

A man with dark hair and glasses, wearing a blue suit, white shirt, and striped tie, is speaking on a stage. He has a headset microphone and is gesturing with both hands raised. The background is dark and out of focus.

Dr. JEROME
JOSEPH | SPEAKER
STRATEGIST
AUTHOR

KEYNOTES



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 27 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.

For more information, contact jerome@jeromejoseph.com or jerome@theglobalbrandacademy.com or you can call + 65 9271 6973.

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

THIS
IS
DR. JEROME'S
STORY

OVER
27 
YEARS
EXPERIENCE

ENGAGEMENTS IN
 **37**
COUNTRIES

IMPACTING
1,000 
BRANDS

INFLUENCING
1,000,000
PEOPLE 

HE CREATE AND TRANSFORM
BRANDS

BEST SELLING BOOKS

Over the years, we have published bestsellers in the areas of internal branding, customer experience, personal branding, digital marketing, and brand strategy. Our books represent our years of expertise in delivering value to our clients.



Our Impact

We've helped many brands, ranging from Fortune 500 MNCs to SMEs and government organisations, create impressive new brand performances.



We have worked in 37 countries, joined forces with over 1,000 brands, and influenced more than a million people in the past 27 years. Are you next?

OVERVIEW OF KEYNOTE SERIES BY DR. JEROME JOSEPH

Dr. Jerome Joseph presents a comprehensive series of keynotes designed to enhance brand management, leadership, and personal growth across various domains. Each series addresses distinct aspects of branding and leadership, offering tailored insights and actionable strategies to different target audiences. Here, we explore how these series interlink to provide a holistic approach to brand and leadership transformation:

Brand Transformation Series

- **Focus:** Strategic branding insights and frameworks for market success.
- **Key Topics:** Game-changing strategies, experience branding, brand differentiation.
- **Relevance:** Essential for businesses aiming to elevate their brand identity and market presence.



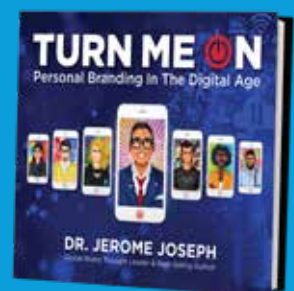
AI & Digital Series

- **Focus:** Leveraging AI and digital tools to enhance brand strategy and personal branding.
- **Key Topics:** AI in branding, digital marketing, personal branding in the digital age.
- **Relevance:** Targets professionals seeking to integrate cutting-edge technology into their branding and marketing efforts.



Motivation Series

- **Focus:** Inspirational strategies for personal development and brand legacy.
- **Key Topics:** Building a memorable personal brand, creating a brand that you are remembered for.
- **Relevance:** Ideal for individuals looking to inspire and motivate teams and forge a lasting personal brand.



Culture & Leadership Transformation Series

- **Focus:** Developing leadership skills aligned with brand values and organizational culture.
- **Key Topics:** Internal branding, brand champion mindset, purpose-driven leadership.
- **Relevance:** For leaders and executives aiming to foster a strong brand-aligned corporate culture.



OVERVIEW OF KEYNOTE SERIES BY DR. JEROME JOSEPH

Personal Branding Series

- **Focus:** Strategies for cultivating a strong personal brand.
- **Key Topics:** Growing personal brand influence, branding in the digital era.
- **Relevance:** Entrepreneurs, professionals, and anyone looking to enhance their personal marketability and influence.



Sales Series

- **Focus:** Advanced sales strategies integrated with brand knowledge.
- **Key Topics:** Consultative sales approaches, social selling.
- **Relevance:** Sales professionals and marketers seeking to boost sales through strategic brand alignment.

Customer Experience Series

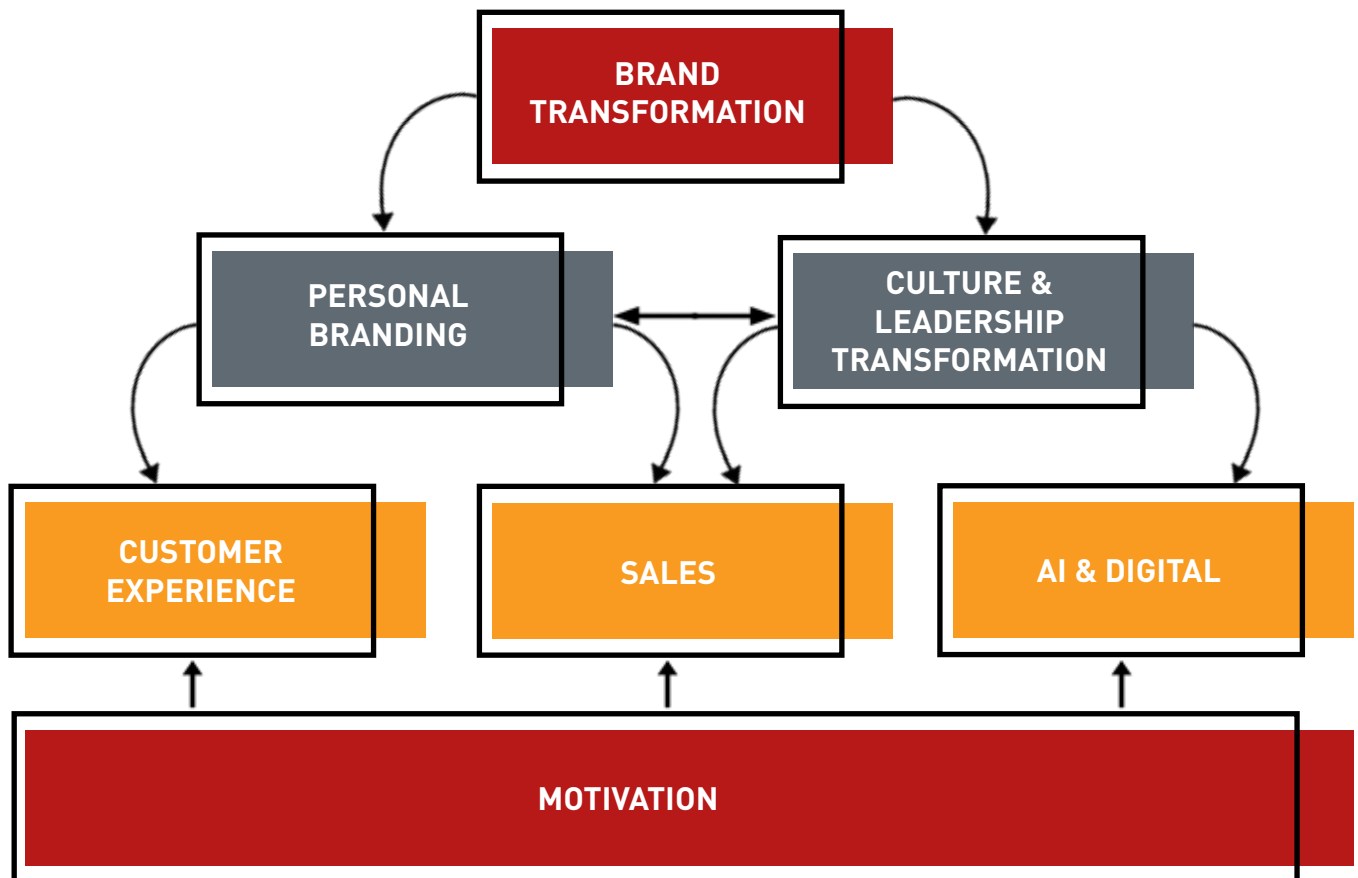
- **Focus:** Creating extraordinary customer experiences to build brand loyalty.
- **Key Topics:** Branded customer experiences, transforming customers into brand advocates.
- **Relevance:** Customer service managers, brand executives, and business owners focused on enhancing customer satisfaction and loyalty.



