



*Growing Greatness*

AFRICA  
BRAND LEADERSHIP  
ACADEMY

## BRANDYOU

# Crafting a distinct and authentic brand for personal and professional success

### Overview

A personal brand describes who you are, what you stand for and what makes you different from others socially or professionally. It is the repository and vector of your reputation. In a cluttered and competitive marketplace for talent and opportunities, personal branding is the differentiator and elevator you need whether you are looking for job, seeking a promotion, campaigning, establishing yourself as a thought leader, starting your own business or designing a post-retirement career or portfolio life.

Much like a building a brand for an organisation, creating a personal brand requires a deliberate strategy. The ABLA **Brand You** program is a structured and pragmatic program for understanding your default personal brand, and designing and delivering an authentic and congruent personal brand.

The ABLA **Brand You** program is designed to inspire and empower executives, entrepreneurs, experts and anyone who wants to build and sustain an engaging, unique and inviting personal brand for personal and professional success.

### Program Structure

The ABLA **Brand You** program is designed and delivered in an intensive and convenient 3 weekly sessions by respected faculty, practitioners and thought leaders at the forefront of their fields and experience in branding, personal leadership and human resources development.

### Session 1 Principles of Branding and Personal Branding

**Context** – Understanding your default brand, perceptions about your brand, your strengths, weakness and your world.

**Clarity** – Distilling your purpose, your authentic and unique selling proposition (USP) and identity, and narrowing the gap between your default and desired brand.

### Session 2 **Competence** – Identifying, acquiring and developing the skills, experience and abilities that give credence to your value proposition.

**Cover** – Creating and packaging an authentic, relevant and distinctive identity and image.

**Connections** – Developing and delivering a plan, the tools and networks to take your brand to the market in the digital age.

### Session 3 **Congruence** – Creating and managing the alignment and consistency between your personal and professional brands and brand assets.

**Commercialisation** – Understanding, creating and leveraging your brand value.

Managing, growing and protecting your brand.

## Impact

In this program, you'll learn (i) the core principles of brand building, (ii) how to understand, define and leverage your unique selling proposition (USP) and identity, (iii) how to take your brand to the market; (iv) how to strategically leverage and/or balance the relationship between your personal and professional brands, (v) how to ensure consistent delivery on your brand promise and (vi) how to create, extract and protect the value of your personal brand.

## Format

The ABLA **Brand You** program is delivered synchronously through live, real-time, online sessions by ABLA faculty guest lectures by practitioners and thought leaders on branding, personal leadership and human resources development, and supported asynchronously through videos, literature, relevant case studies and assessments – and forums where learners can interact with each other and faculty on the ABLA Learning Management System (LMS) e-learning platform.

## Duration

The ABLA Brand You program is delivered over 3 weekly x 3 hour sessions.

## Qualification

Upon conclusion, participants will receive an ABLA Certificate of Completion.

## Admissions

The program is open to executives, entrepreneurs, experts and anyone who wants to build a distinctive personal brand for personal and/or professional success.

Visit <https://www.abla.academy/enrol> to apply. Completed applications are accepted at least 4 weeks prior to the start of the program.

## Fees

The fees for the ABLA **Brand You** program are R3,500 (\$235) per session or (R10,500) (\$705.00) in total. The fees cover access to the ABLA Learning Management System, tuition, access to the digital library and learning materials. Fees are payable at least 30 days in advance of the start date for the program. No cancellations are allowed within 14 days of the start of the program. The ABLA student number is the reference for all payments and correspondences.

## Schedule

| Mar  | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan  | Feb |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|
| 2021 |     |     |     |     |     |     |     |     |     | 2022 |     |
|      | X   |     | X   |     |     |     | X   |     |     |      | X   |

# ABOUT THE AFRICA BRAND LEADERSHIP ACADEMY

ABLA is an Africa-focused post-graduate academy of Brand Leadership. Its aim is to sharpen the leadership capability of individuals and organisations to create meaningful brands that will transform Africa and inspire the world.

Throughout history, brands have proven to be a powerful vector of the image, identity and competitiveness of people, products and nations.

A 10 years survey and ranking of brands in Africa initiated and led by ABLA founder, Thebe Ikalafeng and published annually around Africa Day by African Business has established that on average, African brands account only for only 20% of the brands that Africans admire. The research, conducted independently by Geopoll, Kantar and Brand Leadership across over 25 countries, across

all regions in Africa, which collectively account for 80% of the GDP and population of the continent, highlights the key challenge of building a resilient private sector and consequently, competitive made in Africa brands.

Further, the implementation of the African Continental Free Trade Area (AfCFTA) which has created the largest single market in the world of 1,3bn consumers, and aims to grow intra-African trade from 18% to 50% by 2030 underlines the urgency to accelerate Africa's industrialization agenda.

Recognizing these imminent continental challenges, ABLA aims to sharpen the minds that build the brands that build Africa.