



Dr. JEROME
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STRATEGIST
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MASTERCLASS BROCHURE



Dr. Jerome Joseph, CSP, Global Speaking Fellow, PMC, ranked No. 2 in the World (2022) as Global Brand Guru, and a Best-Selling Author and Thought Leader.

He is an award-winning Brand & Customer Experience Strategist & Speaker focused on Brand Strategy, Brand Experience, Internal Branding, Personal Branding and Customer Experience. With his past experiences as a CEO & Board Member of a publicly listed brand agency & group, Jerome brings real life brand expertise to the stage. He is a best-selling author of 8 books on Branding. He has over 28 years of experience, has worked with over 1000 brands, including many Fortune 500 companies, in 37 countries.

The combination of real life consulting experience with Fortune 500 companies, global expertise and proven speaking skills makes Jerome a sought-after speaker in the market. With his highly infectious personality, fast-paced and interactive style of speaking & storytelling, audiences can expect to be entertained while attaining a wealth of great insights. His keynotes and workshops are simply not to be missed!

Dr. Jerome holds the Certified Speaking Professional (CSP) designation which is held only by the top 12% of speakers in the world as an award for speaking expertise. He was awarded the prestigious Global Speaking Fellow in 2015 as the 2nd Singaporean to earn this award and the 30th speaker in the world to achieve this. Currently, less than 1% of speakers globally hold this designation. He also holds the Practising Management Consultant (PMC), a designation awarded to experienced industry veterans in consulting. In 2018, Jerome was recognised as a Top 30 Global Brand Guru and is the only Asian based in Asia to make the list. He is ranked No. 2 in the world as a Global Brand Thought Leader in 2022.

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**RANKED NO 2 IN
THE WORLD AS
A GLOBAL
BRAND
THOUGHT
LEADER IN
2020 & 2022**

THIS
IS
DR. JEROME'S
STORY

OVER
28 
YEARS
EXPERIENCE

ENGAGEMENTS IN
 **37**
COUNTRIES

IMPACTING
1,000 
BRANDS

INFLUENCING
1,000,000
PEOPLE 

HE CREATE AND TRANSFORM
BRANDS

OUR MASTERCLASS

Brand Transformation Series

- **The Brand Playbook:** Game Changing Strategies and Ideas to Win in the Marketplace
- **Experience Branding:** Establish Deep Audience Connection Through Our Brand Experience Framework
- **Once Upon A Brand:** The Power Of Brand Story Telling
- Design Thinking for Brands
- Digital Branding Masterclass
- **Strategic Planning Blueprint:** Planning for Market Domination
- **Branding 5.0:** New Conversations, New Technologies, New Experiences

AI & Digital Series

- **AI-Driven Branding:** Leveraging AI to Drive Your Brand
- **AI-Driven Personal Branding:** Empowering Individual Impact
- **AI-Driven Marketing:** Strategies for Market Domination
- **AI-Driven Sales:** Transforming Sales Strategies with AI
- **AI-Driven Content Marketing:** Create Content That Resonates
- **Digital Branding:** Crafting Your Brand's Digital Future
- **The Future of AI Selling:** Transforming Sales Strategies with AI and Human Insight
- **AI and the Future of Work:** Transforming Productivity and Innovation

Personal Development Series

- **Your Brand Legacy:** Creating A Brand that you are remembered for
- **Unbreakable Branding:** Harnessing Your Personal Brand Power to Achieve Success
- **Raise Your Game:** Unlocking Personal Potential for Success

Culture Transformation Series

- **Internal Branding:** Growing Your Brand From Within
- **The Brand Champion Mindset:** Inspiring Employees to Live the Brand
- Creating a Service-Driven Culture
- **Live the Brand:** Embodying Brand Values in Every Action
- **Manage-On-Brand:** Driving Culture and Strategy Alignment

Leadership Transformation Series

- **Purpose-Driven Leadership:** Creating Branded Leaders
- **Leading from the Start:** A Masterclass for Emerging Leaders
- **Brand Leadership:** Guiding Teams with Purpose
- Emotional Intelligence for Leaders

Personal Branding Series

- **TURN Me ON:** Growing Your Personal Brand
- **AI-Driven Personal Branding:** Leveraging AI to Stand Out
- **The Influence Accelerator:** Boost Your Personal Brand to Drive Recognition
- **The Executive Presence Playbook:** Strategies to Command Respect

Sales Series

- **Sell the Brand:** A Consultative Approach to Sales Success
- **Sales Playbook:** Game-Changing Strategies for Sales Professionals
- **LinkedIn Mastery & Prospecting:** Leverage Digital Channels for Growth
- **Powerful Negotiations:** Driving Win-Win Outcomes

Customer Experience Series

- **Brand Customer Experience:** Staging Extraordinary Branded Experiences
- **Brand Loyalty:** How to Transform Customers to Raving Fans

MASTERCLASSES



BRAND TRANSFORMATION SERIES

“

Strategy without execution is worthless,
execution without strategy is aimless.

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THE BRAND PLAYBOOK: GAME CHANGING STRATEGIES AND IDEAS TO WIN IN THE MARKETPLACE

Synopsis :

In the dynamic world of branding, having a robust strategy is essential for standing out and achieving growth. Based on Dr. Jerome Joseph's bestselling book, "The Brand Playbook: 88 Game-Changing Strategies and Ideas to Win in the Marketplace," this keynote provides an in-depth look at powerful strategies employed by top brands globally. By adopting these proven techniques, your brand can achieve market dominance and lasting success. This program is designed to equip you with the knowledge and tools needed to transform your brand into a market leader. Get ready to elevate your branding game and achieve remarkable results.



Key Learning Outcomes

- Develop comprehensive branding strategies that set your brand apart.
- Enhance brand credibility and trust among your target audience.
- Implement customer-centric approaches to foster deep connections.
- Create memorable and impactful brand experiences.
- Drive significant growth and achieve market dominance through innovative techniques.



This Program is Ideal For

- **Business Leaders:** Seeking to drive brand success through innovative strategies.
- **Brand Managers:** Looking to build a strong, differentiated market presence.
- **Entrepreneurs:** Aiming to elevate their brand and connect deeply with customers.
- **Marketing Professionals:** Wanting to stay ahead of market trends and leverage cutting-edge branding techniques.

