

# GLOBAL BRAND ACADEMY

Creating Branded People

## Keynotes Outline



# Experience Branding: Establish Deep Audience Connection Through Our Brand Experience Framework

A powerful brand experience, if done well, is memorable and distinctive. Create deep connections between your brand and audience with our proprietary brand experience framework and create an experience that allows your brand to stand out.

## Synopsis

A brand driven to create unique experiences will stand the test of time due to strong connections with its audience. Now is the time to become experiential and go beyond merely selling products and services. Harness the power of experiences that drive brand loyalty and supercharge your brand experience strategically. Immerse your audiences in the world that is your brand.

## Key learning outcomes

- Impact the **MIND** of your audience: Create brand credibility through impactful experiences. Buying decisions are made 90% subconsciously. But 70% of our time is spent struggling to maintain buyer attention. It's time to learn what happens when your audience can mentally engage with your brand.
- Move your audience's **HEART**: Allow your audience to relate to your brand on a deeper, more emotional level. Make full use of sensory elements and powerful messages to make people go abuzz about your brand so that they can't resist telling someone else. Go beyond creating a brand; create a powerful emotion.
- **TOUCH** the people with your brand: Get up close and personal with your brand experience. Create meaningful relationships and utilise the power of true community. Create a cult of loyal customers ready to champion and advocate your brand. Learn how to get your audience to participate and interact with your brand.
- Learn best practices from the best brands in the world.

## Who's it for

- Marketing, brand, corporate communication executives
- Entrepreneurs
- Management executives and leaders
- Customer service & Sales executives
- Executives obsessed with leveraging on the power of brand experiences

**Program Format:** Keynote/Workshop



# TURN Me ON: Strategies To Build Your Personal Brand – Entrepreneur Version

There are 7.2 million people on this planet. How do you stand out? Make a difference by building a unique, world-class brand that shines. Utilise our proprietary 5D branding framework and learn how to Turn on your Brand.

## Synopsis

Brand credibility is the key to building a strong audience. To win in your market, you need a unique and memorable personal brand - that's how the world will know you're credible, trustworthy, and authentic. That you sincerely want to create a powerful relationship with your target audience so that they buy Brand You. This programme is about being able to sell and position your brand with clarity and having a long-term action plan to drive your brand.

## Key learning outcomes

- **DISCOVER:** The process begins when you start understanding your strengths, your market, and gain key insights for you to craft your brand.
- **DEFINE:** Define your market, your network, your audience, and learn how to identify specific needs and gaps in your relationship with your audience - and utilise it to your advantage.
- **DEVELOP:** Learn how to develop and craft your unique value proposition and message to your audience and consumer base.
- **DELIVER:** Learn how to plan a strong strategy in delivering your brand across key touchpoints.
- **DRIVE:** Accelerate brand growth with your fully-developed brand plan and dominate the competition in the market with industry-proven brand templates and strategies.

## Who's it for

- Entrepreneurs
- Business owners
- Start-ups
- Individuals that need to build a personal brand to stand out

**Program Format:** Keynote/Workshop



# TURN Me ON: Strategies To Build Your Personal Brand – Executive Version

Create powerful personal brands within your organisation that will impact your career growth and organisational brand image.

## Synopsis

Employees are a key asset in an organisation. But today, many employees don't know how to leverage on the power of their personal brand and how that can impact their career progression as well as their company's brand image. Win over your bosses and colleagues with a personal brand that's unique and memorable. Sell yourself with a personality that's magnetic, authentic, and unique, whether you're in the workplace or out there in the marketplace. Learn how to position yourself in front of professional contacts and employers, how to speak to them, and connect deeply in order to show them that you're genuine and trustworthy. Learn how to represent your personal brand and align it to that of your corporate brand.