OUR SERIES OVERVIEW MODEL

How the Series Interlink:

- **Brand & Customer Focus:** The Brand Transformation, AI & Digital, and Customer Experience series collectively enhance external brand perception and customer interaction, creating a cohesive brand experience across all touchpoints.
- **Internal Development:** The Culture & Leadership and Personal Branding series focus internally on cultivating leadership and personal branding within the organizational context, ensuring alignment with external brand strategies.
- **Sales Integration:** The Sales Series bridges internal capabilities and external market strategies, utilizing insights from both to drive sales and enhance customer relationships.
- **Motivational Impact:** The Motivation Series serves as a foundational element that inspires and drives the adoption of strategies discussed in other series, fostering personal and organizational growth.



OUR KEYNOTES

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
- **Lessons From The Legends:** Asia Or Global
- **Once Upon A Brand:** The Power Of Brand Story Telling

AI & Digital Series

- **AI Driven Branding:** Leveraging AI to Drive Your Brand
- **AI Driven Personal Branding:** Leveraging AI to Drive Your Personal Brand
- **AI Driven Marketing:** Leveraging AI to Drive Your Marketing
- **AI Driven Sales:** Leveraging AI to Drive Your Sales
- **AI Driven Content Marketing:** Leveraging on AI to Drive Content Marketing
- **AI Driven Leadership:** Leveraging AI to Drive Your Leadership
- **Digital Branding:** Crafting Your Brand's Digital Future
- **Branding 5.0:** New Media, New Conversations, New Experiences

Motivation Series

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

Culture & Leadership Transformation Series

- **Internal Branding:** Growing Your Brand From Within
- **The Brand Champion Mindset**
- **Purpose Driven Leadership:** Creating Branded Leaders
- **Purpose:** Why Every Brand Needs One

Personal Branding Series

- **TURN Me ON:** Growing Your Personal Brand
- **TURN Me ON:** Personal Branding in the Digital Age
- **AI Driven Personal Branding:** Leveraging AI to Drive Your Personal Brand

Sales Series

- **Sell the Brand:** A Consultative Approach to Sales Success
- **Branded Social Selling:** Using Your Digital Brand for to build Credibility, Influence, and Trust
- **AI Driven Sales:** Leveraging AI to Drive Your Sales

Customer Experience Series

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

KEYNOTES



BRAND TRANSFORMATION SERIES

“

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

”

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

Synopsis :

Based on Dr. Jerome Joseph's bestselling book, "The Brand Playbook: 88 Game-Changing Strategies and Ideas to Win in the Marketplace," this keynote invites you to experience the power of top-tier branding strategies that have reshaped the market landscapes. This program distils cutting-edge strategies from the world's top brands, empowering you to enhance your brand's credibility and drive unprecedented growth. Engage in an interactive and dynamic session where branding becomes your unbeatable strategic advantage. Discover how to make your brand not only stand out but be unforgettable. Ready to elevate your game and outmanoeuvre the competition with proven, actionable strategies?



Key Learning Outcomes

- **Strategic Mastery:** Master innovative strategies that will transform your brand's identity and accelerate growth. Learn to think like a strategist and act like a tactician within your market.
- **Competitive Edge:** Gain competitive advantages by adopting unique branding hacks and insights from global market leaders, directly increasing your market presence and influence.
- **Practical Application:** Translate theoretical knowledge into practical actions. Implement key takeaways from our playbook through interactive examples and case studies, enhancing your brand's market positioning.
- **Brand Framework Utilization:** Leverage the Brand Playbook Framework to strategically plan and execute your branding moves, ensuring consistent growth and visibility in your industry.
- **Implementation Techniques:** Not only learn powerful strategies but also how to practically apply these within your own business to see real results.



Target Audience

- Marketing and Brand Executives
- Entrepreneurs
- Customer-Facing Executives and Leaders
- Business Owners
- Personal Brands aiming for Market Success
- Organizations striving for Market Dominance

Program Format : Keynote / Breakout / Masterclass



EXPERIENCE BRANDING: ESTABLISH DEEP AUDIENCE CONNECTION THROUGH OUR BRAND EXPERIENCE FRAMEWORK

Synopsis :

A brand driven to create unique experiences will stand the test of time due to strong connections with its audience. Leveraging insights from Dr. Jerome Joseph's book, "The Brand Theatre," this keynote unveils how to create extraordinary experiences that go beyond traditional marketing. Learn to apply the innovative MIND, HEART, TOUCH Experience Framework to establish deep connections that not only resonate with audiences but also foster enduring loyalty. This session will empower you to transform every touchpoint into a memorable encounter, turning your brand into a living, breathing part of your customers' lives. Get ready to immerse your audiences in the world that is your brand.



Key Learning Outcomes

- **Mind Engagement:** Develop strategies to capture and hold audience attention, fostering a subconscious affinity for your brand that drives engagement.
- **Heart Connection:** Create powerful emotional engagements that compel your audience to share their experiences, enhancing word of mouth and building a community of advocates.
- **Touch Interaction:** Implement interactive, sensory and personalised touchpoints that encourage active participation and deepen brand loyalty.
- **WOM, Advocacy & Loyalty:** Learn how to consistently engage customers to turn them into vocal advocates for your brand, promoting organic growth and loyalty.
- **Best Practices:** Gain insights from leading brands on creating compelling experiences that achieve remarkable engagement and advocacy.



Target Audience

- Marketing, Brand, and Corporate Communication Executives
- Entrepreneurs
- Management Executives and Leaders
- Customer Service and Sales Executives
- Professionals dedicated to elevating the brand experience

Program Format : Keynote / Breakout / Masterclass



Synopsis :

In 2024, the Asia-Pacific region not only continues its dynamic growth with an expected 4.2% economic increase but also dominates with a collective GDP exceeding \$2.5 trillion and a vast population over 635 million. This keynote, enriched with insights from “The Brand Playbook,” dives into how iconic brands like Samsung, Singapore Airlines, Hello Kitty, Alibaba, and Toyota have sculpted their global presence and market dominance. Explore how these brands blend traditional values with cutting-edge innovation to master the modern marketplace.