EXPERIENCE BRANDING: BUILD EMOTIONAL CONNECTIONS THROUGH EXTRAORDINARY BRAND EXPERIENCES

Synopsis :

Creating a deep and lasting connection with your audience is the hallmark of a successful brand. The Experience Branding session leverages the innovative MIND, HEART, TOUCH Experience Framework to help you craft powerful emotional connections that foster brand loyalty and advocacy. By tapping into the psychological (MIND), emotional (HEART), and sensory (TOUCH) dimensions of brand experiences, you'll learn to create moments that not only satisfy but also delight and engage your customers. This program equips you with the knowledge to transform ordinary interactions into extraordinary experiences, ensuring your brand remains memorable and beloved. Elevate your brand's impact and build a loyal customer base that champions your brand with every interaction.



Key Learning Outcomes

- Implement the MIND, HEART, TOUCH Experience Framework to create deep emotional connections.
- Design and deliver extraordinary brand experiences that build loyalty.
- Foster customer advocacy through memorable and impactful interactions.
- Enhance brand engagement by appealing to psychological, emotional, and sensory aspects.
- Transform ordinary customer interactions into extraordinary experiences.



This Program is Ideal For

- **Customer Service Teams:** Looking to enhance customer interactions and satisfaction.
- **Marketing Professionals:** Aiming to create stronger emotional connections with customers.
- **Brand Managers:** Seeking to deliver memorable brand experiences that build loyalty.
- **Business Leaders:** Focused on elevating their brand's impact and fostering advocacy.

Synopsis :

Unlock the magic of storytelling with the **Once Upon A Brand** program. Storytelling is a powerful tool that can transform your brand's narrative and create deep emotional connections with your audience. This session delves into the art of brand storytelling, equipping you with the skills to craft compelling narratives that resonate deeply. Dr. Jerome Joseph will guide you through the process of creating authentic and memorable brand stories that reflect your brand's values and vision. Through this program, you'll gain the ability to captivate your audience, drive customer loyalty, and differentiate your brand in a crowded marketplace. Get ready to transform your brand's narrative and connect with your audience in meaningful ways.



Key Learning Outcomes

- Master the fundamentals of brand storytelling to create resonant narratives.
- Enhance emotional engagement with your audience through powerful stories.
- Build lasting customer loyalty by connecting deeply with your audience.
- Craft authentic and memorable brand stories that reflect your brand's values.
- Differentiate your brand in a crowded marketplace with unique storytelling techniques.



This Program is Ideal For

- **Brand Managers:** Looking to enhance their brand's narrative and emotional connection with customers.
- **Marketing Professionals:** Aiming to create compelling content that drives engagement and loyalty.
- **Entrepreneurs:** Seeking to build a strong, authentic brand story.
- **Content Creators:** Wanting to master the art of storytelling for brand success.

Synopsis :

Unlock the potential of design thinking to innovate and transform your brand strategies. The **Design Thinking for Brands** program empowers you to leverage the principles of design thinking to create user-centric solutions and drive brand success. Dr. Jerome Joseph will guide you through the five stages of design thinking—empathize, define, ideate, prototype, and test—providing the tools to apply these stages to your brand strategies. By embracing design thinking, you can foster a culture of innovation, better understand your customers' needs, and create impactful solutions that resonate with your audience. This program is designed to help you navigate the complexities of modern branding and achieve remarkable results.



Key Learning Outcomes

- Understand and apply the principles of design thinking to branding.
- Foster a culture of innovation within your organization.
- Create user-centric solutions that enhance customer experiences.
- Develop effective prototypes and test innovative ideas.
- Drive brand success through continuous iteration and improvement.



This Program is Ideal For

- **Brand Managers:** Looking to integrate design thinking into their branding efforts.
- **Marketing Professionals:** Aiming to create user-centric solutions and innovative campaigns.
- **Business Leaders:** Seeking to foster a culture of innovation and customer satisfaction.
- **Product Managers:** Wanting to apply design thinking principles to product development and branding.

Synopsis :

In today's fast-paced digital world, mastering digital branding is essential for standing out and engaging with your audience effectively. The **Digital Branding Masterclass** program provides you with advanced strategies and insights to elevate your brand's online presence and create a lasting impact. Dr. Jerome Joseph will guide you through the core principles of digital branding, from creating a strong online identity to leveraging social media and digital platforms. By the end of this masterclass, you'll be equipped with the tools and techniques to enhance your brand's visibility, engage your audience, and drive significant growth in the digital space.



Key Learning Outcomes

- Develop a strong and cohesive digital brand identity.
- Leverage social media and digital platforms for maximum engagement.
- Create personalized digital content that resonates with your audience.
- Implement innovative digital branding strategies and campaigns.
- Enhance your brand's online presence and drive growth.



This Program is Ideal For

- **Brand Managers:** Looking to strengthen their brand's digital presence.
- **Marketing Professionals:** Aiming to create effective digital campaigns.
- **Digital Strategists:** Seeking to leverage the latest technologies and platforms.
- **Entrepreneurs:** Wanting to build a robust online brand presence.

Synopsis :

In an increasingly competitive business environment, having a robust strategic plan is essential for achieving market domination. The **Strategic Planning Blueprint** program equips you with the tools and insights needed to craft a comprehensive plan that drives your business to the forefront of your industry. Dr. Jerome Joseph will guide you through the critical steps of strategic planning, from market analysis to implementation and evaluation. By embracing these strategies, you can ensure your business is well-positioned to dominate the market. This program covers essential elements of strategic planning, helping you build a blueprint that ensures sustained growth and competitive advantage.



Key Learning Outcomes

- Develop a comprehensive strategic planning process.
- Conduct thorough market analysis to identify opportunities and threats.
- Create actionable plans that align with your business objectives.
- Implement strategies effectively and monitor progress.
- Achieve market domination through continuous evaluation and adaptation.



This Program is Ideal For

- **Business Leaders:** Looking to craft a strategic plan for market leadership.
- **Entrepreneurs:** Aiming to position their business for long-term success.
- **Strategic Planners:** Seeking to enhance their planning skills and strategies.
- **Marketing Professionals:** Wanting to align marketing efforts with strategic goals.

Synopsis :

As the branding landscape evolves, staying ahead requires embracing new conversations, cutting-edge technologies, and immersive experiences. The **Branding 5.0** program explores the future of branding, helping you navigate this dynamic environment to create a brand that resonates deeply in the modern market. Dr. Jerome Joseph will guide you through the practical steps to integrate new technologies, foster innovative conversations, and design immersive experiences that captivate your audience. By embracing these elements, you can ensure your brand remains relevant, engaging, and impactful. Get ready to explore the cutting-edge of branding and lead your brand into the future with Branding 5.0.



Key Learning Outcomes

- Leverage new technologies to enhance brand visibility and engagement.
- Foster innovative conversations that resonate with your audience.
- Design immersive brand experiences that captivate and engage.
- Utilize the latest trends to stay ahead of the competition.
- Create a brand that resonates deeply in the modern market.