## Key learning outcomes

- **DISCOVER:** The process begins when you start understanding your strengths, your market, and gain key insights for you to craft your brand as an outstanding and reliable employee.
- **DEFINE:** Define your market, your network, your audience, and learn how to identify specific needs and gaps in your relationship with your bosses and peers to your advantage.
- **DEVELOP:** Learn how to develop and craft your unique value proposition and message to your audience, including your employers and other fellow employees - and even your contacts in the industry.
- **DELIVER:** Learn how to plan a strong strategy in delivering your personal brand across key touchpoints, whether it's within the workplace or to your clients.
- **DRIVE:** Accelerate brand growth with your fully-developed brand plan and win over your bosses and fellow colleagues with industry-proven brand templates and strategies.

## Who's it for

- Executives
- Management
- Senior leaders
- Customer facing executives
- Sales executives

**Program Format:** Keynote/Workshop





# Lessons From The Legends: Asia: How Legendary Asian Brands Create Memorable Experiences

Dive deep into winning strategies from renowned Asian brands such as Samsung, Singapore Airlines, Hello Kitty etc and learn strategies they've used to impact their brand growth. Discover their unique challenges and solutions and apply these experiences to your own brands and businesses to help you as business lessons that you can use.

## Synopsis

Asian markets are set to become the 5th largest economy by 2020. With a population of over 635 million and a collective GDP of over 2.5 trillion dollars, Asian markets are bursting with potential. Immerse yourself in the crazy rich world of Asian brands and analyse crucial, game-changing branding principles that will reshape and strengthen your business to greater heights.

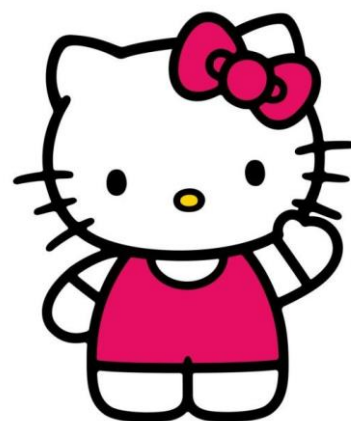
## Key learning outcomes

- Learn what differentiates Asian brands and utilise this knowledge to greatly impact differentiation in the market.
- Identify how Asian brands overcome challenges - and then learn to anticipate similar challenges in your businesses so you can overcome them.
- Delve into the world of building brand equity from a unique Asian perspective.
- Adopt our principles and industry-proven strategies as you learn how to create unique leadership brands in the Asian market.
- Synergise with your team and forge your own brand strategies learnt from these key lessons.

## Who's it for

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners
- Organisations interested in understanding Asia brand strategies

**Program Format:** Keynote



# Lessons From The Legends: Global: How Legendary Brands Create Memorable Experiences

Learn straight from the legends who did it themselves - there is no better way to learn than from the ones who got it right. Dive deep into their winning strategies from all over the world and learn how they impacted their brand growth with industry-proven strategies.

## Synopsis

What made brands like Apple and Google legendary, and can we adopt their strategies to become just as successful in today's market? This keynote will expose you to winning brand principles and industry-proven strategies that led famous brands to modern success so you can use it too. Become inspired by their brand designs and experiences and take what's applicable to use for your own brand. Benchmark your brand with these legends and learn where you fall short - so you can strengthen your brand strategy and drive greater customer brand engagement.

## Key learning outcomes

- Learn how to benchmark your brand by comparing it against legendary brands.
- Discover powerful principles that catapulted legendary brands to where they are today and use the applicable ones on your own brand growth journey.
- Utilise newly-attained brand knowledge to rethink and redefine your brand experience in order to engage your customers better.
- With significant branding principles and strategies, learn how to create and protect your unique competitive advantage gained through a niche brand experience.
- Learn directly from the stories of legendary brands and adopt effective, impactful brand frameworks to re-energise your brand for a new age.

