



BRANDING

The Branding course encapsulates a comprehensive approach towards understanding and leveraging the power of branding in business. This curriculum is designed not just to impart theoretical knowledge but to also develop practical skills that are crucial in today's dynamic market environment. Spanning eleven modules, it covers a wide range of topics, from personal branding to negotiation techniques.

Module 1: Importance of Personal Branding for a Business

This module lays the foundation by defining 'brand' and emphasising the importance of personal branding in business. It elucidates the characteristics of a strong brand, such as consistency, distinctiveness, and relevance. It encourages participants to identify unique aspects of their products and to articulate a mission statement and a vision for the future. This module is fundamental in making participants understand that a strong personal brand can significantly enhance their business's value and market position.

Module 2: Personal Branding Strategies

Building on the first module, this section delves deeper into the strategies of personal branding. It reiterates the need to define and understand one's brand, emphasising personal values and mission. It also discusses creating a vision for the future, which is essential for long-term brand sustainability and success. This module underscores the need for a strategic approach to personal branding, aligning it with the overall business objectives.

Module 3: Positioning Your Brand

Here, the focus shifts to the practical aspects of brand positioning. This includes creating a unique style statement, developing a memorable brand name and slogan, and establishing a visual identity. Understanding touchpoints and launching the brand effectively are also key aspects covered. This module is critical in teaching how to position one's brand in a crowded market effectively.

Module 4: Performing a SWOT Analysis

This module introduces participants to tools for measuring and analysing brand health, such as the Balanced Scorecard and Middleton's Brand Matrix. It emphasises the importance of interpreting evaluation results, understanding brand architecture, and exploring brand extension possibilities. Performing a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is crucial for any branding strategy as it provides a clear overview of the internal and external factors affecting the brand.

Module 5: Communication Strategies for Brand Building

Effective communication is at the heart of brand building, and this module covers various aspects of it. It discusses the importance of aligning what is said with what is heard, assessing one's listening ability, building credibility, and managing social media presence. The module also teaches negotiation techniques, reinforcing the idea that communication is key to brand perception.

Module 6: Developing Active Listening Skills

Active listening is a crucial skill in effective communication. This module covers the basics of active listening, including understanding body language and the overall communication process. It also addresses overcoming listening roadblocks and building relationships, which are vital for successful networking and negotiations.

Module 7: Networking Strategies

Networking is essential to building and promoting a brand. This module provides strategies for assessing networking skills, creating a positive first impression, and handling tough situations. It emphasises the importance of following up and organising one's network, leveraging online platforms, and effectively wrapping up networking interactions.

Module 8: Dealing with Difficult People

In business, encountering difficult people is inevitable. This module equips participants with strategies to deal with challenging behaviours and customers. It covers customer value analysis, changing unprofitable customers into profitable ones, and differentiating service offerings for top customers.

Module 9: Presentation Skills

This module is about mastering the art of presentation. It covers overcoming nervousness, using non-verbal communication effectively, managing question-and-answer sessions, and creating visually stunning presentations. It also includes strategies for dealing with difficult trainees and ensuring a successful training response.

Module 10: Persuasion Techniques

Persuasion is a key element in branding and business. This module teaches the steps in the persuasion process and the importance of giving credit where it's due. Understanding these techniques is crucial for influencing customers and stakeholders.

Module 11: Negotiation Techniques

The final module focuses on negotiation, a skill vital for closing sales and maintaining customer relationships. It covers handling objections, understanding customer needs, and practicing negotiation strategies. This module is integral to ensuring successful business transactions and long-term customer relationships.

In conclusion, this branding course curriculum is a thorough and well-rounded programme designed to equip participants with the necessary skills and knowledge to build, position, and maintain strong brands in today's competitive market. It combines theoretical understanding with practical skills, ensuring that participants are well-prepared to apply these concepts in real-world scenarios.