

COURSE INFO

Title: Strategic Brand Leadership Masterclass (Fundamentals)

Duration: 1 Day Training (7 Hours)

Location: Face-to-Face Classroom

Target Audience:

Business owners, founders, directors, C-suite leaders, and senior decision-makers responsible for business growth, brand direction, and strategic decision-making.

This programme is suitable for leaders seeking to strengthen their understanding of branding as a strategic business growth driver, sharpen market positioning, and make stronger customer-focused business decisions. No prior branding, marketing, or design experience is required.

Training Objectives:

This programme aims to equip senior decision-makers with the strategic foundations of brand leadership required to strengthen business positioning, customer relevance, and competitive advantage.

Participants will explore how branding influences customer perception, trust, and decision-making, understand the importance of positioning and differentiation, and develop practical strategic judgement to support stronger business growth decisions.

Learning Outcomes:

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

1. Explain the role of branding as a strategic business function that influences customer perception, trust, and competitive advantage.
2. Apply strategic brand thinking to evaluate customer decision drivers, strengthen positioning, and identify differentiation opportunities.
3. Develop practical leadership actions to improve brand clarity, strategic communication, and business competitiveness.

Training Approach/ Methods:

Face-to-face interactive learning using:

- Trainer-led presentations
- Executive-level business case examples
- Strategic group discussions
- Guided practical exercises
- Leadership workshop activities

The programme is designed to connect strategic branding concepts with real business leadership scenarios.

Assessment Methods:

Learning assessed through:

- Participation in strategic discussions
- Completion of in-class exercises
- Brand positioning workshop activity
- Leadership action planning exercise
- Trainer observation and feedback

COURSE CONTENTS

	Topics/Modules	Description
1	Module 1 – Foundations of Strategic Branding	<p>Theme: Branding as a Leadership Responsibility</p> <p>Participants explore branding as a strategic business growth driver and leadership responsibility.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • What branding is beyond logos and campaigns • Branding vs marketing vs advertising • Branding as a driver of trust, value, and competitiveness • The business benefits of a strong brand <p>Learning Outcome:</p> <p>Participants will understand how branding contributes to business growth and leadership decision-making.</p>
2	Module 2 – Emotional Strategy in Branding	<p>Participants explore how customer beliefs, emotions, fears, pain points, and desires influence decision-making and brand preference.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • Understanding the customer mind beyond demographics • Emotional and psychological drivers of customer behaviour • Identifying resistance that prevents action • Building relevance through emotional strategy <p>Learning Outcome:</p> <p>Participants will be able to identify the emotional drivers that influence customer decisions and brand choice.</p>

3	<p>Module 3 – Understanding Today’s Customers</p>	<p>Participants examine how customers move through the decision-making journey and how brands influence preference and repeat behaviour.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • The modern customer decision journey • Awareness, acceptance, preference, decision, selection, usage, and repeat • Trust and relevance in brand selection <p>Learning Outcome: Participants will understand how strategic branding influences customer decision-making and brand preference.</p>
4	<p>Module 4 – Brand Positioning and Differentiation</p>	<p>Participants learn how to position their business strategically in competitive markets.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • Defining brand positioning in business terms • Identifying competitive space and differentiation • Creating a clear and relevant brand promise • Competing beyond price <p>Learning Outcome: Participants will be able to define clearer positioning and differentiation opportunities for their organisation.</p>
5	<p>Module 5 – From Strategy to Communication</p>	<p>Participants explore how strategic positioning is translated into communication clarity and organisational alignment.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • The Temple of the Brand framework • Strategic positioning and brand promise • Aligning strengths with communication • Building consistency across touchpoints <p>Learning Outcome: Participants will understand how brand strategy shapes clearer communication and stronger brand alignment.</p>
6	<p>Module 6 – Practical Workshop: Strategic Brand Action Planning</p>	<p>Participants apply their learning through a guided workshop focused on their own organisation.</p> <p>Workshop activities include:</p> <ul style="list-style-type: none"> • Identifying brand positioning challenges • Evaluating customer perception

		<ul style="list-style-type: none"> • Defining strategic priorities • Developing immediate leadership actions <p>Learning Outcome: Participants will be able to develop practical actions to strengthen brand clarity and strategic direction.</p>
7	<p>Module 7 – Programme Review and Key Takeaways</p>	<p>The trainer reinforces key principles and supports practical business application.</p> <p>Activities include:</p> <ul style="list-style-type: none"> • Recap of strategic branding principles • Group discussion and reflection • Q&A session • Key takeaways for immediate action <p>Learning Outcome: Participants will consolidate their learning and identify actionable next steps.</p>