Key Learning Outcomes

- **Brand Differentiation:** Uncover the unique strategies that set Asian brands apart on the global stage, and learn how to apply these principles to differentiate your brand in competitive markets.
- **Overcoming Challenges:** Examine case studies of how top Asian brands have navigated complex challenges and leverage these insights to fortify your business against similar hurdles.
- **Brand Equity Building:** Gain a deep understanding of how to cultivate brand equity from an Asian perspective, enhancing your brand's value and appeal.
- **Strategic Leadership:** Adopt proven strategies from Asia's business legends to craft distinctive leadership and innovation paths in your sector.
- **Team Synergy:** Learn to synchronize your strategic initiatives with your team, drawing on lessons from Asia's corporate giants to foster cohesive brand strategies.



Target Audience

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners
- Organizations keen on integrating Asian market strategies into their business models

Program Format : Keynote / Breakout / Masterclass



Synopsis :

Discover the art of brand storytelling—a vital tool to captivate and connect deeply with your audience. In this session, Dr. Jerome Joseph will guide you through the process of crafting and utilizing compelling narratives that embody the essence of your brand. Learn how to weave stories that are not only memorable but also foster strong emotional ties with your customers. From the origin of your brand to the success stories of your clients, uncover how to articulate these narratives to inspire and motivate, transforming passive listeners into active brand advocates.



Key Learning Outcomes

- Grasp the basics of what brand stories are and how they can effectively impact your customers and create deeper brand-audience connections.
- Learn what completes a brand story, from start to finish. It's not a touch and go situation - your story follows you for life, and grows with you.
- Learn from other classic brand stories and emulate them as you identify your own narrative.
- Identify the key elements that make up a successful brand story --- and use it in your own narrative--- crafting journey.
- Learn about the little details like the right tone of voice and what story works best for your intended brand message.
- Learn how to market yourself with a powerful brand narrative that emotionally appeals to your target audience and creates positive perceptions of what your brand offers and does.



Target Audience

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners

Program Format : Keynote / Breakout / Masterclass



AI & DIGITAL SERIES

“

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

”

Synopsis :

In the current digital era, artificial intelligence (AI) is not just a technological advancement; it's a pivotal force in redefining branding strategies. Recent studies show that companies using AI for customer personalization report a 6-10% increase in revenue nearly 2.5 times faster than those that don't. This keynote by Dr. Jerome Joseph explores how AI is shaping the future of branding. You will learn about the strategic role of AI in enhancing brand and customer experiences, understand a clear framework for integrating AI into your branding efforts, and discover essential AI tools that can transform your brand.



Keynotes Learning Outcomes

- **AI's Strategic Role in Branding:** Gain insights into how AI can optimize brand engagement, brand marketing and customer engagement, supporting dynamic AI led marketing strategies.
- **Navigating AI with a Strategic Framework:** Learn a structured approach to implement AI technologies that align with brand objectives and market demands.
- **Exploring AI Tools:** Explore transformative AI tools that revolutionize customer data analysis, content generation, and digital marketing efforts.
- **Success Stories of AI in Branding:** Review case studies from tech giants and innovators, understanding how they leverage AI to foster significant brand evolution and market success.
- **Brand Storytelling Reinvented:** From Pixels to Purpose: Witness AI-generated content that resonate with audiences. Designing for Impact: Explore AI's role in creating compelling brand narratives.



Target Audience

- Entrepreneurs
- Brand and Marketing Executives
- Sales Professionals
- Executives

Program Format : Keynote / Breakout / Masterclass



Synopsis :

In the era of digital transformation, personal branding has transcended traditional boundaries, and AI is now a pivotal tool in crafting and elevating personal brands. This keynote by Dr. Jerome Joseph unveils how AI can be strategically employed to refine and amplify personal branding efforts. Discover the power of AI in analysing personal brand presence, automating content creation, and optimizing online interactions. The session will introduce the proprietary 5D Framework for Personal Brand Growth using AI, guiding attendees through a systematic approach to developing a distinctive and influential personal brand.



Key Learning Outcomes

- **Discover with AI:** Identify your unique brand attributes using AI-driven self-assessment tools and market analysis to understand how you are currently perceived and where opportunities for enhancement lie.
- **Define with AI:** Utilize AI to help articulate your brand's mission, vision, and values more clearly. AI tools can analyse current market trends and successful personal branding strategies to refine your brand positioning.
- **Develop with AI:** Implement AI-driven content creation tools to produce consistent, high-quality content that resonates with your audience. Learn to use AI for scheduling posts, analysing engagement, and managing communications across platforms.
- **Deliver with AI:** Leverage AI technologies to efficiently distribute your brand content to the right platforms and audiences, ensuring maximum visibility and engagement. Explore AI tools that automate and optimize the delivery of your digital presence.
- **Drive with AI:** Monitor and enhance your personal brand's growth using AI-driven analytics to measure the impact of your branding efforts and make data-informed adjustments for continuous improvement.
- **Strategic AI Integration:** Learn how AI can be utilized to enhance each phase of personal brand development, from discovery through delivery.
- **Content Mastery with AI:** Master AI tools for content creation, from writing assistance to visual content generation, that align with your brand voice and message.



Target Audience

- Professionals looking to elevate their personal brand
- Influencers and content creators
- Entrepreneurs and business owners
- Career-oriented individuals seeking to stand out in competitive industries

Program Format : Keynote / Breakout / Masterclass



Synopsis:

Uncover the transformative power of AI in the marketing world in this comprehensive keynote by Dr. Jerome Joseph. As digital marketing evolves, AI is becoming essential in understanding complex consumer behaviours and automating personalized engagements. This session will guide you through advanced AI-driven strategies that enhance customer segmentation, optimize campaign performance, and revolutionize content creation. By employing AI, marketers can not only predict trends but also tailor their strategies to meet the nuanced demands of their target audience, ensuring a significant improvement in ROI and customer satisfaction.



Keynotes Learning Outcomes

- **Strategic AI Utilization:** Learn to harness AI for strategic market analysis and decision-making, improving the precision of marketing efforts.
- **Personalization at Scale:** Explore AI tools that enable hyper-personalized customer experiences at scale, driving engagement and loyalty.
- **Optimizing Campaigns:** Gain insights into AI's role in dynamically optimizing marketing campaigns for enhanced effectiveness and efficiency.
- **Real-World Case Studies:** Examine how leading brands successfully implement AI in their marketing strategies to achieve competitive advantages.
- **Exploring AI Tools:** Explore transformative AI tools that revolutionize customer data analysis, content generation, and digital marketing efforts.
- **Visual Storytelling Reinvented:** From Pixels to Purpose: Witness AI-generated visuals that resonate with audiences. Designing for Impact: Explore AI's role in creating compelling visual narratives.