This Program is Ideal For

- **Brand Managers:** Looking to future-proof their branding strategies.
- **Marketing Professionals:** Aiming to leverage new technologies and innovative techniques.
- **Business Leaders:** Seeking to create impactful and engaging brand experiences.
- **Digital Strategists:** Wanting to explore the latest trends and technologies in branding.



AI & DIGITAL SERIES

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Staying ahead in AI is staying ahead in branding. Are we innovative enough to lead the charge?

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Synopsis :

In the ever-evolving landscape of branding, integrating AI offers unparalleled opportunities to create smarter, more effective connections with your audience. The AI-Driven Branding program is designed to show you how AI can revolutionize your branding strategies, ensuring that your brand stays ahead in a competitive market. Dr. Jerome Joseph will guide you through practical steps to implement AI tools, personalize brand experiences, and optimize performance using AI analytics. By embracing AI, your brand can achieve greater efficiency, deeper customer connections, and a competitive edge. This program is tailored to help you harness the transformative power of AI and drive your brand toward unprecedented growth and success.



Key Learning Outcomes

- Implement AI tools to enhance your brand strategies.
- Personalize brand experiences with AI-driven insights.
- Optimize brand performance using AI analytics.
- Utilize AI to predict market trends and consumer behavior.
- Stay competitive by leveraging cutting-edge AI-driven branding techniques.



This Program is Ideal For

- **Brand Managers:** Looking to integrate AI into their branding efforts.
- **Marketing Professionals:** Aiming to enhance brand performance with AI.
- **Business Leaders:** Seeking competitive advantages through innovative branding techniques.
- **Entrepreneurs:** Wanting to leverage AI to personalize and optimize brand experiences.

Synopsis :

In today's competitive digital landscape, leveraging AI for personal branding can set you apart and significantly enhance your individual impact. The **AI-Driven Personal Branding** program empowers you to use AI tools to amplify your personal brand and create meaningful connections with your audience. Dr. Jerome Joseph will guide you through the practical steps to utilize AI tools, optimize your digital presence, and create personalized experiences that resonate with your audience. By embracing AI, you can achieve greater efficiency, deeper connections, and a competitive edge in your field. This program is designed to help you harness the power of AI to drive your personal brand and make a lasting impact.



Key Learning Outcomes

- Integrate AI tools with human expertise to enhance sales strategies.
- Utilize AI-driven insights for precise customer targeting and engagement.
- Personalize sales interactions using a combination of AI and human insight.
- Improve decision-making and sales performance with AI analytics.
- Foster stronger customer relationships through a hybrid sales approach.



This Program is Ideal For

- **Sales Professionals:** Looking to leverage AI for better sales outcomes.
- **Sales Managers:** Aiming to optimize their team's performance with AI and human insight.
- **Business Leaders:** Seeking to integrate AI into their sales strategy for competitive advantage.
- **Marketing Professionals:** Interested in using AI to enhance sales and customer interactions.

Synopsis :

In the digital age, integrating AI into your marketing strategy can propel your business to new heights and secure market dominance. The **AI-Driven Marketing: Strategies for Market Domination** program equips you with the tools and insights to harness the power of AI for exceptional marketing outcomes. Dr. Jerome Joseph will guide you through practical steps to implement AI tools, optimize marketing campaigns, and enhance customer engagement. By embracing AI, your business can achieve greater efficiency, deeper customer insights, and a competitive edge. This program is tailored to help you dominate the market with cutting-edge AI-driven marketing strategies.



Key Learning Outcomes

- Implement AI tools to enhance your marketing strategies.
- Analyze customer data and predict market trends with AI.
- Personalize marketing campaigns using AI-driven insights.
- Optimize marketing efforts for greater efficiency and effectiveness.
- Achieve market domination through data-driven AI marketing techniques.



This Program is Ideal For

- **Marketing Professionals:** Looking to enhance their strategies with AI.
- **Brand Managers:** Aiming to leverage AI for personalized marketing campaigns.
- **Business Leaders:** Seeking competitive advantages through AI-driven marketing.
- **Entrepreneurs:** Wanting to utilize AI to dominate their market.

Synopsis :

In the competitive world of sales, leveraging AI can significantly transform your approach and drive exceptional results. The **AI-Driven Sales** program demonstrates how AI can enhance every stage of the sales process, from customer targeting to engagement and conversion rates. Dr. Jerome Joseph will guide you through practical steps to implement AI tools, ensuring your sales team operates at peak efficiency. By embracing AI, you can gain a competitive edge, improve sales performance, and achieve remarkable outcomes. This program is designed to equip you with the knowledge and skills needed to harness AI, transforming your sales approach for better results.



Key Learning Outcomes

- Enhance customer targeting with AI-driven insights.
- Improve sales engagement using AI technologies.
- Boost conversion rates through AI-optimized strategies.
- Analyze and predict customer behavior with AI analytics.
- Transform your sales processes for superior results with AI.



This Program is Ideal For

- **Sales Professionals:** Seeking to leverage AI for better sales outcomes.
- **Sales Managers:** Aiming to optimize their team's performance with AI.
- **Business Leaders:** Looking to integrate AI into their sales strategy for competitive advantage.
- **Marketing Professionals:** Interested in using AI to enhance sales and customer interactions.

Synopsis :

In the digital age, creating content that truly resonates with your audience is crucial for successful marketing. The **AI-Driven Content Marketing** program shows you how to leverage AI to craft compelling content that engages and converts. Dr. Jerome Joseph will guide you through practical steps to use AI tools for content creation, targeting, and performance analysis. By embracing AI, you can enhance the relevance and effectiveness of your content, ensuring it resonates with your audience. This program is designed to help you create content that stands out, engages your audience, and drives significant results.



Key Learning Outcomes

- Utilize AI tools for creating personalized and engaging content.
- Analyze customer behavior to optimize content strategies.
- Enhance content targeting with AI-driven insights.
- Measure and improve content performance using AI analytics.
- Create content that resonates deeply with your audience.



This Program is Ideal For

- **Content Marketers:** Looking to enhance their strategies with AI.
- **Marketing Professionals:** Aiming to create more impactful content.
- **Business Leaders:** Seeking to leverage AI for better content marketing outcomes.
- **Entrepreneurs**

Synopsis :

In the fast-paced digital landscape, crafting a strong digital brand is essential for standing out and engaging effectively with your audience. The **Digital Branding: Crafting Your Brand's Digital Future** program provides advanced strategies and insights to elevate your brand's online presence and create a lasting impact. Dr. Jerome Joseph will guide you through the core principles of digital branding, from creating a strong online identity to leveraging social media and digital platforms. By the end of this session, you'll be equipped with the tools and techniques to enhance your brand's visibility, engage your audience, and drive significant growth in the digital space.



