



# **CAREER BRANDING CHAMPIONS PROGRAM**

## ***"TALENTS OF ENDEARMENT"***

**BY IDENTITY BRANDING FORUM**

**STUDENTS: THIS IS YOUR CHANCE TO JUMP-START YOUR FUTURE**

**GOOD CAREERS START WITH BRANDING YOURSELF TO TELL THE WORLD THAT YOU ARE DIFFERENT**

# WHO WE ARE

- Career Branding Champions Program (CBCP) was designed by Identity Branding Forum experts to turn 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 CBCP

- CBCP is designed to bring disruptive learning to participants.
- While others are focused on the “what” to do and “how” to do it, CBCP 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 education around local, regional and international market opportunities to develop the skills and talents they need to be ready for newer market opportunities, to put them on the right track for a better future.
- The program is a competition-based program that help participants develop real-life experiences (discover new opportunities and build appealing businesses brands’ value) to become brand champions.
- CBCP is managed and supervised by Identity Branding Forum field experts.



# CBCP 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 the world with them to where they want to go.
- Be in the center of it all – people, education and business.
- Have a voice and a choice.



# WHAT PARTICIPANT 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, CBCP' 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, faculties of participants, sponsors of participants with the identified opportunities.





# ONLINE COMMUNITY SUPPORT

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

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





# THE COMPETITION

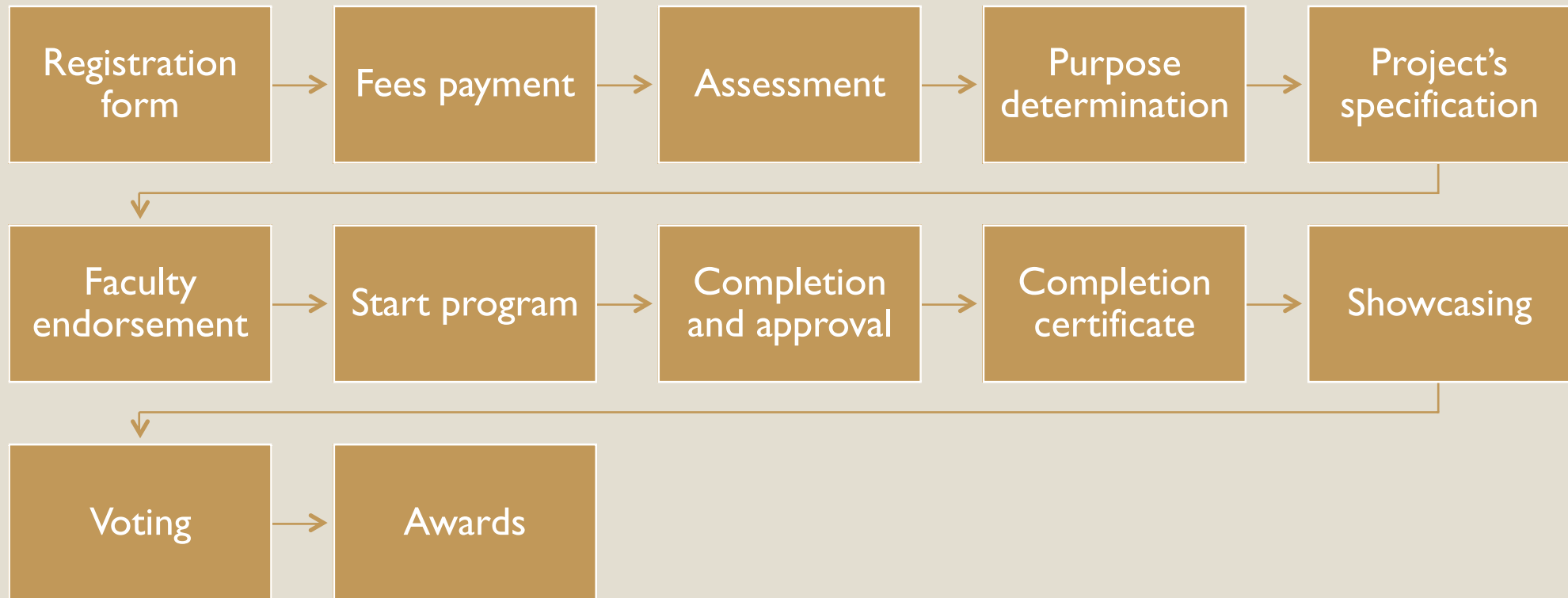
Participants will compete by showcasing their completed projects at their school level for a community vote that may include:

- Students and instructors.
- Heads of local and national public and private firms, NGOs, and government entities, especially HR Directors, giving participants greater chances for better jobs and career opportunities.

This is an unprecedented great chance for value showcasing and career development.



# PROCESS



# VALUE TO PARTICIPANTS

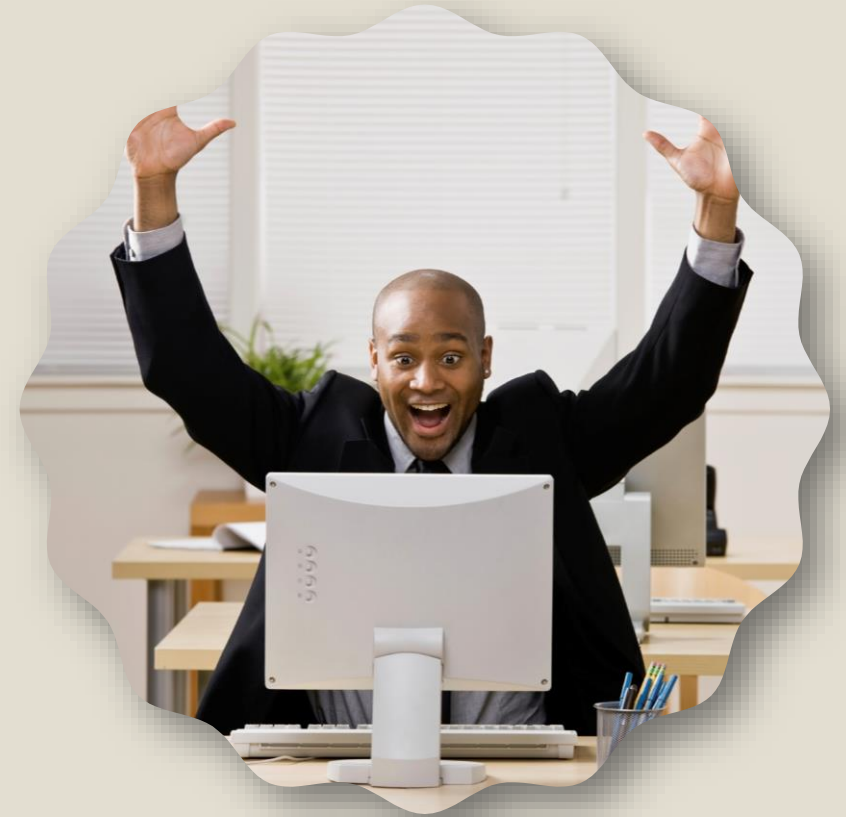
CBCP help participants to:

- Discover new things/ideas and explore how to build-them - defining their career path.
- Excel and stay-ahead of the rest.
- Be recognized for their achievements.
- Get great jobs or investments opportunities:
  - Become the talents of today and tomorrow demanded by the business world
  - Become entrepreneurs able to start their own businesses.



# THE FEES

\$300 per participant





**TO JOIN**

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