Target Audience

- Marketing Directors
- Digital Strategy Executives
- Content Creators
- Brand Managers

Program Format : Keynote / Breakout / Masterclass



Synopsis:

AI is revolutionizing the sales process by enhancing predictive analytics, lead qualification, and customer relationship management. In this keynote, Dr. Jerome Joseph will demonstrate how AI tools can be integrated into sales strategies to significantly enhance the efficiency and effectiveness of sales teams. Discover AI's capacity to analyse sales data in real-time, providing sales professionals with actionable insights that lead to faster closings and improved customer retention.



Keynote Learning Outcomes

- **Enhancing Sales Intelligence:** Utilize AI to gain deeper insights into customer preferences and behaviours, leading to more effective sales tactics.
- **Automation of Sales Processes:** Learn how AI can automate repetitive tasks, allowing sales teams to focus on closing deals and building relationships.
- **Tailored Customer Interactions:** Master AI-driven tools that personalize customer interactions, enhancing satisfaction and conversion rates.
- **Success Stories in AI Sales:** Study examples from industry leaders who use AI to transform their sales outcomes.
- **Exploring AI Tools:** Explore transformative AI tools that lead generation and audience engagement.
- **Sales Reinvented From Pixels to Purpose:** Witness AI-generated content that resonate with audiences. Explore AI's role in creating compelling sales narratives.



Target Audience

- Sales Executives
- Business Development Managers
- CRM Specialists
- Sales Operations Professionals

Program Format : Keynote / Breakout / Masterclass



AI DRIVEN CONTENT MARKETING: LEVERAGING ON AI TO DRIVE CONTENT MARKETING

Synopsis:

In the modern digital ecosystem, AI has revolutionized the way brands approach content marketing. This keynote, presented by Dr. Jerome Joseph, delves into how AI enhances the creative process, from understanding audience behaviours and preferences using data analytics to automating and personalizing content delivery at scale. Explore the dynamic interplay between AI and content strategy, and learn how to harness AI to craft narratives that resonate deeply with global audiences, address their unique needs, and drive meaningful engagement. Using our proprietary 5D Content Marketing Funnel Framework powered by AI, this session provides a systematic approach to creating, managing, and optimizing content that not only reaches but also impacts your audience profoundly.



Keynote Learning Outcomes

- **Discover with AI:** Utilize AI to analyse content themes and keyword trends that align with your audience's evolving interests and search behaviours.
- **Define with AI:** Apply AI-driven insights to map out the customer journey, ensuring each content piece is perfectly tailored to meet the audience at every touchpoint.
- **Develop with AI:** Leverage AI tools for efficient content creation, ensuring consistency and relevance across all media types and platforms.
- **Distribute with AI:** Use AI to optimize content distribution across diverse channels, maximizing reach and engagement through smart targeting and timing.
- **Drive with AI:** Implement AI-powered analytics to continuously refine your content strategy, enhance audience engagement, and measure the impact of your content in real-time.



Target Audience

- Content Marketers and Strategists
- Digital Marketing Professionals
- Brand Managers
- Social Media Managers

Program Format : Keynote / Breakout / Masterclass



Synopsis:

Leadership in the AI era requires a nuanced understanding of how technology can augment decision-making and organizational efficiency. This keynote by Dr. Jerome Joseph explores how AI can support leaders in strategic decision-making, enhance communication, and foster a culture of innovation. Delve into AI tools that automate administrative tasks, analyse performance data, and provide leaders with the insights needed to lead effectively in the digital age.



Keynote Learning Outcomes

- **Decision-Making Enhanced by AI:** Discover how AI can improve the accuracy and speed of leadership decisions.
- **Productivity Tools for Leaders:** Explore how AI applications can streamline operations and enhance productivity across teams.
- **Cultivating Innovation with AI:** Learn strategies for using AI to foster an innovative work environment that anticipates market trends and responds dynamically.
- **Examples of AI-Driven Leadership:** Review case studies demonstrating effective AI integration in leadership practices.



Target Audience

- C-Level Executives
- Department Heads
- Emerging Leaders
- Organizational Change Managers

Program Format : Keynote / Breakout / Masterclass



Synopsis:

In the digital age, branding transcends traditional boundaries to become a dynamic interaction of narratives, visuals, and user engagement. This session, led by Dr. Jerome Joseph, dives deep into the essence of digital branding, where logos and slogans are just the beginning. You will explore how to craft a digital identity that resonates deeply with your audience, using advanced strategies for visual storytelling, social media mastery, and search engine optimization (SEO). Discover how to enhance your brand's digital DNA—its values, purpose, and personality—into a cohesive online presence that captivates and engages. We will also tackle the challenges of digital branding, from navigating algorithm changes to managing brand crises online, equipping you with the tools to not only survive but thrive in the ever-evolving digital landscape.



Keynote Learning Outcomes

- **Digital Brand Foundation:** Understand the core principles of digital branding and how to express your brand's identity effectively online.
- **Visual and Narrative Engagement:** Master the art of visual storytelling across various platforms to create consistent, engaging content that tells your brand's story.
- **Advanced SEO Strategies:** Learn the latest SEO techniques that enhance your brand's visibility and organic reach on search engines.
- **Social Media Expertise:** Gain insights into crafting compelling social media strategies that foster authentic engagement and build community.
- **Brand Resilience in the Digital Age:** Develop strategies to adapt to digital changes and manage potential crises, ensuring your brand remains strong and flexible.



Target Audience

- Entrepreneurs seeking to establish or enhance their digital brand presence
- Marketing professionals wanting to deepen their digital branding expertise
- Brand managers responsible for maintaining and growing a digital brand
- Sales professionals who utilize digital channels for client engagement

Program Format : Keynote / Breakout / Masterclass



Synopsis:

In a world where 3.96 billion people are active on social media, representing more than 50% of the global population, the digital landscape is evolving faster than ever. This keynote by Dr. Jerome Joseph delves into the seismic shifts caused by new media, which have transformed traditional consumer interactions into dynamic, multi-channel engagements. Learn to navigate this new reality where digital conversations and experiences dictate brand success. As digital technologies evolve, artificial intelligence (AI) is becoming a cornerstone of how brands engage with their audiences. With over 3.96 billion people on social media globally, AI is not just an option but a necessity for personalizing interactions at scale and analyzing vast amounts of consumer data quickly and accurately. This keynote by Dr. Jerome Joseph explores how AI is revolutionizing branding strategies, enabling brands to create new media platforms, and engage in more meaningful conversations. Discover how to leverage AI to automate and optimize your brand interactions, ensuring a seamless and adaptive customer experience that keeps pace with market dynamics and evolving consumer expectations.