Key Learning Outcomes

- Develop a strong and cohesive digital brand identity.
- Leverage social media and digital platforms for maximum engagement.
- Create personalized digital content that resonates with your audience.
- Implement innovative digital branding strategies and campaigns.
- Enhance your brand's online presence and drive growth.



This Program is Ideal For

- **Brand Managers:** Looking to strengthen their brand's digital presence.
- **Marketing Professionals:** Aiming to create effective digital campaigns.
- **Digital Strategists:** Seeking to leverage the latest technologies and platforms.
- **Entrepreneurs:** Wanting to build a robust online brand presence.

Synopsis :

In the evolving landscape of sales, combining AI with human insight is the key to unlocking new levels of performance and customer engagement. The **Future of AI Selling** program explores the synergy between AI technology and human expertise, offering innovative strategies to enhance your sales process. Dr. Jerome Joseph will guide you through the practical steps to implement AI tools and combine them with human insights to maximize sales effectiveness. By embracing this hybrid approach, you can enhance decision-making, improve customer relationships, and achieve exceptional sales results. This program is designed to help you navigate the future of sales, where AI and human insight work hand in hand to drive success.



Key Learning Outcomes

- Integrate AI tools with human expertise to enhance sales strategies.
- Utilize AI-driven insights for precise customer targeting and engagement.
- Personalize sales interactions using a combination of AI and human insight.
- Improve decision-making and sales performance with AI analytics.
- Foster stronger customer relationships through a hybrid sales approach.



This Program is Ideal For

- **Sales Professionals:** Looking to leverage AI for better sales outcomes.
- **Sales Managers:** Aiming to optimize their team's performance with AI and human insight.
- **Business Leaders:** Seeking to integrate AI into their sales strategy for competitive advantage.
- **Marketing Professionals:** Interested in using AI to enhance sales and customer interactions.

Synopsis :

As we navigate the digital age, the integration of AI into the workplace is transforming how we approach productivity and innovation. The **AI and the Future of Work** program explores how AI technologies can drive significant improvements in efficiency, creativity, and overall performance. Dr. Jerome Joseph will guide you through the practical steps to implement AI tools, optimize workflows, and foster a culture of continuous improvement. By embracing AI, your organization can achieve greater efficiency, spark innovation, and stay competitive in a rapidly evolving landscape. This program is designed to help you understand and harness the power of AI to transform the future of work.



Key Learning Outcomes

- Implement AI tools to enhance workplace productivity.
- Foster a culture of innovation through AI-driven insights.
- Optimize workflows and processes with AI technologies.
- Drive creativity and efficiency using AI-powered solutions.
- Stay competitive by embracing AI in the workplace.



This Program is Ideal For

- **Business Leaders:** Looking to integrate AI to enhance productivity and innovation.
- **HR Professionals:** Aiming to foster a culture of continuous improvement and innovation.
- **IT Managers:** Seeking to implement AI tools to optimize workflows.
- **Entrepreneurs:** Wanting to leverage AI for competitive advantage and growth.

A person is seen from behind, climbing a long, wide stone staircase that leads up towards a cloudy sky. The person is wearing a dark jacket and jeans. The overall tone is inspirational and aspirational.

PERSONAL DEVELOPMENT SERIES

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A brand's legacy lives in the hearts it touches and the change it inspires

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Synopsis :

In an era where brands come and go, establishing a legacy that endures is a mark of true success. The **Your Brand Legacy** program empowers you to create a lasting brand by defining and communicating your unique value. Dr. Jerome Joseph will guide you through the process of building a brand that truly reflects your values and vision, helping you craft a legacy that stands the test of time. This program covers the essential steps to define your brand's unique value, communicate it effectively, and build a lasting impact. By the end of this session, you will have the strategies needed to ensure your brand remains influential and cherished.



Key Learning Outcomes

- Define and articulate your brand's unique value and vision.
- Communicate your brand values effectively to build trust and loyalty.
- Create a brand strategy that ensures long-term impact and relevance.
- Build a lasting emotional connection with your audience.
- Foster a legacy that reflects your brand's values and achievements.



This Program is Ideal For

- **Business Leaders:** Looking to build a lasting brand legacy.
- **Brand Managers:** Aiming to ensure their brand remains relevant and impactful.
- **Entrepreneurs:** Seeking to define and communicate their unique value.
- **Marketing Professionals:** Wanting to create a lasting impact through effective brand communication.

UNBREAKABLE BRANDING: HARNESSING YOUR PERSONAL BRAND POWER TO ACHIEVE SUCCESS

Synopsis :

In an increasingly competitive landscape, your personal brand is a key asset that can set you apart and drive your career forward. The **Unbreakable Branding** program empowers you to leverage the power of your personal brand, using strategies that highlight your unique strengths and qualities. Dr. Jerome Joseph will provide you with practical tools and techniques to define and enhance your personal brand, positioning you for career growth and long-term success. This program is designed to help you stand out, build credibility, and create a lasting impact in your field.



Key Learning Outcomes

- Identify and articulate your unique strengths and qualities.
- Develop strategies to amplify your personal brand effectively.
- Build credibility and trust with your audience.
- Enhance your visibility and influence in your field.
- Position yourself for career growth and long-term success.



This Program is Ideal For

- **Professionals:** Looking to build and enhance their personal brand.
- **Entrepreneurs:** Aiming to establish a strong, unique brand identity.
- **Leaders:** Seeking to leverage their personal brand for greater influence.
- **Marketing Professionals:** Wanting to apply personal branding strategies for career advancement.

Synopsis :

Achieving success begins with unlocking your true potential and harnessing your unique strengths. The **Raise Your Game** program is designed to help you tap into your personal potential, providing you with the tools and insights to achieve remarkable success in your career and personal life. Dr. Jerome Joseph will guide you through the essential steps to identify your strengths, overcome limiting beliefs, and develop a growth-oriented mindset. By the end of this session, you will be equipped to raise your game, achieve your goals, and unlock your full potential for lasting success.



Key Learning Outcomes

- Identify and leverage your unique strengths.
- Overcome limiting beliefs and develop a growth mindset.
- Implement practical techniques for personal development.
- Set and achieve meaningful goals.
- Foster resilience and adaptability for long-term success.



