



Brand Leader Bootcamp™

Learn how to become a Brand Leader in your career and develop the company brand to become the leading brand in the industry. Grow faster with ease and increase your professional skillset.



Welcome,

We understand the demands of your role, wearing multiple hats, and the constant challenge of time constraints. If you find yourself seeking to adjust your business focus, take it to the next level, or struggling with sales and marketing without knowing where to start, you've come to the right place!

Your brand is undeniably the most powerful and valuable asset in your business. A strong brand can work wonders for you, including:

- Generating customer loyalty and word-of-mouth marketing
- Setting you apart from competitors in the marketplace
- Allowing you to command premium pricing for your products or services

In our course, we will guide your appointed brand leader in creating an effective brand strategy that actively influences how people perceive your brand. Through this process, you will gain clarity on your company's focus, identify any necessary pivots, and establish clear goals for success. Moreover, the course will elevate your team's professional skillset, empowering them to lead your brand to new heights.

Are you ready to bring clarity to your brand and witness significant business growth?

Join us in this transformative journey.



What is Brand Leader Bootcamp™?

This course will train you on how to lead a brand through growth by creating an effective brand strategy and guiding strategic planning. This ensures the business is positioned to grow and you are prepared to lead the brand to the top while navigating through unforeseen challenges in the market.

**Brand Leader
Bootcamp™**

LEAD THE BRAND TO SUCCESS

Created for those in charge of leading the brand to success

Brand Leader Bootcamp is specifically tailored for professionals responsible for leading a brand to success. It is ideal for brand managers, marketing directors, business owners, and anyone else who plays a pivotal role in shaping and executing brand strategies. Whether individuals seek to elevate their current leadership skills or aspire to take on more prominent roles within their organizations, this course provides the essential knowledge and expertise to excel in the dynamic world of brand leadership.

What you will accomplish:

You will create a comprehensive brand strategy with our proven 7-step blueprint. This will set a firm foundation and clarity for your marketing and brand while increasing your professional skillset.



4-Week Live Experience

4 weeks of training paired with live group calls, video content, and a comprehensive workbook.

This course is perfect if you:

- Are a brand manager seeking to level up your skills in crafting effective brand strategies and driving success.
- Are a marketing director aiming to stay ahead of the competition by mastering adaptable brand strategies for unpredictable markets.
- Are a business owner needing guidance to establish your brand as an industry leader through strong brand strategy.
- Work in dynamic markets and require the ability to adjust brand strategies to changing circumstances.
- Aspire to take on a leadership role and recognize the importance of brand strategy for business growth and advancement.
- Are a recent graduate or entry-level professional seeking a competitive edge through brand leadership expertise.
- Manage a brand recovering from setbacks and desire resilience through navigating unforeseen challenges



Video Recordings

Video recorded content so you can re-watch and complete tasks on your own time.



Ready to enroll? Email hello@zapbranding.ca

Why is this course beneficial?



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Core Benefits

This course offers several key benefits for participants.

Firstly, it empowers individuals responsible for brand leadership by providing them with practical tools and techniques to create a compelling and effective brand strategy.

Secondly, the program equips students with the ability to navigate and respond proactively to dynamic market conditions, ensuring their brand's resilience and adaptability.

Lastly, by mastering the art of brand strategy, participants gain the expertise needed to elevate their brand's position and become a prominent leader in their industry.



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What will I be taught?

4 Week experience

3 Half days

12 total hours of instruction

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Week 1 & 2:

Brand Core - 3 hours

- How to effectively craft and adjust the brand purpose, mission, vision and core values.
- Outcome: Alignment for the organization to build the strategy upon

Brand Audience & Position - 3 hours

- How to define what makes your brand different and how to position it in the market.
 - Outcome: Understanding how to properly position or reposition the business.
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Week 3:

Brand Personality - 1.5 hours

- Determining your brand essence as if it were a person, by giving it a personality and a voice.
- Outcome: Understanding how to capture the brand personality and bring it to life in the organization's marketing.

Brand Concept - 1.5 hours

- What is your brand concept and how does that begin to take shape
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Week 4:

Brand Voice & Messaging - 1.5 hours

- You've discovered your brand core and personality. Now we bring the brand to life through messaging.
- Outcome: Leading the brand through consistent messaging that will convert online traffic

Brand Implementation - 1.5 hours

- How to implement the brand strategy through sales, website, and marketing. etc.
 - Outcome: Understanding how to establish consistency in each division of the company and guide strategic planning.
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TOTAL HOURS: 12 hours



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How will I learn?

We offer both online or in-person options. If you are too far from Saskatoon to join us in person or you prefer virtual, you can attend this program via online sessions.

You will be provided with a printed comprehensive workbook to use throughout the program.

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Zap Client Stories



We attended their marketing bootcamp and it is a must for every small business. As they teach how to run a marketing campaign for a small business. They're professional, helpful and caring as they taught us and continue to help is why I would recommend them to anyone looking to enhance their business.

Kent Pizzey - PGI Printers



We have participated in Zap's marketing bootcamp and have received immense value in terms of strategies and methods to communicate with our audience and build our brand. Thanks Zap team!

