



*Growing Greatness*

AFRICA  
BRAND LEADERSHIP  
ACADEMY

## BRAND LEADERSHIP FOR ENTREPRENEURS



# Transforming good ideas and businesses into great competitive and profitable brands

### Overview

Although becoming an entrepreneur is not for everyone, every nation needs them. They are bold enough to take risks and explore new territories. Great entrepreneurs contribute to society by finding innovative solutions to its challenges. Their ideas can change the way we live, work and/or play, and improve standards of living. Ultimately, they create jobs, grow economies and create wealth.

The ABLA **Brand Leadership for Entrepreneurs** program is designed for entrepreneurs who already have good ideas, products and services, and have established some form of business to deliver them. What they now need is to understand how to strategically and practically transform these ideas, products and services into distinctive, competitive and profitable brands. As entrepreneurs, often, the first thing investors or customers buy into is the entrepreneur. As such many entrepreneurs also want to know how to strategically leverage and/or balance the relationship between their personal and business brands.

The ABLA **Brand Leadership for Entrepreneurs** program is designed to inspire and empower emerging and established entrepreneurs to sharpen their capabilities to build relevant and profitable world-class brands.

### Program Structure

The ABLA **Brand Leadership for Entrepreneurs** program is designed and delivered in an intensive and convenient 6 weeks modular format by respected faculty at the forefront of their fields with practical experience in building brands in Africa.

Module 1 Orientation and Introduction to the Principles of Entrepreneurship, Branding, Culture and Creativity.

Module 2 **Discover** – Understanding the African marketplace, consumers, the competitive landscape and identifying opportunities for your brand;

Module 3 **Disrupt** – Developing a competitive unique value proposition and identity to differentiate your brand;

Module 4 **Deliver** – Developing an integrated marketing and communication plan and structure for your brand in the digital age.

Module 5 **Defend** – Investing in building, growing and protecting your brand and intellectual property.

**Discipline** – Developing the resilience to stay focused on the vision and deliver a consistent brand over time.

Module 6 **Alignment** – Understanding how to strategically leverage and/or balance the relationship between your personal and business brands.

**Results** – Understanding how to measure the impact of your marketing efforts and return on investment (ROI).

### Impact

In this program, you'll learn (i) the core principles of brand building, (ii) how to understand your target market, define your unique selling proposition (USP) and a consistent and brand story, (iii) how to take your brand to the market; (iv) how to strategically align, leverage and balance your personal brand and business brand effectively, (v) how to measure the return on your investment and (vi) networking opportunities to build relationships with diverse fellow entrepreneurs and thought leaders.

### Format

The ABLA **Brand Leadership for Entrepreneurs** program is delivered synchronously through live, real-time online sessions by ABLA faculty and guest lectures by thought leaders on entrepreneurs and entrepreneurship and branding, 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 Leadership for Entrepreneurs** program is delivered over 6 weekly x 3 hour sessions

### Qualification

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

### Admissions

Applicants to the program should be practicing full-time or part-time entrepreneurs who already have a business and product or service in development or the marketplace. 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 Leadership for Entrepreneurs** program are R2,500 (\$175) per module or (R15,000) (\$975.00) 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 should be used as a reference for all payments.

### 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.