

**BUILDING TALENTS
PIPELINE PROGRAM**
“TALENTS OF ENDEARMENT”

**BY IDENTITY BRANDING
FORUM**

**JUMP-START YOUR EMPLOYEES -
START BRANDING YOUR EMPLOYEES
TO MAKE THEM FEEL THEY HAVE
WHAT IT TAKES TO CREATE THE
DIFFERENCE**



WHO WE ARE

- Building Talents Pipeline program (BTP) was designed by Identity Branding Forum experts to turn companies' employees (participants) to branding talents.
- Identity Branding Forum (IBF) is a multicultural organization, inspired by humanity.
- Since 2007, we have been making headways in both research and product development to continue delivering innovative solutions worldwide.
- We started as identity branding provider of services and training, to become today a global gateway of opportunities through our own Sustainable Human Development protocol.



**TIME FOR A
CHANGE**

**YOU CANNOT IDENTIFY
AND BUILD CURRENT
AND FUTURE
OPPORTUNITIES WITH
YESTERDAY'S TALENTS**

**DR. ABED BAIDAS, FOUNDER OF
IDENTITY BRANDING FORUM**

ABOUT BTP

- BTP is designed to bring disruptive talents to participants.
- BTP helps participants discover the “why” to do it to identify purpose and build business value; enhancing their learning journey and career development.
- This program help participants configure their role around market opportunities to acquire the talents they need to be ready for newer market opportunities.
- BTP is managed and supervised by Identity Branding Forum field experts.



BENEFITS

Through this program, participants will:

- Develop skills to identify opportunities and talents to build them
- Share knowledge, explore opportunities, connect to people inspirations to get everybody engaged with today's and tomorrow's opportunities.
- Able to take their companies' world to where they want to go.
- Be in the center of it all.
- Have a voice.



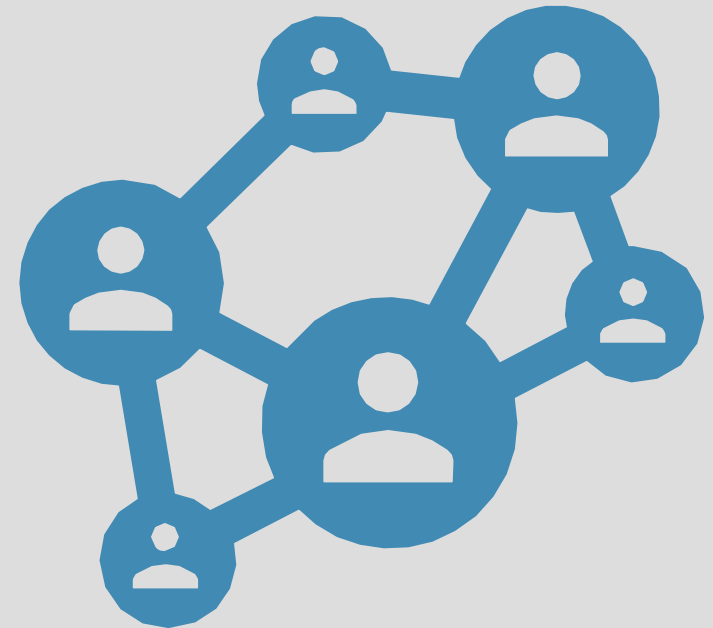
WHAT PARTICIPANTS WILL LEARN

- Module 1: What Brand Identity really is, how it works and why it's so important; (understand the concepts of branding and how it may impact their career).
- Module 2: Diverge thinking - Case studies of valuable brands and discovering opportunities.
- Module 3: Converge thinking - Skills & talents development – The strategic steps to build brands value for the identified opportunities.
- Module 4: Branding Projects - Hands-on training to build and deliver valid brands values for local, regional and/or international.
- Upon the completion of the 4 modules, participants will receive a successful completion-certificate.



ONLINE DELIVERY

- To reach as many participants as possible across the world, program' activities will be conducted online through our advanced platform
 - The 4 modules are delivered over 4 days period.
 - The modules will be conducted either synchronous (scheduled live online sessions with trainers) or asynchronous (self pacing with trainers follow up and monitoring).
 - Participants final projects to be completed and delivered within 30 days from date of the 4 modules completion.
 - Online community support will be available to all participants during and after program completion.
- Through the online platform we will also connect and engage participants, C-suite, managements and targeted stakeholders with the identified opportunities.



ONLINE COMMUNITY SUPPORT

All participants will enjoy an on-going online community support provided by all participants from around the world:

- Community support provided during the program from start to finish
- Community support will continue after the program is completed.



PROCESS



VALUE TO PARTICIPANTS

BTP help participants to:

- Discover new things/ideas and explore how to build-them - defining their jobs' career path.
- Excel and stay-ahead of the rest.
- Be recognized for their achievements.
- Become the professional talents of today and tomorrow demanded by the business.
- Develop a successful entrepreneur mindset able to maintain a successful businesses.



VALUE TO BUSINESSES

Businesses will be able to:

- Jump start its employees and improve productivity.
- Bring out employees hidden talents to refresh and promote its business.
- Align employees' ambition with its business strategic direction.
- Enhance its brand value and its relationships with the markets through its employees.
- Develop, test and promote brand extensions through employees' projects at a very minimal cost and risk.
- Discover new ideas and opportunities at the least cost possible through its employees.



BTP – THE IDEAL ECOSYSTEM

- BTP brings together:
- Employees through their projects identifying opportunities and building brand values around those opportunities.
- Communities through employees validated projects of current and future opportunities.
- Businesses through their employees to engage with the identified opportunities.



BTP DATA ANALYTICS

- BTP will provide on-ground validated current and future opportunities data.
- Businesses will acquire critical data analytics to support the development of:
 - Better talents that are aligned with current and future opportunities.
 - Better business opportunities to lead change and future trends.
 - The next big growth areas.

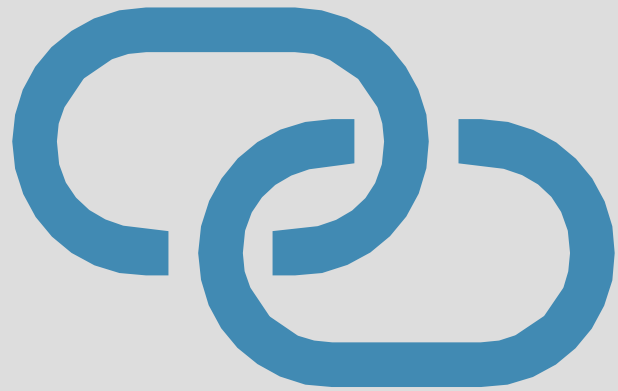


THE FEES

\$400 per employee

(A minimum requirement of 30 employees)





TO JOIN

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