Keynote Learning Outcomes

- **Mastering New Media Platforms:** Gain deep insights into the latest social media and digital platforms that are shaping consumer behavior and learn how to use these platforms to enhance your brand's visibility and engagement
- **Integration of AI in New Media:** Understand how AI can be used to enhance brand engagement on new digital platforms, facilitating smarter and more responsive interactions.
- **Strategic Audience Analysis:** Learn how AI tools analyze big data to segment audiences more effectively, allowing for hyper-targeted marketing strategies and personalized content.
- **AI and Trend Adaptation:** Gain insights into how AI can predict and leverage emerging digital trends to keep your brand at the forefront of innovation.
- **Creating Compelling Digital Conversations:** Learn how to craft engaging and impactful digital narratives that drive interaction and loyalty.
- **Crafting AI-Enhanced Brand Experiences:** Implement strategies that utilize AI to create dynamic and memorable brand experiences that drive engagement and loyalty.



Target Audience

- Marketing and Brand Executives
- Entrepreneurs
- Management Executives and Leaders
- Business Owners
- Sales Executives
- Corporate Teams

Program Format : Keynote / Breakout / Masterclass





MOTIVATION SERIES

“

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

”

YOUR BRAND LEGACY: CREATING A BRAND THAT YOU ARE REMEMBERED FOR

Synopsis :

Your brand must mean something, both to yourself and your audiences. Decades down the road, what do you want your brand to be remembered for? Building a personal brand that lasts beyond a lifetime means creating something truly meaningful and making a difference to your audiences. In this motivational keynote, Dr. Jerome Joseph shares his own compelling journey, including overcoming life-threatening challenges, to illustrate how you can build a memorable and impactful personal brand. Learn strategic methods to lay a solid foundation for your brand, make a significant impact in your field, and inspire your audience. This session will equip you with the tools to cultivate a brand legacy characterized by courage, resilience, and a profound connection to your values and vision.



Key Learning Outcomes

- **Building Brand Foundations:** Understand the essential elements of creating a durable personal brand that resonates authenticity and engages your audience deeply.
- **Overcoming Challenges:** Learn strategies to confront and overcome personal and professional hurdles that may hinder your progress towards establishing a memorable brand.
- **Strategic Market Positioning:** Master techniques to distinctly position your brand in a competitive marketplace for maximum impact and recognition.
- **Growth Mindset for Legacy Building:** Shift from a fixed mindset to a growth mindset that fosters continuous personal and brand development, ensuring your legacy evolves with time.
- **Crafting and Implementing Brand Legacy Plan:** Develop and execute a clear, actionable plan that aligns with your long-term vision for your brand, ensuring it leaves a lasting impact on your industry and community.
- **Courage to Be Bold:** Encourage and empower yourself to take bold steps in your personal and professional life, overcoming fear and embracing risks that lead to high rewards and personal fulfilment.
- **Making a Meaningful Difference:** Equip yourself with strategies to ensure that your personal brand not only stands out but also positively impacts society, contributing to meaningful change and leaving a legacy that transcends business success.



Target Audience

- Junior and Senior Executives
- Marketing and Brand Executives
- Entrepreneurs
- Management Executives and Leaders
- Business Owners
- Personal Brands

Program Format : Keynote / Breakout / Masterclass



UNBREAKABLE BRANDING: HARNESSING YOUR PERSONAL BRAND POWER TO ACHIEVE SUCCESS

Synopsis:

In the pursuit of professional goals, the power of an unbreakable personal brand cannot be underestimated. “Unbreakable Branding: Harnessing Your Personal Brand Power to Achieve success” is a motivational keynote that dives into the resilience and strength of personal branding in a competitive world. In today’s competitive landscape, the journey to achieving one’s goals is not just about setting targets but also about harnessing the power of personal branding to drive action and overcome obstacles. This keynote designed by Dr. Jerome Joseph to empower professionals to use their personal brand as a lever for persistence, determination, and resilience. In this motivational session, attendees will learn how to transform their personal brand into a dynamic force that propels them towards their goals, while overcoming the inevitable challenges that arise along the way. Dr. Jerome will share inspiring stories of individuals who have successfully navigated their paths through steadfast determination and strategic personal branding.



Keynote Learning Outcomes

- **Activating Your Brand:** Learn how to articulate and activate your personal brand to clearly define and achieve your professional goals.
- **Driving Action with Branding:** Discover strategies to use your personal brand as a catalyst for taking decisive action and driving career advancements.
- **Resilience through Branding:** Explore how to strengthen your brand’s message to reflect determination and resilience, helping you to persist in the face of challenges.
- **Never Give Up:** Gain insights into maintaining focus and motivation by aligning your brand values with your long-term objectives, ensuring you never lose sight of what you’re striving to achieve.
- **Overcoming Obstacles:** Understand how to use your personal brand to navigate and overcome obstacles, turning potential setbacks into opportunities for growth and learning.



Target Audience

- Entrepreneurs and business owners
- Professionals seeking career advancement
- Individuals facing career transitions or challenges
- Anyone looking to harness personal branding for personal and professional growth

Program Format : Keynote / Breakout / Masterclass





CULTURE & LEADERSHIP TRANSFORMATION SERIES

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

”

Synopsis :

In the quest to build a world-class brand, the journey begins from within. A staggering 88% of employees believe a strong corporate culture is key to business success (Deloitte). “Internal Branding: Growing Your Brand from Within” based on the best-selling book by Dr Jerome Joseph is a pivotal keynote that unveils how to forge a powerful internal brand that resonates through every level of your organization. This session will guide you through aligning your employees with your brand’s core values, mission, and vision, transforming them into passionate brand champions. Discover how to cultivate a sustainable brand culture that empowers employees, enhances customer experiences, and drives overall brand performance. Learn strategic approaches to integrate your brand essence into daily operations, ensuring your brand’s promise is delivered consistently at every customer touchpoint.



