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COURSE INFO

Title: Brand Bonding: Understand, Believe & Live the Brand
Duration: 2 Day Training (14 Hours)
Location: Face-to-Face Classroom

Target Audience:
Managers, supervisors, HR personnel, marketing teams, customer-facing employees and cross-functional staff responsible for representing, communicating and delivering the organisation's brand.

This programme is suitable for employees seeking to strengthen their understanding of the organisation's brand, build stronger internal alignment and translate the brand promise into consistent workplace behaviour and customer experiences.

No prior branding or marketing experience is required.

Training Objectives:
This programme aims to equip participants with the understanding and practical capabilities required to connect the organisation's brand promise with employee behaviour, team alignment and customer experience.

Participants will explore brand identity, positioning, customer perception, belonging, trust, communication and service delivery. Through practical exercises, group discussions and workplace scenarios, participants will identify gaps between the organisation's brand promise and actual experiences, and develop practical actions to strengthen brand alignment.

Learning Outcomes:

By the end of the session, learners will be able to:

1. Explain the differences between a brand, logo, product, reputation and advertising using workplace examples.
2. Describe how brand positioning, perception, trust and differentiation influence customer expectations.
3. Identify gaps between the organisation's brand promise and actual employee and customer experiences.
4. Demonstrate brand-consistent communication and decision-making in realistic workplace scenarios.
5. Develop a practical 30-day individual or team action plan containing observable behaviours, assigned owners and success measures.

Training Approach/ Methods:

Face-to-face interactive learning using:

• Trainer-led presentations and facilitated discussions

- Practical branding examples and workplace case studies
- Brand audit and customer perception mapping exercises
- Individual reflection and group discussions
- Role-play and decision-making simulations
- Team alignment workshop activities
- Practical action planning sessions

The programme is designed to connect branding concepts with real workplace behaviours, organisational alignment and customer experience.

Assessment Methods:

Learning assessed through:

- Participation in group discussions and practical activities
- Completion of brand basics and customer perception exercises
- Brand promise mapping and customer experience gap analysis
- Observation of brand dilemma role-play and scenario-based activities
- Completion and presentation of a 30-day behavioural improvement action plan
- Trainer observation and feedback during workshop activities

COURSE CONTENTS

	Topics/Modules	Description
1	Day 1: Module 1 – Understanding Branding (2 Hours)	Participants explore the fundamentals of branding and how a brand is experienced beyond its visual identity and marketing communications. **Topics include:** • Brand versus logo, product, advertising and reputation • Brand identity and the role of brand touchpoints • How brand perceptions are formed through experience • The relationship between brand promise and organisational behaviour • The importance of consistent brand experiences **Learning Outcome:** Participants will be able to explain key branding concepts and identify how brand touchpoints and experiences influence brand perception.

2	Day 1: Module 2 – Psychology of Branding (2 Hours)	Participants examine how customer perceptions, emotions and associations influence expectations, trust and decision-making. **Topics include:** • Customer perception and brand salience • Trust and emotional associations • Customer expectations and decision-making • Brand differentiation and relevance • Distinguishing customer evidence from assumptions **Learning Activity:** Customer perception mapping and small-group analysis. **Learning Outcome:** Participants will be able to describe how perception, trust and emotional associations influence customer responses and brand preference.
3	Day 1: Module 3 – Understanding Our Brand (2 Hours)	Participants explore the organisation's brand foundations and consider how its purpose, positioning and promise should guide decisions and experiences. **Topics include:** • Brand purpose, positioning, values and promise • Understanding the organisation's intended brand identity • The Temple of the Brand framework • Connecting brand foundations to employee and customer experiences **Learning Activity:** Facilitated brand architecture workshop and brand promise mapping. **Learning Outcome:** Participants will be able to identify the key elements of the organisation's brand and explain how these elements inform its brand promise.

4	Day 1 & 2: Module 4 – Brand Bonding & Team Alignment (Day 1 – Part one, 1 Hour) (Day 2 – Part two, 1 Hour)	Participants explore how belonging, trust and cross-functional collaboration contribute to consistent brand experiences. **Topics include:** • Building belonging and shared understanding of the brand • Principles of psychological safety in team interactions • Interdepartmental collaboration and internal handovers • Employee ownership and shared responsibility • Strengthening trust and team alignment **Learning Activity:** Cross-functional workplace scenario and team charter exercise. **Learning Outcome:** Participants will be able to identify practical ways to strengthen team alignment and shared responsibility in delivering the organisation's brand.
5	Day 2: Module 5 – Living the Brand (2 Hours)	Participants learn how to translate brand values and promises into observable behaviours and everyday workplace decisions. **Topics include:** • Translating brand values into practical behaviours • Brand-consistent communication and decision-making • Applying brand principles to everyday workplace situations • Managing competing service and operational priorities • Maintaining consistency across employee and customer interactions **Learning Activity:** Brand dilemma role-play with trainer feedback. **Learning Outcome:** Participants will be able to demonstrate brand-consistent communication and decision-making in realistic workplace scenarios.
6	Day 2: Module 6 – Delivering the Brand Experience (2 Hours)	Participants examine how customer journeys, service interactions and internal processes influence the experience delivered by the organisation. **Topics include:** • Understanding the customer journey and moments of truth • Identifying customer and employee touchpoints • Internal handovers and service consistency • Empathy and customer experience

		• Service recovery and identifying experience gaps **Learning Activity:** Customer journey mapping and service simulation. **Learning Outcome:** Participants will be able to identify gaps between the intended brand promise and the actual experience delivered across customer touchpoints.
7	Day 2: Module 7 – Brand Bonding Challenge (2 Hours)	Participants integrate their learning through a practical challenge and develop actions to strengthen brand alignment and workplace behaviour. **Topics include:** • Applying branding principles to integrated workplace scenarios • Identifying behavioural and execution gaps • Evaluating opportunities for improvement • Peer feedback and review of proposed actions • Developing a 30-day individual or team action plan • Defining responsibilities, measurable outcomes and success indicators **Learning Activity:** Team simulation, group presentation and individual action planning. **Learning Outcome:** Participants will be able to develop and present a practical 30-day action plan to improve brand alignment, employee behaviour and brand delivery.

Total Training Hours: 14 Hours (7 Hours Per Day, Excluding Lunch Breaks).