Employer Branding and Employee Value Proposition Design

Human Resource (HR) Management

Course Overview

Employer Branding and Employee Value Proposition Design: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Employer Branding and Employee Value Proposition Design
- Apply practical tools and techniques for Employer Branding and Employee Value Proposition Design in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Employer Branding and Employee Value Proposition Design in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Setting the scene: Employer Branding and Employee Value Proposition Design in today's organisation
2. Key concepts and the language of Employer Branding and Employee Value Proposition Design
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Employer Branding and Employee Value Proposition Design with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Maputo	**$1,450**
9 to 13 Nov 2026	Johannesburg	**$1,550**
16 to 20 Nov 2026	Cape Town	**$1,550**
23 to 27 Nov 2026	Nairobi	**$1,450**
30 Nov to 4 Dec 2026	Kampala	**$1,550**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.