This Program is Ideal For

- **Professionals:** Looking to elevate their career and personal growth.
- **Entrepreneurs:** Aiming to unlock their potential for business success.
- **Leaders:** Seeking to inspire and empower their teams.
- **Individuals:** Wanting to achieve personal fulfillment and success.

CULTURE TRANSFORMATION SERIES

“ Culture is the canvas, and branding is the paint that tells your company’s story in vivid color.”

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Synopsis :

Building a strong brand starts from within, with your employees as the most important brand ambassadors. The **Internal Branding** program emphasizes the importance of cultivating a powerful internal culture that aligns with your brand values. Dr. Jerome Joseph will guide you through the process of developing an internal branding strategy that motivates and empowers your team, ensuring that every employee is an enthusiastic advocate for your brand. This program covers essential steps to align your internal culture with your brand vision, enhance employee engagement, and create a strong, cohesive brand identity. By the end of this session, you'll have the tools to build a brand that resonates deeply with both employees and customers.



Key Learning Outcomes

- Develop an internal branding strategy that aligns with your brand vision.
- Enhance employee engagement and motivation.
- Foster a positive work environment that reflects your brand values.
- Empower employees to become enthusiastic brand ambassadors.
- Create a cohesive and strong brand identity from within.



This Program is Ideal For

- **Business Leaders:** Looking to build a strong internal culture and brand identity.
- **HR Professionals:** Aiming to enhance employee engagement and motivation.
- **Brand Managers:** Seeking to align internal culture with brand values.
- **Team Leaders:** Wanting to empower their teams and foster brand advocacy.

THE BRAND CHAMPION MINDSET: INSPIRING EMPLOYEES TO LIVE THE BRAND

Synopsis :

Creating a brand that employees genuinely believe in and advocate for is essential for long-term success. The **Brand Champion Mindset** program focuses on inspiring your employees to live and breathe your brand, turning them into passionate advocates. Dr. Jerome Joseph will guide you through the process of instilling a brand champion mindset, enhancing employee motivation, and creating a strong, unified brand identity. This program covers essential steps to align your team's values with your brand, encourage brand advocacy, and build a cohesive internal culture. By the end of this session, you will have the tools to inspire your employees to live and breathe your brand, ensuring its success and longevity.



Key Learning Outcomes

- Foster a brand champion mindset within your team.
- Enhance employee motivation and engagement.
- Create a strong, unified brand identity.
- Align your team's values with your brand.
- Encourage brand advocacy and loyalty among employees.



This Program is Ideal For

- **Business Leaders:** Looking to build a strong internal culture and brand identity.
- **HR Professionals:** Aiming to enhance employee engagement and motivation.
- **Brand Managers:** Seeking to align internal culture with brand values.
- **Team Leaders:** Wanting to empower their teams and foster brand advocacy.

Synopsis :

A service-driven culture places a strong emphasis on customer satisfaction and empowers employees to deliver exceptional service. The **Creating a Service-Driven Culture** program is designed to help organizations cultivate a culture where service excellence is a core value. Dr. Jerome Joseph will guide you through the steps to create a service-driven culture that motivates and empowers employees to prioritize customer satisfaction. This program covers essential elements of service excellence, employee engagement, and continuous improvement. By the end of this session, you will have the tools to build a culture that consistently delivers outstanding service and exceeds customer expectations.



Key Learning Outcomes

- Understand the principles of a service-driven culture.
- Develop strategies to prioritize customer satisfaction.
- Empower employees to deliver exceptional service.
- Foster a culture of continuous improvement and excellence.
- Build strong, lasting relationships with customers through outstanding service.



This Program is Ideal For

- **Business Leaders:** Looking to build a service-oriented culture.
- **HR Professionals:** Aiming to enhance employee engagement and service quality.
- **Customer Service Managers:** Seeking to prioritize customer satisfaction and service excellence.
- **Team Leaders:** Wanting to empower their teams to deliver outstanding service.

Synopsis :

In today's competitive business landscape, it's essential that your brand is consistently represented in every aspect of your organization. The **Live the Brand** program focuses on ensuring that your employees and stakeholders embody your brand values in their daily actions and decisions. Dr. Jerome Joseph will guide you through the steps to align your team's actions with your brand values, create a culture of brand advocacy, and ensure that every interaction reflects your brand's essence. By the end of this session, you will have the tools to embed your brand values into the core of your organization, fostering a unified and impactful brand presence.



Key Learning Outcomes

- Align team actions with brand values.
- Foster a culture of brand advocacy and commitment.
- Ensure consistent representation of your brand in all interactions.
- Build a strong and cohesive brand identity.
- Enhance customer and stakeholder trust through authenticity.



This Program is Ideal For

- **Business Leaders:** Looking to ensure their team embodies the brand values.
- **Brand Managers:** Aiming to create a cohesive and consistent brand identity.
- **HR Professionals:** Seeking to align organizational culture with brand values.
- **Team Leaders:** Wanting to foster a culture of brand advocacy and commitment.

Synopsis :

Aligning your organizational culture with your strategic objectives is crucial for driving sustained success. The **Manage-On-Brand** program focuses on creating a cohesive alignment between your brand's culture and strategic goals, ensuring that your team operates in harmony with your brand's vision. Dr. Jerome Joseph will guide you through the process of aligning your organizational culture with your strategic objectives, enhancing team motivation, and driving impactful results. This program covers essential steps to integrate culture and strategy, ensuring that every member of your team is working towards a common goal. By the end of this session, you will have the tools to create a strong alignment between your culture and strategy, driving sustained success and growth.



Key Learning Outcomes

- Align organizational culture with strategic objectives.
- Foster a culture of creativity and collaboration.
- Enhance team motivation and engagement.
- Integrate culture and strategy for seamless alignment.
- Drive sustained success and growth through cohesive alignment.



This Program is Ideal For

- **Business Leaders:** Looking to align their culture with strategic goals.
- **HR Professionals:** Aiming to foster a culture of engagement and collaboration.
- **Brand Managers:** Seeking to ensure their brand's vision is reflected in organizational culture.
- **Team Leaders**

LEADERSHIP TRANSFORMATION SERIES

“
Leadership is an art, and every artist has their style. Here's how I've developed mine, blending intuition with strategy, empathy with decisiveness
”



Synopsis :

In today's dynamic business environment, leaders who align with a clear and compelling brand purpose can drive meaningful and lasting impact. The **Purpose-Driven Leadership** program is designed to empower leaders to embody and champion their brand's mission, creating a cohesive and inspired team. Dr. Jerome Joseph will guide you through the steps to embed purpose into your leadership practices, fostering a culture that resonates with your brand values and drives impactful results. This program covers essential strategies to lead with authenticity, engage your team, and create a lasting legacy. By the end of this session, you'll be equipped to inspire your team, align leadership with your brand purpose, and achieve lasting success.