## Who's it for

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners
- Customer Facing executives

**Program Format:** Keynote



# Ultimate Brand Strategy: Powerful Strategies To Stand Out / Brand Blueprint: Creating A Powerful Brand Framework For Success

There are over 180 million business across the world. In Southeast Asia alone, \$274 billion in investments were poured into the region. The need to stand out as a service, a product, and an organisation is more crucial than ever.

## Synopsis

You will learn how to execute industry-proven strategies to define your niche in the marketplace, make your mark, and stand out from the rest of the crowd. Without a superior, memorable brand, you cannot drive product development, acquire customers, and engage in strategic partnerships. This keynote will help you to understand your brand better, your audience, as well as your competitive landscape in order to succeed and become impactful and memorable.

## Key learning outcomes

- Learn the steps to discovering and developing a powerful brand vision that can be translated into a clear strategy.
- Create a superior position in your market and apply it across all brand touchpoints. Learn how industry-leading strategy templates and lessons can be applied from real life clients and case studies.
- Using a detailed, clear brand blueprint, learn how to transit from a mediocre brand to an iconic brand no one can ignore.
- Create a great sense of ownership across your brand community and harness the power of brand to strategise and execute your brand in the market.
- Utilise our proprietary brand framework to map your brand out

## Who's it for

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners
- Corporate teams

**Program Format:** Keynote/Workshop



# The Brand Playbook: Game-Changing Strategies and Ideas to Win in the Marketplace

Based on the best selling “The Brand Playbook: 88 Game-Changing Strategies and Ideas to Win in the Marketplace”, experience the potency of game-changing strategies and ideas from the Brand Guy’s playbook.

## Synopsis

Knowledge is power, and it’s the only thing that will give you an edge over your competition in the market. Learn key brand strategies from the best brands in the world, and apply this to forging your brand credibility and brand growth as you drive your business to win in the marketplace. In this fun and engaging program, learn to use branding as a strategic advantage to stand out and be memorable. Be challenged on how you can raise your game by applying these strategies & lessons to your brand. Are ready you to play?

## Key learning outcomes

- Become a master tactician for your brand: learn new game-changing strategies that will radically transform your brand identity and growth journey.
- Leverage on tricks and hacks from the playbook to gain an edge over your competitors and wrestle the attention of the market from them.
- Learn efficiently by absorbing bite-sized insights from the playbook, including real-life examples from actual brands from all over the world.
- Practice what we preach: utilise these inspiring ideas and learn how to apply these ideas to your businesses through our services.
- Utilise The Brand Playbook Framework to plot your moves in the market

## Who’s it for

- Marketing and brand executives
- Entrepreneurs
- Customer facing executives and leaders
- Business owners
- Personal Brands needing to Win in their markets
- Organisations needing to Win in their markets

**Program Format:** Keynote/Workshop





# Live your Brand: Growing Your Branded Culture from Within

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

## Synopsis

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

## Key learning outcomes

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

## Who's it for

- Marketing and brand executives
- Human Resources
- Management executives and leaders
- Business owners
- Organisational Development
- Corporate Communications

**Program Format:** Keynote/Workshop



Instilling your brand into your employees is to transform them into brand champions who will advocate and drive your brand. The brand champion mindset is a powerful way of life in an organisation that ensures every employee is ready to defend, protect, and advocate their brand both internally and externally.

## Synopsis

Train your employees so they can go the distance for you. Strengthen their work ethic with a brand champion mindset and ensure every employee is in line with your branded culture. Empower your brand champions to walk the talk at every level of service towards your customers and allow them to implement programmes that help to sustain your branded organisational culture. Create a team of champions that are ready to advocate and defend your brand.

## Key learning outcomes

- In every department and function, appoint a champion to lead the charge into a branded culture that lasts and motivate the rest of your employees, leading by example.
- Learn how to develop brand champions and inspire them to carry the torch for your brand.
- Develop a rigorous brand champion program to sustain your branded culture.
- Launch a platform for your brand champions to share their experiences and stories in order to motivate their fellow colleagues and inspire your customers.
- Learn how to use brand champions to build a sustainable organisational branded culture and an excellent internal culture reputation among potential hires.