Key Learning Outcomes

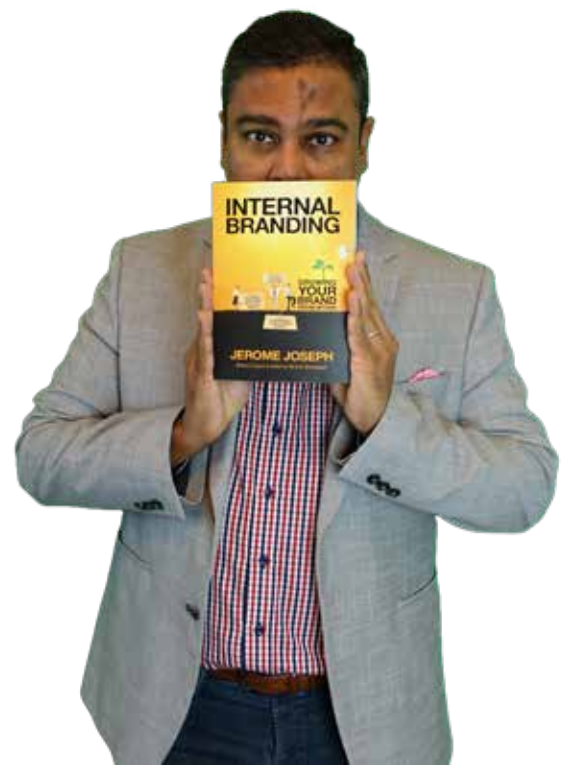
- **Brand Alignment:** Master techniques to align employees with your brand’s core values, mission, and vision, ensuring consistency and passion in every interaction.
- **Branded Cultural Clarity & Integration:** Develop strategies to integrate the brand deeply into your corporate culture, enhancing employee engagement and satisfaction.
- **Behavioural Branding to drive Connection:** Guide employees on exhibiting on-brand behaviour across all organizational levels, making the brand’s values actionable and visible.
- **Brand Consistency:** Ensure that every customer-facing employee and department reflect the brand’s DNA in their operations, enhancing the impact of customer experience.
- **Brand Champion Advocacy:** Equip your team with the tools and motivation to act as brand advocates, both internally and in the wider market, enhancing your brand’s reach and reputation.
- **Performance Impact:** Learn how a strong internal brand can drive performance metrics, improve employee retention, and increase customer loyalty.



Target Audience

- Senior Executives and Team Leaders
- Marketing and Brand Managers
- Human Resources Professionals
- Organizational Development Specialists
- Business Owners seeking to enhance corporate culture
- Corporate Communications Directors

Program Format : Keynote / Breakout / Masterclass



Synopsis :

Based on Dr. Jerome Joseph's best-selling book, "Internal Branding: Growing Your Brand from Within," this keynote delves into cultivating a powerful brand champion mindset across all levels of an organization. Learn how to transform your employees into brand champions who embody and advocate for your brand's values and mission, both internally and externally. This session will guide you through the strategies to strengthen work ethic, align with the branded culture, and empower employees to "walk the talk." Discover how to implement sustainable programs that not only foster an environment of advocacy and protection for the brand but also enhance engagement and loyalty among employees. Create a network of motivated brand champions who drive your brand forward and uphold its integrity in every interaction.



Key Learning Outcomes

- **Establishing Brand Leadership:** Implement strategies to appoint brand champions in every department, setting a standard for leadership and brand advocacy that permeates the entire organization.
- **Cultivating Brand Champions:** Learn practical methods to nurture and empower employees, transforming them into active defenders and promoters of your brand.
- **Sustaining Brand Culture:** Develop a robust brand champion program that reinforces your branded culture and ensures its longevity.
- **Sharing Success Stories:** Create platforms for brand champions to share their success stories and best practices, enhancing motivation and providing real-life inspiration for peers.
- **Building an Attractive Organizational Culture:** Utilize your brand champions to foster an organizational culture that not only attracts potential hires but also retains talent through a sense of shared values and purpose.



Target Audience

- Marketing and Brand Executives
- Human Resources Professionals
- Management Executives and Leaders
- Business Owners
- Organizational Development Specialists
- Corporate Communications Officers

Program Format : Keynote / Breakout / Masterclass



Synopsis:

In a business landscape where brand alignment is key to organizational success, true leadership begins with a deep understanding of one's brand values. "Purpose Driven Leadership: Creating Branded Leaders," explores the vital connection between effective leadership and brand purpose, providing a roadmap for leaders to integrate these into a powerful leadership strategy. This keynote offers insights into cultivating a leadership style that not only espouses but actively promotes the brand's mission and vision. Leaders will learn how to embody the brand's core values, driving organizational success through consistent, purpose-driven leadership actions that inspire teams and foster a strong brand identity.



Keynotes Learning Outcomes

- **Deep Brand Alignment:** Understand the importance of aligning leadership actions with the brand's core values and mission to drive consistency and authenticity.
- **I am a Leader:** Focus on developing a personal leadership style that reflects your personal brand purpose
- **Strategic Leadership:** Learn to make strategic decisions that are informed by the brand's overall objectives, enhancing brand strategic impact through your role as a leader.
- **Leading with Influence:** Leading with Influence is how the Leader will effectively manage and influence their team to improve performance.
- **Emotional Intelligence in Leadership:** Apply emotional intelligence principles to improve interaction and management within teams, aligning personal behaviours with brand values.
- **High Impact Leadership Skills:** Develop key leadership capabilities including executive presence to command respect and attention, engage in powerful conversations that drive meaningful interactions, and foster a transformation mindset to effectively manage and adapt to change.



Target Audience

- C-Suite Executives
- Senior Leaders
- Managers
- First Time Managers
- Organizational Development Specialists

Program Format : Keynote / Breakout / Masterclass



Synopsis :

In an era where consumers are increasingly driven by values and ethics, a brand's purpose has never been more critical. Studies show that 64% of consumers choose, switch, avoid, or boycott a brand based on its stand on societal issues (Edelman, 2018). "Purpose: Why Every Brand Needs One" delves into the significance of having a clear, impactful brand purpose that resonates with today's conscientious consumers. This keynote explores the transformative power of purpose in branding, providing insights into how purpose drives customer loyalty, employee satisfaction, and overall brand equity. Learn how to articulate your brand's purpose, see how leading brands harness their purpose for greater impact, and explore different types of purposes that brands can adopt to distinguish themselves in a crowded market.



Key Learning Outcomes

- **Understanding Brand Purpose:** Gain a comprehensive understanding of what brand purpose is and why it is essential for connecting with modern consumers and differentiating from competitors.
- **Developing Your Brand's Purpose:** Learn methodologies for discovering and defining your brand's unique purpose, ensuring it aligns with your core values and business objectives.
- **Case Studies of Purpose-Driven Brands:** Analyse how successful brands leverage their purpose to enhance consumer perception and drive brand loyalty.
- **Types of Brand Purposes:** Explore various types of brand purposes, from environmental responsibility to social impact, and how these can be authentically integrated into your brand strategy.
- **Implementing Brand Purpose:** Discuss strategies for embedding your brand's purpose into every aspect of your operations, from marketing and communication to product development and customer service.



Target Audience

- Brand Managers and Strategists
- Marketing Professionals
- Corporate Leaders and Entrepreneurs
- Sustainability Officers
- Communication and PR Professionals

Program Format : Keynote / Breakout / Masterclass





PERSONAL BRANDING SERIES

“

Your personal brand is your
promise to the world

”

Synopsis :

In today's competitive career landscape, a strong personal brand is more than just a tool; it's a necessity. Based on Dr. Jerome Joseph's bestselling book, "Turn Me On," this keynote reveals how you can create a magnetic and authentic personal brand that stands out. Statistics show that 92% of people trust personal brands over corporate brands when making purchasing decisions (Nielsen). Translate this trust to career growth and organizational impact by developing a personal brand that resonates with authenticity and influence. Learn to position yourself effectively in front of professional contacts and employers, connect deeply, and communicate your unique value, ensuring you are seen as genuine and trustworthy. This session will guide in crafting your Personal Brand to ensure you Stand Out in your career or industry.



