Moments)

Transform service failures into loyalty building opportunities.

Ideal For: Service leaders, frontline managers, customer-facing teams



MOTIVATION & PERSONAL DEVELOPMENT SERIES

Unlock Human Potential for Sustainable Performance



Purpose of This Series

The Motivation & Personal Development Series is designed to strengthen mindset, identity, resilience, and personal effectiveness — the internal drivers behind consistent performance.

This series focuses on helping individuals reconnect with purpose, ownership, and self-belief, especially during periods of pressure, transition, or change — ensuring motivation is sustained, not short-lived.



Who This Series Is For

- Leaders and people managers
- High-potential talent and emerging leaders
- Sales and performance-driven teams
- Entrepreneurs and business owners
- Individuals navigating growth, change, or transition



Capability & Impact Areas

- Stronger mindset, confidence, and resilience
- Increased ownership, motivation, and accountability
- Greater clarity around purpose and direction
- Improved consistency in personal and professional performance
- Higher engagement and energy levels

01. Unbreakable Branding™

(Harnessing Mindset, Identity, and Purpose)

Ideal For:

Leaders, emerging leaders, sales professionals, high-performance individuals, entrepreneurs

02. Your Brand Legacy™

(Creating a Brand and Life You Are Remembered For)

Ideal For:

Senior leaders, executives, entrepreneurs, professionals at transition points

03. Raise Your Game™

(High-Performance Mindset for Personal and Professional Growth)

Ideal For:

High-potential professionals, sales/performance-driven teams, leaders, entrepreneurs

04. Communication Mastery™

(Powerful, Impactful, and Influential Communication)

Ideal For:

Leaders, people managers, sales/client-facing professionals, executives, entrepreneurs

05. Performance Mindset Mastery

(How Mindset Shapes Behaviour, Decisions, and Consistent Performance)

Ideal For:

Leaders, high-potential talent, sales professionals, performance-driven teams, entrepreneurs

CERTIFICATION & LICENSING PROGRAMMES

Building Internal Capability. Scaling Impact.
Sustaining Performance.



Purpose of This Series

The Certification & Licensing Programmes are designed for organisations that want to internalise capability, not outsource it.

Rather than relying on one-off programmes or external facilitators, these solutions enable organisations to own, scale, and sustain transformation — ensuring consistency, quality, and long-term impact across teams, regions, and business units.



Who This Series Is For

- Organisations seeking scalable, long-term capability building
- HR, L&D, and transformation leaders
- Large or multi-country organisations
- Organisations with internal trainers, facilitators, or academies
- Agencies and institutions building internal learning ecosystems



Capability & Impact Areas

- Consistent capability delivery at scale
- Strong internal ownership and accountability
- Reduced dependency on external providers
- Faster rollout of transformation initiatives
- Sustainable performance improvement across the organisation



CERTIFICATION & LICENSING PROGRAMMES

Certification & Licensing Tracks



Brand Mastery Certification & Licence

(Building Brand Clarity, Differentiation, and Strategic Alignment at Scale)

Ideal For: Brand teams, internal facilitators, leadership and strategy functions



Branded Culture Certification & Licence

(Turning Values into Behaviour. Culture into Performance)

Ideal For: HR, L&D, internal communications, culture and leadership teams



Branded Customer Experience Certification & Licence

(Turning Service Consistency into Loyalty and Revenue)

Ideal For: CX teams, service leaders, operations and frontline organisations



Sales Mastery Certification & Licence

(Building Trust-Based, High-Performance Sales Capability at Scale)

Ideal For: Sales enablement teams, agency leaders, commercial organisations



AI Mastery Certification & Licence

(Building Organisation-Wide AI Capability, Adoption, and Performance)

Ideal For: HR, L&D, transformation leaders, cross-functional teams



What Each Licence Includes

- Customised learning architecture
- Facilitator and trainer guides
- Participant workbooks and resources
- Diagnostics, assessments, and capability tools
- Strategic playbooks and frameworks
- Train-the-trainer certification
- Quality assurance and governance framework
- Digital assets and supporting resources
- Licensing structure for internal rollout



Why Organisations Choose Licensing

- To ensure consistency across teams and regions
- To accelerate capability without starting from scratch
- To embed transformation into everyday practice
- To protect intellectual property and delivery standards
- To build internal confidence and facilitation capability

OUR CLIENTS & INDUSTRIES

Trusted by Leading Organisations Across Industries and Regions

Our Client Footprint

The Global Brand Academy has partnered with **1,000+ organisations across 40+ countries**, supporting leaders, teams, and enterprises at different stages of growth, transformation, and performance evolution.

Our clients range from **global MNCs and public-sector institutions to high-growth organisations and professional services firms** — united by a shared focus on leadership, capability, and sustainable performance.

Industries We Serve

GBA brings deep cross-industry perspective, allowing proven practices to transfer intelligently across sectors.

FINANCIAL SERVICES & INSURANCE



HEALTHCARE & PHARMACEUTICALS



GOVERNMENT & PUBLIC SECTOR



AVIATION, LOGISTICS & TRANSPORT



OUR CLIENTS & INDUSTRIES

TECHNOLOGY & DIGITAL



HOSPITALITY, LIFESTYLE & LUXURY



ENERGY, INDUSTRIAL & INFRASTRUCTURE



REAL ESTATE & EDUCATION



Why Organisations Work With GBA



Proven experience across **regulated and high-trust industries**



Ability to **customise at scale** without diluting quality



Strong alignment between **brand, leadership, culture, and performance**



Trusted by both **corporate leadership and frontline teams**



Consistent delivery across **regions, cultures, and markets**

NOTABLE CASE STUDIES



AIA GROUP

Agency Leader & Advisor Transformation

Multi-year engagement across agency leaders, managers, and financial practitioners through keynotes and masterclasses on Personal Branding, Social Selling, and AI.