## Who's it for

- Marketing and brand executives
- Human Resources
- Management executives and leaders
- Business owners
- Organisational Development
- Corporate Communications

**Program Format:** Keynote/Workshop



# Brand Leadership Mindset: Leading with Brand

Leadership needs to be driven by the brand of the organisation. Become the leader your employees need, show them why your brand needs to come alive from within, and motivate them into delivering a brand-aligned mindset approach to work.

## Synopsis

Build your brand culture from the top down - because it always starts with your leaders. Leaders must be able to champion your brand values and live the brand - so learn how to create a shift in perception in your organisation; empower and transform your leaders into branded employees that the rest of your organisation can emulate. The brand leadership mindset imparted to them will allow your best employees and generals to lead the charge in the form of structured approach to brand leadership that is driven by the very core of your Brand DNA.

## Key learning outcomes

- How to turn a regular manager into a branded champion and leader for the rest of your employees to emulate and model themselves after.
- Help your best leaders understand the significance of on-brand behaviour, and how it correlates directly with the delivery of your brand promise.
- Create a high impact and high-performing branded culture that keeps everyone motivated and inspired.
- Foster brand leadership mindset throughout your organisation.
- Align leadership styles to that of the brand DNA

## Who's it for

- Junior to Senior Managers
- Human Resources
- Management executives and leaders
- Business owners
- Organisational Development
- Corporate Communications

**Program Format:** Keynote/Workshop



# Your Brand Legacy:

## What do you want to be remembered for?

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

### Synopsis

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

### Key learning outcomes

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

### Who's it for

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

**Program Format:** Keynote





# Branded Customer Experience: Staging ExtraOrdinary Branded Experiences

Learn how to turn your customers into raving fans who are not only loyal to your brand but also advocate your brand to the market. Create strategy-driven customer experiences and robust customer journey maps.

## Synopsis

To be memorable is to be unique. A well crafted customer experience strategy allows you to deliver uniquely branded customer experience that stays with your customers. Today's market is more competitive than ever and being able to stage a powerful customer experience that is driven by your brand is essential for businesses to thrive and stand out. Learn how to truly differentiate your brand from others and become relevant and appealing to your customers. Learn how create your branded customer experience with our proprietary BCEM framework.

## Key learning outcomes

- Learn how to understand your brand and use it as a strategic driver to build and manage your customer experience.
- Understand the importance to Customer Research and how to use it to drive Strategy
- Learn how to map brand touchpoints and customer journey maps.
- Master the ability to control your brand's narrative and shape your audience's perception of it as they interact with it.
- Convert customers into loyal brand advocates.
- Learn how to create a customer obsessed brand culture.

## Who's it for

- Customer Facing Employees
- Customer Service
- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners

**Program Format:** Keynote/Workshop



# Brand Loyalty:

## How to Transform Customers To Raving Fans

How do you build authentic customer relationships that transcend regular mailing lists and typical touchpoints? Learn how to build lasting market share and inspire brand champions among your client base.

### Synopsis

It's more than just gaining repeat business. As your customers continue to grow and change, so must your strategy. Learn how to stay on top of your market's ever-changing needs and expectations. This keynote will educate you on different personality types so you can fine-tune your strategies to adapt to different consumers, and learn how to build genuine customer relationships that inspire more than just revisits - you will inspire raving loyalty that keeps your customers far from your competitors.

### Key learning outcomes

- Learn how to market and position your brand to always be at the forefront of your consumer's mind.
- Learn how to nurture your networks to provide a continuous supply of leads and customers in your business pipeline.
- Adopt our proprietary frameworks, strategies, and marketing tools to stay on the market radar and excite your customers at every turn.
- Incentivise community participation programmes among your consumers and keep them coming back with rewards and offers.
- Learn how to empower your employees and leaders into envisioning a cult-like following and popularity of your brand and organisation so they're motivated to deliver the brand promise even more at every touchpoint.