Key Learning Outcomes

- **DISCOVER:** Begin by understanding your strengths and market presence to craft a brand that positions you as an outstanding and worldclass professional.
- **DEFINE:** Clearly define your target audience—be it your network, superiors, or industry peers—and identify specific opportunities to enhance your visibility and influence.
- **DEVELOP:** Craft your unique value proposition that resonates with your audience, ensuring it aligns with your professional objectives and personal style.
- **DELIVER:** Strategise on effectively delivering your personal brand across key touchpoints, ensuring consistency and impact in every interaction within and beyond your workplace.
- **DRIVE:** Implement industry-proven branding strategies and templates to accelerate your personal brand's growth and establish yourself as a key player in your field.



Target Audience

- Executives seeking to enhance their professional image and career trajectory
- Management personnel looking to strengthen leadership through personal branding
- Senior leaders aiming to influence both internally and in their industry sectors
- Customer-facing executives and sales professionals who wish to enhance engagement and results through effective personal branding
- Entrepreneurs and Business Owners

Program Format : Keynote / Breakout / Masterclass



Synopsis:

In the digital era, a compelling personal brand is crucial for entrepreneurial success. Based on Dr. Jerome Joseph's bestselling book, "Turn Me On," this keynote is crafted specifically for entrepreneurs who wish to elevate their visibility and influence using modern digital tools. Studies indicate that 92% of people trust personal brands over corporate brands when making decisions (Nielsen). Leverage this trust to forge meaningful connections, attract business opportunities, and drive substantial growth through a robust digital presence. This session will equip you with the skills to craft an authentic personal brand that resonates across digital platforms, using social media, content marketing, and AI to amplify your reach and impact.



Keynotes Learning Outcomes with the 5D Framework for Digital Branding

- **DISCOVER:** Identify your unique strengths and analyse your digital footprint to develop a brand strategy that positions you as a leader in your field.
- **DEFINE:** Target your ideal audience using digital analytics tools, and refine your brand messaging to meet the specific needs and preferences of your market.
- **DEVELOP:** Utilize AI-driven content creation tools to produce engaging and relevant content that aligns with your brand values and enhances your digital narrative.
- **DELIVER:** Implement a comprehensive digital strategy that effectively disseminates your personal brand across multiple channels, from social media to professional networks, ensuring consistent visibility and engagement.
- **DRIVE:** Apply cutting-edge digital marketing techniques and social selling strategies to foster growth, increase engagement, and establish a sustainable competitive advantage in your industry.



Target Audience

- Entrepreneurs and Business Owners seeking to create or enhance their personal brand in the digital age.
- Start-up Founders looking to position themselves as thought leaders in their industry.
- Solo Entrepreneurs and Freelancers wanting to expand their market reach through effective personal branding.
- Innovators and Creative Professionals aiming to leverage digital tools amplify their personal brands.

Program Format : Keynote / Breakout / Masterclass



AI DRIVEN PERSONAL BRANDING: LEVERAGING AI TO DRIVE YOUR PERSONAL BRAND

Synopsis:

In the era of digital transformation, personal branding has transcended traditional boundaries, and AI is now a pivotal tool in crafting and elevating personal brands. This keynote by Dr. Jerome Joseph unveils how AI can be strategically employed to refine and amplify personal branding efforts. Discover the power of AI in analysing personal brand presence, automating content creation, and optimizing online interactions. The session will introduce the proprietary 5D Framework for Personal Brand Growth using AI, guiding attendees through a systematic approach to developing a distinctive and influential personal brand.



Keynotes Learning Outcomes

- **Discover with AI:** Identify your unique brand attributes using AI-driven self-assessment tools and market analysis to understand how you are currently perceived and where opportunities for enhancement lie.
- **Define with AI:** Utilize AI to help articulate your brand's mission, vision, and values more clearly. AI tools can analyse current market trends and successful personal branding strategies to refine your brand positioning.
- **Develop with AI:** Implement AI-driven content creation tools to produce consistent, high-quality content that resonates with your audience. Learn to use AI for scheduling posts, analysing engagement, and managing communications across platforms.
- **Deliver with AI:** Leverage AI technologies to efficiently distribute your brand content to the right platforms and audiences, ensuring maximum visibility and engagement. Explore AI tools that automate and optimize the delivery of your digital presence.
- **Drive with AI:** Monitor and enhance your personal brand's growth using AI-driven analytics to measure the impact of your branding efforts and make data-informed adjustments for continuous improvement.
- **Strategic AI Integration:** Learn how AI can be utilized to enhance each phase of personal brand development, from discovery through delivery.
- **Content Mastery with AI:** Master AI tools for content creation, from writing assistance to visual content generation, that align with your brand voice and message.



Target Audience

- Professionals looking to elevate their personal brand
- Influencers and content creators
- Entrepreneurs and business owners
- Career-oriented individuals seeking to stand out in competitive industries

Program Format : Keynote / Breakout / Masterclass



SALES SERIES

“

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

”

Synopsis :

In the dynamic world of sales, success hinges not just on the ability to sell but on understanding and solving the customer's needs. "Sell the Brand: A Consultative Approach to Sales Success" offers a deep dive into developing core consultative skills that align with your brand's values. This keynote guides participants through a journey of discovery and skill development, focusing on building trust and fostering long-term relationships with clients. By implementing a consultative approach, you learn to position your brand as a solution to customer challenges, thereby not only meeting but exceeding their expectations.



Key Learning Outcomes with the 5D Framework for Consultative Selling

- **DISCOVER:** Assess your market environment thoroughly to fully understand the competitive landscape and identify potential opportunities for your brand.
- **DEFINE:** Gain a deep knowledge of your customers' needs and preferences to better tailor your **brand's offerings to suit their requirements.**
- **DEVELOP:** Enhance key consultative skills such as active listening, emotional intelligence (EQ), and effective questioning to engage more profoundly with clients.
- **DELIVER:** Formulate and execute a sales plan that leverages your brand's unique value proposition, ensuring every customer interaction is impactful and meaningful.
- **DRIVE:** Master techniques to overcome objections, nurture customer loyalty, and build enduring trust, turning clients into long-term brand advocates.



Target Audience

- Sales Executives and Professionals
- Business Owners and Entrepreneurs
- Marketing and Brand Managers
- Customer Relationship Specialists

Program Format : Keynote / Breakout / Masterclass



BRANDED SOCIAL SELLING: USING YOUR DIGITAL BRAND FOR TO BUILD CREDIBILITY, INFLUENCE AND TRUST

Synopsis :

Today, 70% of brands that fail do so due to inadequate representation by their sales teams (Brand Management Survey, 2021). In the digital age, your social media presence can make or break your brand's success. "Branded Social Selling: Elevating Your Social Presence to Drive Sales and Brand Loyalty" refocuses efforts from mere sales pitches to building credible, influential, and trustworthy brand interactions online. Learn how to effectively utilize your digital brand to not just meet but create demand, transforming every online interaction into an opportunity for sales and deepened brand loyalty.



