

BUILDING INTERNAL BRANDS TO DRIVE BEHAVIORAL CHANGE

"Harness the Power of Internal Branding to Align Employee Behavior with Organizational Goals"

Schedule

Date	Venue	Fees (Face-to-Face)
05 - 06 Aug 2026	Manama, Bahrain	USD 1995 per delegate

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

Introduction

Strong internal brands shape how employees think, feel, and act — they create alignment, engagement, and a shared sense of purpose. This 2-day course focuses on how organizations can use internal branding to drive the behavioral change necessary for strategic success. Participants will learn practical tools for embedding brand values internally and influencing day-to-day employee actions.

Objectives

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

- Understand the principles and importance of internal branding.
- Connect brand values to employee behaviors and organizational culture.
- Develop strategies to roll out internal branding initiatives.
- Apply communication and engagement techniques to embed the brand internally.
- Measure the impact of internal branding on performance and culture.

Why Attend

- Learn how to translate external brand promises into internal behaviors.
- Gain tools for fostering employee commitment to brand values.
- Discover communication strategies that reinforce behavioral change.
- Build an internal culture aligned with organizational objectives.
- Strengthen collaboration and teamwork through shared brand identity.

Target Audience

This program is designed for:

- HR professionals, internal communications managers, and brand champions.
- Marketing and communications leaders.
- Organizational development and change management teams.
- Business leaders aiming to align teams with brand-driven goals.

Individual Benefits

Key competencies that will be developed include:

- Internal brand development and management.
- Employee engagement and communication strategies.
- Behavioral change frameworks.
- Change leadership and cultural alignment.
- Performance measurement related to brand initiatives.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- The ability to design and execute internal branding programs.
- Skills to foster behavioral change aligned with company values.
- Enhanced internal communication strategies.
- A framework for evaluating internal brand success.
- Improved employee alignment with organizational purpose.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Expert Lectures – Core concepts of internal branding and behavioral change.
- Case Studies – Real-world examples of successful internal branding.
- Interactive Exercises – Applying tools and frameworks to workplace scenarios.
- Group Discussions – Sharing challenges, solutions, and insights.
- Action Planning – Developing a roadmap for your organization.

Course Outline

Detailed 2-Day Course Outline

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

Day 1: Foundations and Strategy

- Module 1: The Role of Internal Branding (07:30 – 09:30)
 - Why internal branding matters.
 - Connecting external promises to internal behaviors.
 - Case study: High-impact internal brand programs.
- Module 2: Designing an Internal Branding Strategy (09:45 – 11:15)
 - Identifying desired behaviors and aligning them with brand values.
 - Building leadership buy-in and support.
 - Workshop: Drafting an internal branding plan.
- Module 3: Communicating the Brand Internally (01:00 – 03:30)
 - Crafting compelling internal messages.
 - Selecting communication channels for maximum impact.
 - Group activity: Developing an internal brand campaign.

Day 2: Embedding and Sustaining Behavioral Change

- Module 1: Driving Employee Engagement (07:30 – 09:30)
 - Techniques to engage teams around the brand.
 - Creating rituals, symbols, and stories.
 - Workshop: Mapping employee engagement touchpoints.
- Module 2: Overcoming Resistance to Change (09:45 – 11:15)
 - Addressing barriers and objections.
 - Change management principles for internal branding.
 - Group discussion: Handling real-world challenges.
- Module 3: Measuring and Sustaining Impact (01:00 – 03:30)
 - Setting KPIs for internal branding efforts.
 - Monitoring progress and adjusting strategies.
 - Action planning: Next steps for your organization.

Certification

Participants will receive a Certificate of Completion in Building Internal Brands to Drive Behavioral Change, recognizing their achievement in applying internal branding strategies for lasting organizational impact.

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Interested in running this course for your team?

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