### Who's it for

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners
- Marketing and Customer teams

**Program Format:** Keynote/Workshop



# Branding in the Age of Disruption:

## Building Experiences that Matter

Every industry is being disrupted - and big brands out there are losing their market share because they're failing to capture attention or are losing relevance. Many brands are at risk because that are starting to get left behind. To survive and thrive in the age of disruption, your brand needs a new approach, a new mindset and a new way of doing things.

### Synopsis

To create huge momentum for growth in a hypercompetitive environment, your brand fundamentals need to change with the times. Branding in an age of disruption is a fight for survival and the you will need to learn the latest strategies that you can use to innovate constantly and proactively. Go beyond just a facebook page and learn how to deliver positive, impactful brand experiences that are relevant and connect with your changing audiences. Learn how to anticipate disruptions and trends such that your brand and organisation can thrive and survive and remain on the radar of your audience.

### Key learning outcomes

- Learn what market trends are upcoming and use that knowledge to your advantage by infusing it with your brand strategy
- Step into the world of disruptive branding and learn what other brands are doing.
- Envision the future state of tomorrow and pour that vision into your branding efforts and experiences.
- Learn how to show your consumers why the future lies with you and not with your competition with relevant and memorable customer experiences as they journey with your brand.
- Stepping into the future means innovating constantly - learn how to position and reposition your brand.
- Plan for the future through our proprietary Brand Disruption Framework.

### Who's it for

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners
- Personal Brands

**Program Format:** Keynote/Workshop



# Sell The Brand: Using The Power Of Brand To Drive Sales

Transform your brand into a memorable presence in the market that resonates with your audience so you can fundamentally alter your approach to sales. Use your powerful brand identity as a driver of sales success and social selling.

## Synopsis

Learn how to expertly position your brand in a way that your consumers cannot ignore you. With key positioning and strategies, you will be able to sell your brand and what it offers - along with your products. To truly stand out from the competition and drive your sales targets, you must learn to build relationships, find the appeal of your brand, and use these insights to create more value for your brand. Learn how to focus on the brand instead of “I” and commit yourself to a journey of creating a unique, long-lasting brand.

## Key learning outcomes

- Learn how to laser focus on your branding and relationship-building by identifying your brand's inherent value in order to stand out from your competitors and make your mark.
- Empower your employees with the knowledge on what to say when communicating with your customers and audiences at every touchpoint; ensure they sell the brand and embody it while driving sales for your products.
- Learn how to walk the talk when it comes to delivering your brand promise and fulfil customer expectations across all levels of service.
- Adopt key marketing strategies to build your brand's position in the marketplace to capture more attention and create more buzz among your target audience.
- Learn on your brand strength as a powerful way to close the sale on your customers quickly and effectively.
- Adopt our proprietary tools to drive your sales efforts.

## Who's it for

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners

**Program Format:** Keynote/Workshop





## Branding 5.0: New Media, New Conversations, New Experiences

There are changes and huge disruptions in the marketplace that you cannot ignore. How can you understand this disruption, learn from it, and use this knowledge to impact your customers?

### Synopsis

In an increasingly digital age, the need to capture attention is greater than ever. The customer journey has gone from traditional to digital and beyond. How can you speak to your audience and impact them the same way if the world keeps changing? Learn how to master new platforms on social media and apps to keep your brand on the radar. Learn how to carry out conversations in new ways, through new media. Learn that people want to be engaged in different ways and thus desire newer, more exciting experiences.

