



EXECUTIVE™
UPSKILLING
by EXPERTS

POWER BRAND BUILDING

Market sectors today are over populated with dull, undifferentiated brands that sound, look, and act the same.

The need to build a power brand as a core asset has never been greater; many brands stand for little and lack impact and connection.

Your brand impacts every customer therefore every function. This makes branding a leadership conversation, not just a marketing one.

COURSE DETAILS

COURSE	Power Brand Building
START	On demand
COST	AUD \$395
LOCATION	Online

YOUR INSTRUCTOR

Richard Sauerman,
'The Brand Guy'
Global Brand Expert.



WHAT IS POWER BRAND BUILDING?

Power Brand Building is a unique online course. It covers a practical, real-world approach for building your own power brand – from how to build your own Power Brand Blueprint to building out your Brand Strategy (on the inside as well as the outside), to making your brand happen.

WHO SHOULD ATTEND?

This course is designed for participants from a diverse range of backgrounds, including:

- Executives and Managers
- HR Professionals
- Sales & Marketing Professionals
- Business Strategists
- Change & Project Specialists

You will benefit from this course if you are:

- A manager or executive wanting to counter market or internal disruption through upskilling.
- Part of a business that is proactively driving a step-change in performance.
- In a key function including; finance, strategy, HR, marketing and sales, operations that is undergoing important change.
- Boosting your CV to be positioned for future internal or external opportunities.

WHAT SHOULD I EXPECT FROM THE COURSE?

This course is designed to be immersive, practical, and results-oriented. The course isn't about just listening and reading – it's about doing – and so participants will complete exercises, and apply leading frameworks. Most participants allocate 4-6 hours of quality, productive time, per module to complete materials, activities and exercises.

WILL I GET A CERTIFICATION?

Yes, the course is designed for you to master new skills that will enable you to level up your career. On successful completion of the course will earn a digital certificate that verifies your participation and recognises your achievement.

HOW MUCH DOES THE COURSE COST?

The fees for the course are AU\$395, alongside the investment of your time. This investment is a fraction of traditional business school fees, because we've focused on what matters, cut out the padding and the premises.

WHAT ARE THE KEY DATES AND DEADLINES?

The course is delivered in a self-paced format, with content being made available as soon as you've enrolled.

'Power Brand Building' course topics are specifically designed to prepare you for tomorrow, while addressing the challenges faced today

TOPICS / MODULES

- 1 The Brand Guy Approach**
 - About the Brand Guy.
 - Making Brands Accessible and Actionable.
 - Styles of Planning.
 - Eight Essential Conversations.
- 2 Branding Starts at the Top**
 - Gain support and buy-in from management.
 - Aligning brand to what companies say and do.
- 3 Brand Discovery**
 - Gather input from internal and external sources.
 - Conduct research to support brand development.
 - Develop your brand's ambitions.
- 4 Brand Distillery**
 - Explore and refine brand concepts.
 - Reduce a brand to its core essence.
 - Build a cohesive brand story.
- 5 Brand Strategy**
 - Develop a congruent brand strategy (who, where, what, how, why).
 - Craft language to make your brand stand out from the competition.
 - Bring your brand to life with visuals.
- 6 Brand on the Inside**
 - Aligning HR, people and culture with your brand.
 - Linking company values and behaviors to your brand.
 - Develop a clear Employee Value Proposition ('EVP') linked to your brand.
- 7 Brand on the Outside**
 - Develop customer profiles and personality archetypes.
 - Develop your brand promise and identity.
 - Articulating a clear value proposition.
- 8 Making Your Brand Happen**
 - Creating a brand-driven marketing strategy and initiatives
 - Creating a brand-driven culture program and initiatives
 - Measuring and tracking your brand's performance

60-DAY MONEY BACK GUARANTEE

We're so confident that you will benefit from our courses, we offer a no-quibble satisfaction guarantee. If in 60-days you don't feel satisfied, just email us at support@ctgplaybook.com and we'll give you your money back.

It's never too early to develop new skills. Feel ready?

- › Register at CTGAcademy.com/course-power-brand-building
- › For general course enquiries contact enquiries@CTGPlaybook.com