Key Learning Outcomes

- Align leadership practices with your brand's purpose.
- Lead with authenticity and inspire your team.
- Foster a culture that resonates with your brand values.
- Drive impactful results through purpose-driven leadership.
- Create a lasting legacy by integrating purpose into your leadership.



This Program is Ideal For

- **Business Leaders:** Looking to align their leadership with their brand purpose.
- **HR Professionals:** Aiming to foster a purpose-driven organizational culture.
- **Brand Managers:** Seeking to integrate brand values into leadership practices.
- **Team Leaders:** Wanting to inspire their teams through purpose-driven leadership.

Synopsis :

The journey to becoming a great leader begins with a strong foundation of skills, knowledge, and mindset. The **Leading from the Start: A Masterclass for Emerging Leaders** program is designed to equip aspiring leaders with the tools and insights necessary to navigate the challenges of leadership and achieve success. Dr. Jerome Joseph will guide you through the essential steps to build a solid leadership foundation, enhance your decision-making abilities, and cultivate a growth mindset. By the end of this masterclass, you will be well-prepared to take on leadership roles with confidence and drive impactful results.



Key Learning Outcomes

- Develop a strong foundation of leadership skills and knowledge.
- Enhance decision-making abilities and strategic thinking.
- Cultivate a growth mindset and continuous learning attitude.
- Build effective communication and team management skills.
- Navigate leadership challenges and drive impactful results.



This Program is Ideal For

- **Aspiring Leaders:** Looking to build a strong foundation for their leadership journey.
- **Young Professionals:** Aiming to develop leadership skills early in their careers.
- **Team Leaders:** Seeking to enhance their leadership capabilities.
- **HR Professionals:** Interested in nurturing and developing emerging leaders within their organization.

Synopsis :

Effective brand leadership is all about guiding teams with a clear sense of purpose and vision. The **Brand Leadership: Guiding Teams with Purpose** program equips leaders with the strategies to inspire and motivate their teams, ensuring alignment with the brand's core values. Dr. Jerome Joseph will guide you through the essential steps to lead with purpose, align your team's efforts with your brand's vision, and create a cohesive and motivated workforce. This program covers key elements of brand leadership, from strategic planning to fostering a culture of innovation and engagement. By the end of this session, you will have the tools to guide your teams effectively and drive meaningful impact.



Key Learning Outcomes

- Lead with purpose and align your team with your brand's vision.
- Inspire and motivate teams to achieve strategic goals.
- Foster a culture of innovation and engagement.
- Develop effective brand leadership strategies.
- Drive meaningful impact through purpose-driven leadership.



This Program is Ideal For

- **Business Leaders:** Looking to guide their teams with a clear sense of purpose.
- **Brand Managers:** Aiming to align team efforts with brand values.
- **HR Professionals:** Seeking to foster a culture of engagement and innovation.
- **Team Leaders:** Wanting to inspire and motivate their teams effectively.

Synopsis :

In today's dynamic business environment, emotional intelligence (EQ) is a critical skill for effective leadership. The Emotional Intelligence for Leaders program focuses on developing the emotional intelligence necessary to lead with empathy, build strong relationships, and make thoughtful decisions. Dr. Jerome Joseph will guide you through the essential components of emotional intelligence, including self-awareness, self-regulation, motivation, empathy, and social skills. By enhancing your EQ, you can improve communication, strengthen team dynamics, and lead with greater effectiveness. This program is designed to help you harness the power of emotional intelligence to achieve impactful leadership and create a positive work environment.



Key Learning Outcomes

- Develop self-awareness and self-regulation for better decision-making.
- Enhance motivation and drive within yourself and your team.
- Cultivate empathy to understand and connect with others.
- Improve social skills for effective communication and relationship-building.
- Foster a positive work environment through emotionally intelligent leadership.



This Program is Ideal For

- **Business Leaders:** Looking to enhance their leadership effectiveness with emotional intelligence.
- **HR Professionals:** Aiming to foster a culture of empathy and inclusivity.
- **Team Leaders:** Seeking to improve team dynamics and communication.
- **Emerging Leaders:** Wanting to develop essential emotional intelligence skills early in their careers.



PERSONAL BRANDING SERIES

“

Your personal brand is your
promise to the world

”

Synopsis :

Building a compelling personal brand is essential for standing out in today's competitive landscape. The **TURN Me ON: Growing Your Personal Brand** program is designed to help you turn on the spotlight and showcase your unique strengths, talents, and values. Dr. Jerome Joseph will guide you through the steps to define your personal brand, create engaging content, and leverage digital platforms to amplify your presence. By the end of this session, you will have the tools to turn on your personal brand, making a lasting impression and achieving success.



Key Learning Outcomes

- Define and articulate your unique personal brand.
- Create engaging and authentic content that showcases your strengths.
- Leverage digital platforms to amplify your personal brand.
- Build a strong online presence and connect with your audience.
- Achieve sustained success through strategic personal branding efforts.



This Program is Ideal For

- **Professionals:** Looking to build and enhance their personal brand.
- **Entrepreneurs:** Aiming to establish a strong, unique brand identity.
- **Leaders:** Seeking to leverage their personal brand for greater influence.
- **Marketing Professionals:** Wanting to apply personal branding strategies for career advancement.

Synopsis :

In the competitive landscape of personal branding, leveraging AI can give you the edge you need to truly stand out. The **AI-Driven Personal Branding: Leveraging AI to Stand Out** program is designed to help you harness the power of AI to amplify your personal brand, enhance your visibility, and create meaningful connections. Dr. Jerome Joseph will guide you through the steps to utilize AI tools, personalize your content, and optimize your digital presence. By the end of this session, you will have the skills to leverage AI, making your personal brand more impactful and influential.



Key Learning Outcomes

- Implement AI tools to enhance your personal brand strategies.
- Personalize your content and experiences with AI-driven insights.
- Optimize your digital presence using AI analytics.
- Leverage AI to analyze trends and inform your branding strategy.
- Achieve sustained success by integrating AI into personal branding.



This Program is Ideal For

- **Professionals:** Looking to build and enhance their personal brand using AI.
- **Entrepreneurs:** Aiming to establish a strong, unique brand identity with AI.
- **Leaders:** Seeking to leverage AI for greater influence and personal branding.
- **Marketing Professionals:** Wanting to apply AI-driven strategies for career advancement.

