

COURSE INFO

Title: Strategic Brand Leadership for Managers & Team Leaders

Duration: 1 Day Training (7 Hours)

Location: Face-to-Face Classroom

Target Audience:

Managers, department heads, team leaders, supervisors, and functional managers responsible for translating strategic direction into aligned team execution, communication consistency, and operational delivery.

This programme is suitable for managers seeking to strengthen their understanding of branding as a practical business function, improve internal alignment, and manage brand execution more effectively across teams and customer touchpoints. No prior branding, marketing, or design experience is required.

Training Objectives:

This programme aims to equip managers with the practical understanding and management capabilities required to translate strategic brand direction into effective team execution and organisational alignment.

Participants will explore customer behaviour, brand positioning, communication clarity, and execution consistency, while developing practical approaches to align teams, strengthen implementation discipline, and improve brand delivery in day-to-day operations.

Learning Outcomes:

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

1. Explain the role of branding in customer perception, organisational alignment, and business competitiveness.
2. Apply practical brand management principles to strengthen communication clarity, team alignment, and execution consistency.
3. Develop practical management actions to improve implementation discipline and brand delivery across teams and touchpoints.

Training Approach/ Methods:

Face-to-face interactive learning using:

- Trainer-led presentations
- Practical business case examples
- Group discussions
- Guided exercises

- Team alignment workshop activities
- Practical action planning sessions

The programme is designed to connect branding concepts with real operational management and team execution scenarios.

Assessment Methods:

Learning assessed through:

- Participation in group discussions
- Completion of in-class exercises
- Team alignment workshop activity
- Practical implementation action planning exercise
- Trainer observation and feedback during workshop activities

COURSE CONTENTS

	Topics/Modules	Description
1	Module 1 – Foundations of Strategic Branding	<p>Theme: Understanding Branding as a Management Responsibility</p> <p>Participants explore branding as a practical business function and understand the role managers play in supporting brand consistency, communication, and organisational execution.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • What branding is beyond logos and campaigns • Branding vs marketing vs advertising • Why branding matters to operational performance and customer trust • The manager’s role in supporting brand consistency • The business impact of trust, competitiveness, and customer experience <p>Learning Outcome:</p> <p>Participants will understand how branding influences operational execution and management responsibilities.</p>
2	Module 2 – Emotional Strategy in Branding	<p>Participants explore how customer beliefs, emotions, concerns, and motivations influence decision-making and brand preference.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • Understanding customer behaviour beyond demographics • Emotional and psychological drivers of customer decisions

		<ul style="list-style-type: none"> Identifying barriers that affect customer response Aligning communication and delivery with customer expectations <p>Learning Outcome: Participants will be able to identify customer decision drivers and apply practical customer-focused thinking to execution decisions.</p>
3	<p>Module 3 – Understanding Today’s Customers</p>	<p>Participants examine how customers move through the decision journey and how team execution influences customer perception and brand preference.</p> <p>Topics include:</p> <ul style="list-style-type: none"> The customer decision journey Awareness, acceptance, preference, decision, selection, usage, and repeat How operational delivery shapes customer experience The relationship between consistency and customer trust <p>Learning Outcome: Participants will understand how operational delivery influences customer decisions and brand perception.</p>
4	<p>Module 4 – Brand Positioning and Differentiation</p>	<p>Participants learn how strategic positioning should be understood and translated into team understanding and practical delivery.</p> <p>Topics include:</p> <ul style="list-style-type: none"> Understanding brand positioning in practical business terms Competitive differentiation and customer relevance Translating positioning into practical execution decisions Supporting strategic consistency beyond price competition <p>Learning Outcome: Participants will be able to interpret positioning strategy and apply it to practical management decisions.</p>
5	<p>Module 5 – From Strategy to Communication</p>	<p>Participants explore how strategic brand direction is translated into communication clarity, team alignment, and execution consistency.</p> <p>Topics include:</p> <ul style="list-style-type: none"> The Temple of the Brand framework Strategic positioning and communication clarity Aligning teams with brand direction Maintaining consistency across customer touchpoints Supporting stronger execution discipline

		<p>Learning Outcome: Participants will understand how communication alignment strengthens brand consistency and execution effectiveness.</p>
6	<p>Module 6 – Practical Workshop: Strategic Brand Action Planning</p>	<p>Participants apply their learning through a practical workshop focused on improving alignment and execution within their own teams.</p> <p>Workshop activities include:</p> <ul style="list-style-type: none"> • Identifying execution gaps and alignment challenges • Evaluating customer experience touchpoints • Defining improvement priorities • Developing practical implementation actions <p>Learning Outcome: Participants will be able to develop practical management actions to improve alignment, consistency, and execution performance.</p>
7	<p>Module 7 – Programme Review and Key Takeaways</p>	<p>The trainer reinforces practical management principles and supports workplace application.</p> <p>Activities include:</p> <ul style="list-style-type: none"> • Recap of key branding and management principles • Group discussion and reflection • Q&A session • Key implementation takeaways <p>Learning Outcome: Participants will consolidate their learning and identify practical next steps for workplace application.</p>