### Key learning outcomes

- Learn about new media tools and platforms and gain understanding about how each tool delivers a radically different brand experience.
- Understand your customer segments - and use this knowledge to strategically develop new approaches to connect with them.
- Learn upcoming trends and case studies of successful brands, which you can leverage for your brand.
- Learn how to plan strategically when it comes to delivering unique and cutting-edge brand experiences for your customers to drive sales and engagement.
- Leverage on huge social media communities to establish huge, high impact presence in the market.
- Use our Branding 5.0 Plan to get ready to Win in your Marketplace

### Who's it for

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners
- Sales executives
- Corporate Teams

**Program Format:** Keynote/Workshop



# TURN Me ON: Strategies To Build Your Personal Brand – The Sales Edition

There are 7.2 million people on this planet. How do you stand out and use that standing to drive your sales efforts? Make a difference by building a unique, world-class brand with our proprietary 5D branding framework and learn how to turn on your brand.

## Synopsis

Brand credibility is the key to building a strong audience. To win in your market, you need a unique and memorable personal brand - that's how the world will know you're credible, trustworthy, and sincere about building a deep connection with it. This programme is about being able to sell and position your brand with clarity and having a long-term action plan to be able to impact your brand in their lives and using this positioning to drive your sales efforts. Master the art of social selling by developing unique value propositions and connect powerfully with your audience. Learn how to get people to trust you - and ultimately buy from you.

## Key learning outcomes

- **DISCOVER:** The process begins when you start understanding your strengths, your market, and gain key insights for you to craft your brand, create trust, and ultimately use that trust to cash in on your customers.
- **DEFINE:** Define your market, your network, your audience, and learn how to identify specific needs and gaps in your relationship with your audience - and utilise it to your advantage so you're more likely to close huge sales deals with people who trust you and see that you understand them.
- **DEVELOP:** Learn how to develop and craft your unique value proposition and message to your audience and consumer base and drive your sales no matter where you go.
- **DELIVER:** Learn how to plan a strong strategy in delivering your brand across key touchpoints.
- **DRIVE:** Accelerate brand growth with your fully-developed brand plan and dominate the competition in the market with industry-proven brand templates and strategies and sell your products with ease.

## Who's it for

- Sales Teams
- Sales executives
- Entrepreneurs
- Management executives and leaders
- Business owners

**Program Format:** Keynote/Workshop



# Your Brand Story: Once Upon a Brand

Brand storytelling is a powerful tool to inspire connection, create brand advocates, and drive action.

## Synopsis

People remember stories and as such Storytelling is a powerful tool that aligns itself to your business strategy and helps you share your brand milestones through stories. Compelling and authentic brand stories help to create an angle for customers to understand and resonate with your brand. From how you started, to customer success stories, learn how to identify your strongest narrative, turn it into a brand story that will inspire thousands, and use it to your advantage. Learn from great, classic brand stories from global brands and master the art of storytelling for your brand. Learn to speak to your audience in a way that they can relate to you.

## Key learning outcomes

- Grasp the basics of what brand stories are and how they can effectively impact your customers and create deeper brand-audience connections.
- Learn what completes a brand story, from start to finish. It's not a touch and go situation - your story follows you for life, and grows with you.
- Learn from other classic brand stories and emulate them as you identify your own narrative.
- Identify the key elements that make up a successful brand story - and use it in your own narrative-crafting journey.
- Learn about the little details like the right tone of voice and what story works best for your intended brand message.
- Learn how to market yourself with a powerful brand narrative that emotionally appeals to your target audience and creates positive perceptions of what your brand offers and does.

## Who's it for

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners

**Program Format:** Keynote/Workshop



# GLOBAL BRAND ACADEMY

Creating Branded People

Brand Strategy  
Internal Branding  
Branded Customer Experience  
Sales & Marketing

[www.theglobalbrandacademy.com](http://www.theglobalbrandacademy.com)

55 Serangoon North Avenue 4  
#01-03 S9 Serangoon North  
Singapore 555859  
T +65 6288 7812  
M +65 9271 6973  
F +65 6288 3946

Singapore Australia Malaysia Vietnam UK

