PIRANA GRAPHICS SDN. BHD. (377051-V)
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Company SST No.: B16-1808-31012310 | Registered Training Provider - MyCoID: 199601004705

COURSE INFO

Title: Brand Bonding Essentials: Understanding Branding and Living the Brand
Duration: 1 Day Training (7 Hours)
Location: Face-to-Face Classroom

Target Audience:
Employees, supervisors, team leaders, HR, marketing, customer service and cross-functional teams who contribute to representing, communicating or delivering the organisation's brand.

This programme is suitable for employees seeking to understand the organisation's brand and connect its brand promise with everyday workplace behaviour, teamwork and customer interactions. No prior branding or marketing 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:

- Explain at least three distinctions between a brand, a logo, a product and advertising.
- Identify their organisation's brand purpose, values and customer promise using a guided worksheet.
- Analyse two workplace behaviours that strengthen or weaken customer or colleague trust.
- Demonstrate a brand-consistent response to a workplace scenario using agreed criteria.

Produce a 30-day action plan with at least two specific behaviours, an owner and a success measure.

Training Approach/ Methods:

Face-to-face interactive learning using:

- Trainer-led presentations and facilitated discussions
- Practical brand examples and case comparisons
- Brand/not-brand sorting and customer perception mapping

- Small-group brand promise mapping
- Team alignment activities and role-play
- Individual reflection and practical action planning

Assessment Methods:

Learning assessed through:

- Participation in group discussions and practical activities
- Completion of brand fundamentals and brand promise mapping exercises
- Trust-builder / trust-breaker analysis
- Scenario-based role-play and trainer observation
- Completion of an individual 30-day action plan

Post-course knowledge check and participant feedback

COURSE CONTENTS

	Topics/Modules	Description
1	**Module 1 – Understanding Branding (1.5 Hours)**	Participants explore the fundamentals of branding and understand how a brand extends beyond its visual identity and advertising. **Topics include:** • Brand meaning and the difference between a brand, logo, product and advertising • Brand positioning, differentiation and reputation • The brand as a promise • How brand touchpoints and experiences shape perception **Method / Activity / Learning Outcome:** • Method: Mini-lecture, brand/not-brand sorting activity and group discussion. • Evidence / Activity: Completed brand fundamentals worksheet. Learning Outcome: Participants can explain key branding distinctions and describe the brand as a promise.

2	**Module 2 – Psychology of Branding (1 Hour)**	Participants examine how perception, association, trust and emotional relevance influence how people understand and respond to a brand. **Topics include:** • Customer perception and brand associations • Trust, consistency and emotional relevance • How employee actions shape customer and colleague beliefs **Method / Activity / Learning Outcome:** • Method: Facilitated case comparison and perception mapping. • Evidence / Activity: Trust-builder and trust-breaker examples. Learning Outcome: Participants can identify workplace behaviours that strengthen or weaken trust in a brand.
3	**Module 3 – Understanding Our Brand (1.5 Hours)**	Participants clarify the purpose, values and promise of their organisation and consider how these foundations should be reflected in everyday experiences. **Topics include:** • Organisational purpose and audiences • Brand positioning, values and customer promise • Introduction to the Temple of the Brand framework **Method / Activity / Learning Outcome:** • Method: Small-group brand promise mapping and facilitated presentation. • Evidence / Activity: Draft brand promise map. Learning Outcome: Participants can identify their organisation's brand purpose, values and customer promise using a guided framework.
4	**Module 4 – Brand Bonding and Team Alignment (1.5 Hours)**	Participants explore how belonging, respectful communication, inclusion and shared values support consistent brand experiences across teams. **Topics include:**

		• Belonging and shared understanding • Respectful communication and inclusive collaboration • Shared values, internal handoffs and internal service • Social dimension of ESG through human capital development and stakeholder relationships **Method / Activity / Learning Outcome:** • Method: Team alignment exercise, role-switch discussion and team behaviour charter. • Evidence / Activity: Team charter with three agreed behaviours. Learning Outcome: Participants can identify practical team behaviours that support alignment and responsible workplace relationships.
5	**Module 5 – Living the Brand** **(1.5 Hours)**	Participants apply brand principles to customer and employee touchpoints, practise responsible responses to workplace dilemmas and commit to practical behaviour changes. **Topics include:** • Customer and employee touchpoints • Brand dilemmas and responsible responses • Accountability and follow-through • Individual 30-day behaviour action planning **Method / Activity / Learning Outcome:** • Method: Scenario role-play, peer feedback, individual 30-day plan and post-assessment. • Evidence / Activity: Scored scenario demonstration and individual action plan. Learning Outcome: Participants can demonstrate a brand-consistent response to a workplace scenario and produce a measurable 30-day action plan.

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PROPOSED TRAINING SCHEDULE

Time	Session	Training Hours
09:00–10:30	Module 1 – Understanding Branding	1.5
10:30–10:45	Morning Break	—
10:45–11:45	Module 2 – Psychology of Branding	1.0
11:45–13:15	Module 3 – Understanding Our Brand	1.5
13:15–14:15	Lunch Break	—
14:15–15:45	Module 4 – Brand Bonding and Team Alignment	1.5
15:45–16:00	Afternoon Break	—
16:00–17:30	Module 5 – Living the Brand, Assessment & Action Plan	1.5

Total instructional time: 7 hours (excluding breaks).