THE INFLUENCE ACCELERATOR: BOOST YOUR PERSONAL BRAND TO DRIVE RECOGNITION

Synopsis :

In a world where personal branding is crucial for success, accelerating your influence can set you apart and drive recognition. The **Influence Accelerator** program is designed to help you boost your personal brand, enhance your visibility, and establish yourself as a thought leader in your field. Dr. Jerome Joseph will guide you through the steps to define your unique value, create impactful content, and leverage platforms to amplify your influence. By the end of this session, you will have the tools to accelerate your personal brand, gain recognition, and achieve sustained success.



Key Learning Outcomes

- Define and communicate your unique value proposition.
- Create impactful and engaging content that resonates with your audience.
- Leverage digital and social platforms to amplify your influence.
- Build a strong network and connect with key industry figures.
- Establish yourself as a thought leader and drive recognition.



This Program is Ideal For

- **Professionals:** Looking to enhance their personal brand and visibility.
- **Entrepreneurs:** Aiming to establish themselves as industry leaders.
- **Leaders:** Seeking to boost their influence and drive recognition.
- **Marketing Professionals**

THE EXECUTIVE PRESENCE PLAYBOOK: STRATEGIES TO COMMAND RESPECT

Synopsis :

In the high-stakes world of leadership, executive presence is key to commanding respect and leading with confidence. The **Executive Presence Playbook** program equips leaders with the skills and strategies needed to cultivate a commanding presence that inspires and influences others. Dr. Jerome Joseph will guide you through the essential components of executive presence, including communication, body language, and emotional intelligence. By mastering these elements, you can project authority, build trust, and drive impactful results. This program is designed to help you develop a strong executive presence that commands respect and positions you for leadership success.



Key Learning Outcomes

- Develop effective communication skills to project confidence and authority.
- Master body language and non-verbal cues to enhance your presence.
- Cultivate emotional intelligence to connect and influence others.
- Build a strong personal brand that reflects your leadership qualities.
- Drive impactful results by commanding respect and inspiring trust.



This Program is Ideal For

- **Business Leaders:** Looking to enhance their executive presence.
- **Aspiring Executives:** Aiming to develop the skills needed for leadership success.
- **HR Professionals:** Seeking to cultivate executive presence within their organization.
- **Team Leaders**

A collage of business-related images. In the top right, a person's hands are seen working with a yellow pencil on a document featuring a 3D pie chart. Below this, another person's hands are shown holding a tablet, with a yellow pencil resting on a document with a bar chart nearby. The bottom of the image shows a hand resting on a laptop. The background is filled with various business documents, including spreadsheets, charts, and sticky notes.

SALES SERIES

“

The art of sales lies in listening
not just to respond, but to
understand and solve.

”

Synopsis :

In today's competitive market, adopting a consultative sales approach can significantly enhance your ability to sell your brand effectively. The **Sell the Brand: A Consultative Approach to Sales Success** program is designed to help you develop a deep understanding of your clients' needs and position your brand as the solution. Dr. Jerome Joseph will guide you through the essential steps to adopt a consultative approach, enhance client relationships, and achieve sales success. This program covers key elements of consultative selling, from active listening and needs assessment to personalized solutions and value communication. By the end of this session, you will have the tools to sell your brand with confidence and drive meaningful results.



Key Learning Outcomes

- Master the principles of consultative selling.
- Develop deep understanding of clients' needs and challenges.
- Provide personalized solutions that align with client needs.
- Enhance client relationships through active listening and empathy.
- Communicate the value of your brand effectively to drive sales success.



This Program is Ideal For

- **Sales Professionals:** Looking to adopt a consultative approach to enhance sales effectiveness.
- **Sales Managers:** Aiming to train their teams in consultative selling techniques.
- **Business Leaders:** Seeking to build strong customer relationships and drive sales.
- **Marketing Professionals:** Interested in integrating consultative sales strategies into their efforts.

Synopsis :

In the competitive world of sales, having a playbook of innovative strategies can significantly enhance your success. The **Sales Playbook: Game-Changing Strategies for Sales Professionals** program is designed to equip you with cutting-edge techniques and insights to excel in sales. Dr. Jerome Joseph will guide you through the essential components of a successful sales playbook, including prospecting, relationship-building, closing deals, and leveraging technology. By mastering these strategies, you can drive sales growth, exceed targets, and achieve remarkable results.



Key Learning Outcomes

- Master innovative prospecting techniques to identify and engage potential clients.
- Develop strong relationship-building skills to foster long-term customer loyalty.
- Implement effective closing strategies to seal deals confidently.
- Leverage technology and data-driven insights to enhance sales performance.
- Continuously adapt and innovate to stay ahead in the competitive sales landscape.



This Program is Ideal For

- **Sales Professionals:** Looking to enhance their sales techniques and performance.
- **Sales Managers:** Aiming to equip their teams with game-changing strategies.
- **Business Leaders:** Seeking to drive sales growth and exceed targets.
- **Marketing Professionals:** Interested in integrating advanced sales strategies into their efforts.

Synopsis :

In today's digital age, mastering LinkedIn and effectively prospecting through digital channels can significantly enhance your professional growth and business development. The **LinkedIn Mastery & Prospecting: Leverage Digital Channels for Growth** program provides you with the tools and strategies to maximize LinkedIn's potential, expand your network, and drive business success. Dr. Jerome Joseph will guide you through the steps to optimize your LinkedIn profile, build a robust network, and develop effective prospecting strategies. By the end of this session, you will have the skills to leverage LinkedIn and digital channels, driving growth and achieving your business goals.



Key Learning Outcomes

- Optimize your LinkedIn profile for maximum impact.
- Build a robust and relevant professional network.
- Develop effective LinkedIn prospecting strategies.
- Leverage LinkedIn to generate leads and build relationships.
- Use digital channels to enhance your professional growth and business development.



This Program is Ideal For

- **Professionals:** Looking to enhance their LinkedIn presence and network.
- **Sales Professionals:** Aiming to leverage LinkedIn for prospecting and lead generation.
- **Business Leaders:** Seeking to build strong professional relationships and drive growth.
- **Marketing Professionals:** Interested in using LinkedIn as a powerful marketing tool.

Synopsis :

In the realm of business, effective negotiation is crucial for achieving successful and mutually beneficial outcomes. The **Powerful Negotiations: Driving Win-Win Outcomes** program provides you with the skills and strategies to negotiate with confidence, ensuring that both parties leave the table feeling satisfied. Dr. Jerome Joseph will guide you through the essential components of successful negotiations, from preparation and strategy to communication and closing deals. By mastering these techniques, you can achieve favorable agreements and build strong, long-lasting relationships. This program is designed to help you navigate complex negotiations and drive positive results for all parties involved.



