Strategic Brand Development and Performance Management

Management and Leadership

Course Overview

Strategic Brand Development and Performance Management: 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 Strategic Brand Development and Performance Management
- Apply practical tools and techniques for Strategic Brand Development and Performance Management in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Strategic Brand Development and Performance Management 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. Foundations of Strategic Brand Development and Performance Management: principles, terminology and context
2. The business case: why Strategic Brand Development and Performance Management matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
16 to 20 Nov 2026	Johannesburg	**$1,450**
23 to 27 Nov 2026	Cape Town	**$1,395**
30 Nov to 4 Dec 2026	Nairobi	**$1,650**

7 to 11 Dec 2026	Kampala	**$1,450**

LTC Consultants
Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za
Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.