MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

STRATEGIC BRAND LEADERSHIP & BRANDS TRANSFORMATION

"Empowering Leaders to Drive Brand Purpose, Equity, and Market Relevance"

Schedule

Date	Venue	Fees (Face-to-Face)
04 – 05 Mar 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today's fast-changing markets, strong brands are more than just logos—they are strategic assets that drive trust, loyalty, and business growth. Brand leadership now requires a fusion of creativity, data-driven insight, and business alignment. This immersive training equips participants with the knowledge and tools to lead brand transformation in line with corporate strategy and evolving customer expectations.

You will explore how to define brand purpose, manage brand equity, and implement transformational strategies that engage customers and deliver measurable business impact.

Objectives

By the end of this course, participants will be able to:

- Understand the strategic role of brand leadership in organizational growth
- Define and articulate a compelling brand purpose and vision
- Assess brand equity and market positioning
- Lead brand transformation initiatives aligned with business goals
- Develop metrics to track brand performance and health

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Why Attend

- Learn how the world’s most successful brands reinvent themselves
- Future-proof your brand against disruption and commoditization
- Gain hands-on frameworks for brand diagnosis and repositioning
- Master the link between brand leadership, trust, and performance
- Explore real-world cases of breakthrough brand reinvention

Target Audience

This course is ideal for:

- Brand Managers and Directors
- Marketing and Communication Leaders
- Product Owners and Innovation Heads
- Business Unit Managers
- Strategy and Corporate Affairs Professionals

Individual Benefits

Key competencies that will be developed include:

- Strategic brand thinking and leadership
- Brand architecture and positioning frameworks
- Stakeholder engagement in brand building
- Transformation planning and execution
- Brand measurement and ROI analysis

Organizational Benefits

- Stronger alignment between brand and business strategy
- Improved customer loyalty and brand recognition
- Tools for managing and evolving a brand portfolio
- Increased internal ownership of brand values
- Enhanced market differentiation and relevance

Instructional Methodology

This course utilizes a blended methodology:

- Strategy presentations with global brand case studies
- Brand equity audit frameworks and group exercises
- Interactive discussions and peer learning
- Brand blueprint development activities
- Self-assessment and leadership reflection

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Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Brand Strategy & Identity

- Module 1: Defining Strategic Brand Leadership (07:30 – 09:30)
- What is brand leadership and why it matters
- Brand as a business asset and differentiator
- Module 2: Building Authentic Brand Identity (09:45 – 11:15)
- Brand purpose, values, voice, and archetypes
- Aligning internal culture with brand promise
- Module 3: Brand Positioning & Narrative (11:30 – 01:00)
- Creating emotional connections through storytelling
- Competitive brand mapping and market segmentation
- Module 4: Workshop – Brand Audit (02:00 – 03:30)
- Assessing current brand strength and positioning gaps

Day 2: Brand Transformation & Market Impact

- Module 1: Leading Brand Transformation (07:30 – 09:30)
- When and how to reposition or relaunch a brand
- Managing legacy brands vs. building challenger brands
- Module 2: Branding in the Digital Age (09:45 – 11:15)
- Leveraging digital, social, and experience design
- Personalization, reputation, and real-time branding
- Module 3: Measurement and Brand ROI (11:30 – 01:00)
- Brand health metrics, loyalty, and trust indicators
- Monitoring success post-rebrand
- Module 4: Final Project – Strategic Brand Plan (02:00 – 03:30)
- Drafting a transformation strategy for your brand

Certification

Upon successful completion of the Strategic Brand Leadership & Brands Transformation course, participants will receive a Certificate of Completion attesting to their skills in leading modern brand strategy and transformation efforts.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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