Key Learning Outcomes

- Develop effective negotiation strategies for win-win outcomes.
- Enhance communication skills to build rapport and understanding.
- Utilize empathy and active listening to understand the other party's perspective.
- Prepare and plan strategically for successful negotiations.
- Close deals with confidence and ensure mutual satisfaction.



This Program is Ideal For

- **Business Leaders:** Looking to enhance their negotiation skills for better business outcomes.
- **Sales Professionals:** Aiming to close deals that benefit both parties.
- **HR Professionals:** Seeking to negotiate effectively within their organization.
- **Team Leaders**

A person wearing a brown jacket and a black cap is seen from behind, holding a large cardboard box. Above them, several digital icons are floating: a speech bubble with three icons (a crossed-out square, a neutral face, and a sad face), a speech bubble with five stars, and a shopping cart icon. The background is a blurred, dark setting.

CUSTOMER EXPERIENCE SERIES

“

In the digital age, your personal brand is your digital footprint. Are you leaving trails that lead to greatness?

”

Synopsis :

Creating exceptional customer experiences is crucial for building lasting loyalty and making your brand unforgettable. In the **Branded Customer Experience** program, you'll uncover the secrets to designing and delivering extraordinary branded interactions that captivate your audience. Dr. Jerome Joseph will guide you through the process of crafting these remarkable experiences, ensuring that your brand not only satisfies but delights and engages customers at every touchpoint. Learn to build loyalty, foster advocacy, and create a brand experience that stands out in a competitive market. This keynote is designed to provide you with practical strategies and insights to make your brand experiences truly exceptional.



Key Learning Outcomes

- Design extraordinary branded customer experiences.
- Enhance brand loyalty through memorable interactions.
- Implement innovative techniques to exceed customer expectations.
- Foster customer advocacy by creating impactful brand moments.
- Transform ordinary customer interactions into extraordinary experiences.



This Program is Ideal For

- **Customer Service Teams:** Looking to enhance customer interactions and satisfaction.
- **Marketing Professionals:** Aiming to build stronger emotional connections with customers.
- **Brand Managers:** Seeking to deliver memorable brand experiences that build loyalty.
- **Business Leaders:** Focused on elevating their brand's impact and fostering advocacy.

Synopsis :

In today's competitive market, turning satisfied customers into passionate advocates is the key to sustained brand success. The Brand Loyalty program teaches you how to create devoted fans who eagerly promote your brand. Dr. Jerome Joseph will guide you through the process of building a loyal customer base, providing you with the tools to create lasting connections and drive advocacy. Discover the techniques that make brands like Starbucks stand out, and learn how to implement them in your own strategy. This program is designed to help you cultivate a dedicated community of brand advocates, leading to increased customer retention and organic growth. Elevate your brand loyalty efforts and turn your customers into raving fans.



Key Learning Outcomes

- Build strong customer relationships that foster loyalty.
- Develop effective loyalty programs that encourage repeat business.
- Transform casual customers into enthusiastic brand advocates.
- Enhance customer retention through personalized engagement strategies.
- Drive organic growth by leveraging customer advocacy.



This Program is Ideal For

- **Customer Service Teams:** Looking to enhance customer loyalty and satisfaction.
- **Marketing Professionals:** Aiming to build and manage successful loyalty programs.
- **Brand Managers:** Seeking to create strong connections and advocacy among customers.
- **Business Leaders:** Focused on driving customer retention and organic growth.

SOME OF DR. JEROME'S CLIENTS

EDUCATION				
				
FINANCIAL				
				
				
GOVERNMENTS & INFRASTRUCTURE				
				
				
HEALTHCARE				
				
HOSPITALITY, LIFESTYLE, PROPERTY				
				
				
TECHNOLOGY, LOGISTICS, RESOURCES				
				
				

WHAT PEOPLE SAY ABOUT DR. JEROME

“Jerome is amongst one of THE most passionate individuals I have met on branding. We worked with him to conduct our internal brand engagement for our rebranding. He infected us with his energy, enthusiasm & 5Cs, which he did successfully. Now all employees of SENAAT believe in the 5Cs and how to deliver our brand values consistently through all our touch points.”

Mubarak Al Ameri,
Vice President - Corporate Communications,
SENAAT, Abu Dhabi, UAE

“Jerome is natural born brand advocate, combine that with his quick wit and sharp observations, he is able to deliver brand consultancy and training that is not only insightful, practical but more importantly, relevant and pragmatic to implement. I consider it an honour to have worked with Global Brand Academy on several internal & external branding projects, their broad perspective on branding issues often comes in handy during our strategic branding discussions. I am looking forward to working with Jerome and his team again soon, as it was equally an enriching experience for me.”

Michael Lim,
Industry Teams Global Communications,
BASF SE

“Having been in Human Resources & LND for more than 25 years, I see the crucial need for organisations and employees to invest and build their corporate brand and personal brand respectively. Having worked with Global Brand Academy, I know first-hand how good they are when it comes to impacting and transforming corporate and personal brands through speaking, consulting and thought leadership. Every session that GBA conducted drive this impact so very well, and we do see amazing results!”

Mee Lin,
Global Learning and Development,
Dell Technologies

“Whether it is by business owners or marketing executives, there is a need to get your brand done well. Having worked with Jerome over the years, I know he does branding extremely well. Global Brand Academy’s actionable and powerful ideas will get you moving ahead of your competition.

Alex Chua,
Chief Executive Officer, Charisma Academy

“Jerome Joseph is nothing short of brilliant. He’s a unique combination of intellectual insight on the subject of branding and a platform personality of the highest caliber. I enthusiastically recommend Jerome - you and your organization will be richer for the experience!

Scott McKain, Author,
“Collapse of Distinction: Stand out and move up while your competition fails.”

“As a veteran brand marketer, I know how important it is for executives to personify their brand characteristics to raise their game. Strong Branding anchors a company’s position and is critical to its story. Global Brand Academy will inspire you to gain an advantage in your marketplace and raise your Brand game!

Frederick Fong,
Director, Marketing Excellence (Asia),
Zuellig Pharma Holdings Pte Ltd

DR. JEROME IN ACTION



Speaker
Showreel



Personal
Brand
Coaching



The Brand
Playbook
Launch



Testimonials



Audience
Engagement
Keynote

Dr. JEROME JOSEPH | SPEAKER STRATEGIST AUTHOR

Brand Strategy
Internal Branding
Branded Customer Experience
Sales & Marketing
Leadership

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