Colin Enns - Keystone Paving

Meet your Trainers & Industry Professionals

Course led by:

Hannah Wheeler
Founder & Brand Consultant

Abby Solomes
Project Manager & Brand Strategist

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Meet Hannah

Hannah is the vibrant Founder, Brand Coach, and Strategist at Zap. She has a visual communications degree from the Alberta University of the Arts and over 10 years of experience working with over 100 brands. She is a lightning rod of ideas with a passion to ignite your brand and will help you stand apart to grow your business.

@TheHannahWheeler



Meet Abby

Abby has a passion for relationship building and bringing our clients' ideas to fruition. Equipped with strong organizational and communication skills, Abby ensures that every strategy she assists with builds a solid foundation for each brand. A natural ability to lead and diligent task management skills enable her to direct the team and clients to completion.

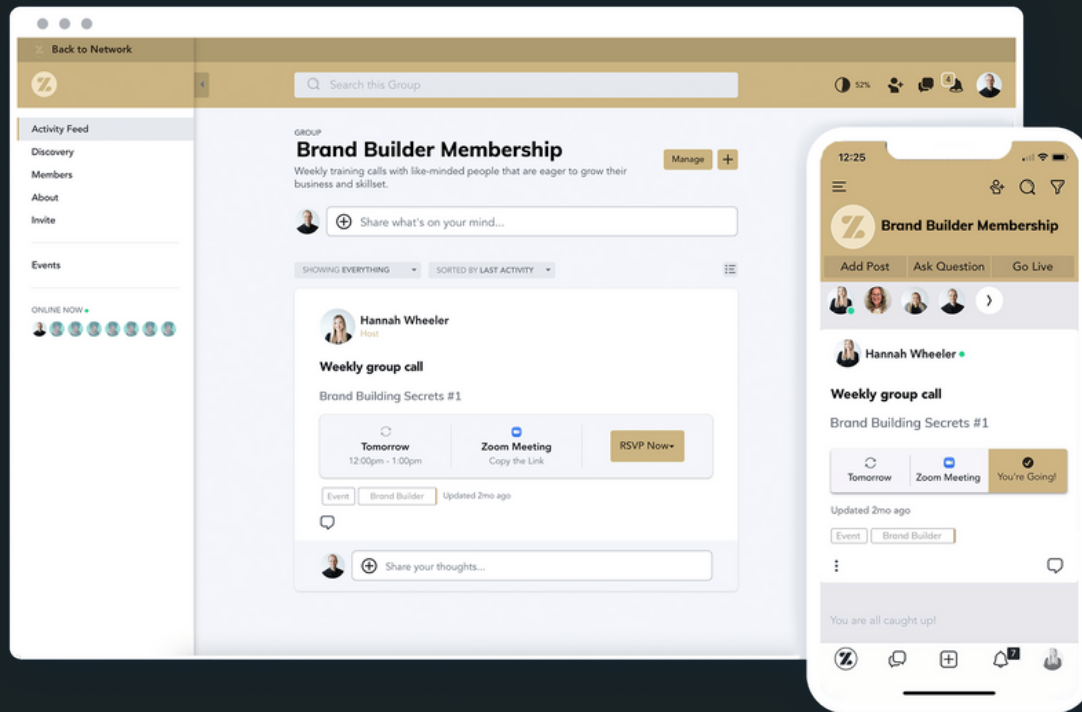


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Brand Leader Bootcamp™ and Beyond

The course ends and now you have the clarity to grow. After the Brand Leader Bootcamp™, you will receive 1 month of complimentary portal access to our Brand Builder Membership where you will receive weekly live calls to stay connected and up-to-date with the fast-paced and ever-changing marketing landscape. Enable growth in your skillset and business with our Brand Builder Membership.

See you there.



Earn a Brand Leader Certificate

Each participant is responsible to participate in the course and utilize the provided workbook to work their way through the content. There are opportunities in each class to ask questions, ensuring the content is understood and each participant is equipped to use what they've learned.

Upon completing this course, you'll receive a professional certificate to share with your network and showcase all that you've learned.



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2023 Dates & Funding

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Choose a session from 4 start date options
below Tuesdays | 4-weeks:

- 1 August 15 - September 5
9:00 am - 12:00 pm
- 2 September 12 - October 3
9:00 am - 12:00 pm
- 3 October 10 - October 31
9:00 am - 12:00 pm
- 4 November 7 - November 28
9:00 am - 12:00 pm

Class attendance is limited to 20. Secure your spot today!

INVESTMENT:
TUITION - \$4,897
WORKBOOK - \$100
(TAXED
INCLUDED) TOTAL: \$4,997

[Enroll now](#)

Contact us to learn more

Call 306-518-8806

[Email Us](#)



Ready to grow? Email hello@zapbranding.ca

Ready to achieve brand clarity and growth?

We are your brand trainers that will take your brand, business, and skillset to the next level and help you achieve the results you desire.

Connect with us below to secure your spot in the Brand Leader Bootcamp™ and let's get growing!

[Enroll now](#)

Or, talk to a Brand Training Advisor today.

Call (306) 518 8806

[Email an Advisor](#)

[Book a Call](#)

Define your personality
Find audiences
Determine your values
Align your team
Work in the right direction
Eliminate confusion
Define your path
Gain clarity
Boost sales
Grow with ease
Stay ahead
Live the life you desire



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