Brand leadership sprint
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*ok, two pages

In our rapidly changing world where consumers face an increasing number of decisions, a brand is one of the most valuable assets an organisation has. The brand leadership sprint will give participants insight into the key features and strategies involved in developing a trustworthy brand.

This sprint introduces the history of brands and branding, how to build future brand value and trust, the essentials of brand storytelling, and key considerations when developing brand positioning and consistency in new, digitally disrupted environments. Over four modules, participants will learn from experts and industry leaders, share insights and network with other professionals, and complete a final project related to their own organisation or personal brand.

+ Gain real-world, industry-informed knowledge about brand leadership.

+ Understand the value of brands, brand trust, and learn about brand theory.

+ Apply the principles of brand storytelling, positioning, and consistency.

+ Engage confidently on the topic of brand inside and outside their organisation.

+ Explore different industry best practices in brand leadership.

+ Work on a brand project for themselves and their organisation.

+ Receive a University of Sydney digital badge, your personal brand leadership credential.

Assumed knowledge

Understanding of business/organisational process and leadership.

Time commitment

The core sprint content is self-paced, comprised of videos, additional readings, and workbook activities. We recommend setting aside between 30-60 minutes a day to work on core content.

There are three live sessions of two hours each, which are recorded. Networking events are optional, but a great chance to meet your cohort!

Learning outcomes

01	Understand the makeup of brands and their impact on organisations
02	Describe the importance of brand value and trust for an organisation
03	Identify the features of good brand storytelling, including brand archetypes
04	Apply key elements of brand strategy related to positioning and consistency

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What is involved?

The sprint will involve two live-streamed lectures (one at the beginning, and one to conclude the course). Online modules will be released over the course of two weeks. Each module will include pre-recorded video content, reading material, and a workbook containing activities that build skills in support of the final project. Each module will also include opportunities for self-paced online learning, and peer-to-peer discussion.

Modules

Module 1
Introduction

Branding has a rich history dating back thousands of years. This module covers the origins of branding, from livestock marking to modern logo design. We'll explore pioneering brand theory frameworks and how brand value is calculated and represented on balance sheets today. Gain a solid understanding of the foundations of effective branding.

Module 2
Brand strategy and management

Shaping a competitive and valuable brand requires strategic choices. This module examines brand hierarchy and architecture, the importance of brand trust and data ethics. Learn techniques to define your brand's market niche, measure its financial worth and leverage data responsibly. Equip yourself with tools to effectively manage your brand's strategy.

Module 3
Storytelling

Compelling storytelling brings a brand to life. This module delves into archetypes and narratives that connect with customers. From the Hero to the Outlaw, we'll uncover techniques to craft your brand's unique story. Learn how to make your brand relatable while differentiating it from competitors. Harness the power of storytelling to engage audiences across a range of different arenas.

Module 4
Your brand

The rubber hits the road when applying branding principles to your own brand. This module focuses on implementing a tailored brand position, building trust and maintaining consistency. Take the frameworks covered earlier in the sprint and put them into practice for your brand. Learn how to use your brand effectively as an act of leadership, creating value and impact.

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Assessment

The final project requires participants to reflect on concepts and skills learned throughout the sprint, considering how they might be applied to real-world situations. Participants are encouraged to think about their project in relation to their own organisation or experience, but this is not mandatory.