TikTok

Sales Enablement & Academy Build

5+ year strategic partnership designing the TikTok Sales Playbook and building a comprehensive sales academy rolled out across multiple Asian offices.



Lazada Group

Business University & Licensing

Designed and built Lazada Group Business University, including licensed Brand Mastery and Customer Experience Mastery programmes.



Dell Technologies

Sales & Communication Capability

Delivered Sales Mastery programmes across Asian offices, including Pitch to Win and Executive Presence capability development.



Master Builders Solutions (BASF)

Global Culture Certification Rollout

Delivered a global Branded Culture Certification rollout across 25 countries.



PropNex

AI-Driven Personal Branding at Scale

Delivered AI-Driven Personal Branding for 14,000+ agents to strengthen visibility, credibility, and influence.



Sentosa Development Corporation

Experience & Service Culture Licensing

Designed a custom Experience & Service Culture licence with train-the-trainer certification for internal rollout.



Senaat (Abu Dhabi Government)

Culture Transformation & Values Activation

Designed and delivered a culture transformation programme aligning leadership behaviour, values, and service mindset across the organisation.



SAP

Sales Academy & Consultative Selling

Designed and delivered programmes within SAP's Sales Academy to strengthen discovery, value-based selling, and executive-level client conversations.



Stripe

The Stripe Way of Selling

Delivered a sales capability series focused on insight-led selling, trust-based conversations, and translating complex solutions into client value.



Prudential

MDRT Readiness & Advisor Performance

Delivered programmes in personal branding, consultative selling, mindset, and performance to support advisors and agency leaders towards MDRT-level performance.



Manulife

Financial Planner Capability

Delivered personal branding and relationship-based selling programmes to strengthen advisor credibility, confidence, and long-term client engagement.

REAL TESTIMONIALS

I had attended Dr Jerome's branding workshop and it opened my perspective about branding. He was able to use simple terms to explain complicated branding and marketing concepts. Following his system and guidance will get anyone started on their branding journey. Strongly recommend if you are thinking of starting your branding journey.



ERIC QUEK JIANG WOEI
Financial Service Manager

I had the opportunity to hear Dr. Jerome Joseph speak recently, and wow — what an experience! He's one of those rare keynote speakers who can combine solid expertise with infectious energy. From the moment he spoke, he had the audience hooked — not just with stories and humour, but with practical, actionable ideas we could take away and use immediately. What I loved most was how he made big concepts about branding and leadership so relatable, and how he genuinely connected with the crowd. It wasn't just a talk; it was a spark that got everyone thinking differently. If you're looking for a speaker who will inspire, engage, and leave your audience buzzing with ideas, Dr. Jerome Joseph is definitely the one to call.



SERENE TOH
Senior Associate Division Director at PropNex

Jerome is naturally charismatic, and brings forth an energy that invigorates. I enjoyed being coached by him during my 2 day course with him. He adds a personal touch to his sessions, readily sharing his wealth of experience and insights to help everyone. Highly recommended.



XUANYI (XY) Z.
Enterprise Account Executive, SEA at Stripe

Attending Dr. Jerome Joseph's branding workshop was a game-changer for me. I thought I had a solid grasp on personal branding. However, Dr. Joseph's 27 years of experience in branding with financial industry across 37 countries provided me insights and strategies that took my understanding to an entirely new level.

His approach to branding is both practical and transformative, offering tools that I can immediately apply to strengthen my professional presence.

I highly recommend his services to anyone looking to elevate their brand and make a lasting impact in their field!



TRAVIS TAN
Financial Wealth Architect

I recently attended his webinar on branding and i have to say it is indeed fruitful and fulfilling. Dr Jerome is a good speaker and his content on branding and social selling was very practical and useful! I am glad he is sharing his expertise in social selling, by using different social media platforms, as this would help many individuals in their profession.



HARRY TEO
Financial Service Manager at Income Insurance Ltd

The 2 day course was engaging and eye opening for me. Thank you so much for leading me from the Bronze Age into the age of AI!



LINDA ANN WOO
Wealth Manager





WATCH US IN ACTION



Speaker Showreel



Personal Brand Coaching



Audience Engagement Keynote



The Brand Playbook Launch



Testimonials

CONTACT & NEXT STEPS

The Global Brand Academy partners with organisations to design and deliver high-impact capability transformation — from leadership and culture to sales, customer experience, personal branding, and AI.

Whether you're exploring a keynote, a masterclass, a multi-programme journey, or a certification and licensing solution, we work closely with you to ensure relevance, alignment, and measurable impact.

HOW TO ENGAGE



Discovery Call

Let's understand your challenges, goals, and transformation priorities



Customised Proposal

We'll design a tailored solution aligned to your organisational needs



Programme Delivery

High-impact learning experiences delivered by expert facilitators



Impact Measurement

Track progress, measure outcomes, and ensure sustainable results



GLOBAL
BRAND
ACADEMY
Creating Branded People

Brand • Leadership • Culture • Sales • Customer Experience • AI • Personal Branding

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Dr. Jerome Joseph
Founder & CEO
Ranked No. 2 Global Brand Thought
Leader in the World

Singapore Australia Malaysia Vietnam UK