Strategic Brand Leadership and Management Excellence Training Course



23 - 27 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MAR5532_145472

Course Introduction / Overview:

This course provides a comprehensive framework for mastering the dual disciplines of brand leadership and management in today's dynamic marketplace. It moves beyond traditional marketing tactics to instill a strategic mindset, enabling participants to build, manage, and lead brands that resonate deeply with customers and drive sustainable business growth. Drawing upon the foundational principles articulated by brand authorities like David Aaker in his seminal work "Building Strong Brands," this program explores the intricate process of creating and nurturing brand equity. Participants will learn to craft compelling brand strategies, foster a brand-centric organizational culture, and navigate the complexities of the digital landscape. At BIG BEN Training Center, we have designed this immersive experience to equip leaders with the foresight to anticipate market shifts and the skills to execute brand initiatives flawlessly. This training is an essential journey for any professional aiming to transform their brand from a simple market entity into a powerful, enduring asset that commands loyalty and delivers exceptional value.

Target Audience / This training course is suitable for:

- Marketing Directors and VPs.
- Brand Managers and Strategists.
- Chief Executive Officers (CEOs) and C-Suite Executives.
- Business Owners and Entrepreneurs.
- Product Managers and Development Leads.
- Corporate Communications and Public Relations Professionals.
- Senior Sales and Business Development Leaders.
- Consultants specializing in strategy and marketing.

Target Sectors and Industries:

- Fast-Moving Consumer Goods (FMCG).
- Technology and Software.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Telecommunications.
- Hospitality and Tourism.
- Governmental and Public Sector Organizations.
- Non-Profit and Charitable Foundations.

Target Organizations Departments:

- Marketing and Communications.
- Executive Leadership and Strategy.
- Product Development and Management.
- Sales and Business Development.
- Corporate Affairs and Public Relations.
- Human Resources (for employer branding).
- Customer Experience and Service Departments.

Course Offerings:

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

- Develop a robust brand strategy that aligns with overarching business objectives.
- Master the principles of brand positioning and differentiation in competitive markets.
- Construct and manage a coherent brand architecture and portfolio.
- Lead the creation of a powerful and consistent brand identity and voice.
- Implement effective brand communication strategies across digital and traditional channels.
- Measure brand equity and performance using key metrics and analytics.
- Foster a strong brand-centric culture throughout the organization.
- Manage brand reputation and navigate potential crises effectively.
- Lead brand innovation and revitalization initiatives to ensure long-term relevance.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to real-world business challenges. We reject a purely lecture-based approach in favor of a dynamic learning environment that fosters deep understanding and practical skill acquisition. The course is built around a blend of expert-led presentations, in-depth case study analyses of successful and unsuccessful brand strategies, and collaborative group workshops. Participants will engage in hands-on exercises to develop brand positioning statements, map customer journeys, and outline communication plans. Team-based projects will challenge attendees to solve complex branding problems, encouraging peer-to-peer learning and the exchange of diverse perspectives. Ample time is allocated for facilitated discussions, Q&A sessions, and personalized feedback from the instructor. This immersive approach ensures that participants not only grasp the theoretical frameworks of brand leadership but also leave with the confidence and tools to implement these strategies effectively within their own organizations.

Course Agenda (Course Units):

Unit One: The Foundations of Strategic Brand Leadership

- The strategic role of brands in modern business.
- Defining brand equity and its core components.
- The distinction between brand management and brand leadership.
- Understanding the psychology of consumer-brand relationships.
- Key branding frameworks from Keller and Aaker.
- The leader's role in championing the brand vision.
- Aligning brand strategy with corporate strategy and goals.

Unit Two: Crafting a Resilient Brand Strategy

- Conducting a comprehensive brand audit and market analysis.
- Developing a unique and compelling brand positioning statement.
- Defining the core brand purpose, values, and promise.
- Designing a cohesive brand identity system (visual and verbal).
- Crafting a powerful brand story and narrative.
- Brand architecture models: monolithic, endorsed, and house of brands.
- Strategies for brand naming and nomenclature systems.

Unit Three: Managing the Brand Experience and Communications

- Mapping and optimizing the customer journey across all touchpoints.
- Developing an integrated marketing communications (IMC) plan.
- Mastering digital branding: social media, content, and SEO strategies.
- The role of public relations and reputation management in branding.
- Internal branding and employee brand advocacy.
- Creating a consistent brand voice and tone across all platforms.
- Leveraging customer experience (CX) as a brand differentiator.

Unit Four: Measuring, Scaling, and Protecting the Brand

- Establishing key performance indicators (KPIs) for brand health.
- Methodologies for measuring brand awareness, loyalty, and equity.
- Introduction to brand valuation techniques.
- Strategies for managing a global brand portfolio.
- Adapting brand strategy for international and multicultural markets.
- Legal aspects of branding: trademarks and intellectual property protection.
- Planning and executing brand extensions and revitalization.

Unit Five: Leading Brand-Centric Transformation and Innovation

- Fostering a brand-centric culture across all departments.
- Leading change management for brand-related initiatives.
- The future of branding: AI, sustainability, and purpose-driven models.
- The intersection of corporate branding and personal branding for leaders.
- Agile branding methodologies for a fast-paced world.
- Crisis management and brand resilience strategies.
- Developing a personal action plan for brand leadership.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of radical transparency and brand activism, how can a leader balance authentic brand purpose with the pragmatic demands of shareholder value?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by holistically integrating the disciplines of strategic management with brand leadership, moving beyond the functional silos of marketing. While many programs focus on the tactical execution of brand campaigns, our curriculum is architected for leaders responsible for the brand's long-term health and its alignment with corporate strategy. We place a significant emphasis on developing the leadership capabilities required to build and sustain a brand-centric culture, a critical factor often overlooked in purely marketing-focused training. The content delves deeply into the financial and strategic implications of branding decisions, equipping participants to articulate the value of brand investment in the boardroom. Furthermore, the course is forward-looking, addressing emergent challenges and opportunities such as sustainable branding, the impact of artificial intelligence, and the management of brand reputation in a hyper-connected world. It is designed not merely to teach brand management techniques, but to cultivate the strategic foresight and leadership acumen necessary to steer a brand to a position of enduring market leadership.