Key Learning Outcomes

- **DISCOVER:** Understand your brand's DNA, including its vision, purpose, and values, and how these can be integrated into your personal brand to enhance authenticity in social selling.
- **DEFINE:** Clearly articulate your brand proposition and develop targeted objectives that align with what your customers value most, setting a solid foundation for your social selling strategy.
- **DEVELOP:** Craft compelling messages and sales pitches that resonate with your brand's key attributes, ensuring consistency across all digital platforms and customer interactions.
- **DELIVER:** Implement your social selling strategy effectively across appropriate social media platforms, ensuring every interaction enhances brand perception and drives customer engagement.
- **DRIVE:** Measure and refine your brand's impact in sales scenarios, using feedback and sales data to optimize strategies, build long-term customer relationships, and increase brand loyalty.
- **Build Connection:** Selling the brand is all about ensuring that you make the connection and that these connections stick for a long time. These all start with understanding your customers and using this to build rapport, eventually building a relationship that lasts beyond transactional engagements.



Target Audience

- Entrepreneurs who want to elevate their brand's market presence.
- Brand and Marketing professionals looking to integrate branding with sales strategies.
- Sales personnel aiming to enhance their sales techniques through effective branding.

Program Format : Keynote / Breakout / Masterclass



Synopsis :

AI is revolutionizing the sales process by enhancing predictive analytics, lead qualification, and customer relationship management. In this keynote, Dr. Jerome Joseph will demonstrate how AI tools can be integrated into sales strategies to significantly enhance the efficiency and effectiveness of sales teams. Discover AI's capacity to analyse sales data in real-time, providing sales professionals with actionable insights that lead to faster closings and improved customer retention.



Key Learning Outcomes

- **Enhancing Sales Intelligence:** Utilize AI to gain deeper insights into customer preferences and behaviours, leading to more effective sales tactics.
- **Automation of Sales Processes:** Learn how AI can automate repetitive tasks, allowing sales teams to focus on closing deals and building relationships.
- **Tailored Customer Interactions:** Master AI-driven tools that personalize customer interactions, enhancing satisfaction and conversion rates.
- **Success Stories in AI Sales:** Study examples from industry leaders who use AI to transform their sales outcomes.
- **Exploring AI Tools:** Explore transformative AI tools that lead generation and audience engagement
- **Sales Reinvented:** From Pixels to Purpose: Witness AI-generated content that resonate with audiences. Explore AI's role in creating compelling sales narratives.



Target Audience

- Sales Executives
- Business Development Managers
- CRM Specialists
- Sales Operations Professionals

Program Format : Keynote / Breakout / Masterclass





CUSTOMER EXPERIENCE SERIES

“

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

”

BRANDED CUSTOMER EXPERIENCE: STAGING EXTRAORDINARY BRANDED EXPERIENCES

Synopsis :

In today's fiercely competitive marketplace, 73% of consumers point to customer experience as a key factor in their purchasing decisions (PWC). Drawing from the insights of Dr. Jerome Joseph's best-selling book, "The Brand Theatre," this keynote dives deep into crafting memorable customer experiences that not only distinguish your brand but make it indispensable. Explore how to transform every customer interaction into a stage for extraordinary experiences, with strategies that are uniquely tailored to reflect your brand's identity. Learn to implement the proprietary BCEM (Branded Customer Experience Management) framework to develop a customer experience that resonates deeply, builds loyalty, and turns satisfied customers into passionate brand advocates who amplify your message in the market.



Key Learning Outcomes

- **Brand-Centric Experience Design:** Gain insights into integrating your brand's core values and personality into every aspect of the customer experience to ensure consistency and distinction in the market.
- **Journey Mapping Mastery:** Learn to meticulously map customer journeys and brand touchpoints to create seamless and engaging experiences that contribute to a positive perception and enhanced customer loyalty.
- **Narrative Control:** Develop skills to effectively control and adapt your brand's narrative across all interactions, shaping how customers perceive and relate to your brand throughout their journey.
- **Brand Advocacy Development:** Implement strategies that transform customers into brand advocates, leveraging their satisfaction to influence others and grow your brand's reach.
- **Cultivating a Customer-Obsessed Culture:** Foster a brand culture that prioritizes customer needs and values their feedback, driving continual improvement and deeper customer engagement.



Target Audience

- Customer Service Managers and Executives
- Marketing and Brand Professionals
- Entrepreneurs looking to enhance customer loyalty
- Management Teams focused on customer experience
- Business Owners seeking to differentiate their brand in the marketplace

Program Format : Keynote / Breakout / Masterclass



Synopsis :

In a world where 65% of a company's business comes from existing customers (Small Business Trends), building brand loyalty is not just a strategy but a necessity. This keynote delves into the art and science of transforming customers into ardent brand champions. As market dynamics shift and consumer preferences evolve, staying relevant requires more than just traditional touchpoints and transactions. Learn how to understand and leverage different personality types to tailor your engagement strategies, creating authentic relationships that go beyond mere satisfaction. This session will provide you with innovative techniques to keep your brand top-of-mind, cultivate a dedicated community of followers, and turn casual customers into lifelong fans.



Key Learning Outcomes

- **Strategic Brand Positioning:** Master the art of positioning your brand in a way that it remains a top choice for your consumers, ensuring constant engagement and recall.
- **Understanding Customer Behaviour:** Gain deep insights into customer behaviours and preferences to tailor your marketing strategies effectively. Use this understanding to anticipate needs and deliver personalized experiences that resonate deeply with your audience.
- **Network Nurturing:** Develop strategies to continually grow and nurture your customer base, transforming every interaction into an opportunity for brand loyalty.
- **Innovative Engagement Tactics:** Utilize our proprietary frameworks and cutting-edge tools to keep your brand exciting and relevant, ensuring that customers remain engaged and enthusiastic.
- **Community Incentivization:** Implement community participation programs that reward loyalty and encourage frequent interactions, enhancing customer retention and satisfaction.
- **Cult-Like Brand Popularity:** Empower your employees and leaders to create and sustain a brand culture that fans are eager to support and promote, enhancing the overall effectiveness of your brand promise at every customer touchpoint.



Target Audience

- Marketing and Brand Executives looking to deepen customer relationships
- Entrepreneurs seeking to build lasting customer loyalty
- Management Executives and Leaders aiming to enhance customer retention strategies
- Business Owners interested in developing a loyal customer base
- Marketing and Customer Service Teams focused on elevating customer experiences

Program Format : Keynote / Breakout / Masterclass



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

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