



*EMPOWERING KNOWLEDGE*

**PROFESSIONAL UNDERSTANDING FOR MANAGEMENT AWARENESS**  
**“P.U.M.A.™”**



**Identity Branding Forum**  
**[info@identitybrandingforum.net](mailto:info@identitybrandingforum.net)**  
**[www.identitybrandingforum.net](http://www.identitybrandingforum.net)**



## THE **I** STORY

It was a happy landing for the **I** in 2007. **I** stands for “Identity” with the thumb print on top of the i which stands for Identity, and we own it. Now, it looks like this “**I** DENTITY”. What is so important about this?

Well, lately it has been the talk of everybody in the region – Business IDENTITY, Political IDENTITY, Cultural IDENTITY, Religious IDENTITY, Arab IDENTITY, National IDENTITY, Personal IDENTITY, Political Party IDENTITY, ..., practically speaking, its everywhere. Everybody is chasing the **I**.

This has been exciting news for us at **Identity Branding Forum**. While everybody is talking, we are WALKING THE TALK.

Follow the **I** - write us at [info@identitybrandingforum.net](mailto:info@identitybrandingforum.net)



**CAVIAR FOR STRONG BRAND  
MANAGEMENT**



**PACKED WITH POWERFUL  
KNOWLEDGE**



**We are ready to help**  
Write us at  
[info@identitybrandingforum.net](mailto:info@identitybrandingforum.net)

## THE P.U.M.A.™ COLLECTION STORY

We believe that brand management should be like a PUMA – it should be territorial, smart, quick to hunt opportunities, act quickly, survivalist by nature, and have the versatility that allows it to change as markets change. It should be well versed in its brand environment(s), clearly understood by every targeted group and be acceptable in every language or culture.

Getting a company’s brand accepted and included in the vocabulary of your targeted audience is the major responsibility of the brand management team.

Our PUMA collection is made of human development systems to make it a part of every brand vocabulary meeting every business culture around the world.

The Puma Collection is a series of human development systems that make brand vocabulary a part of your business culture.

For more information, write us at [info@identitybrandingforum.net](mailto:info@identitybrandingforum.net)

*Ready to Get PUMASIZED!*

## P.U.M.A.™ COLLECTION

Could you put a value on training?

*“What’s worse than training your workers and losing them? Not training them and keeping them.” – Zig Ziglar, Success speaker*

In today’s competitive global business climate, companies looking to improve their gross margins and increase productivity are increasingly looking for ways to boost employee performance and effectiveness. Often the target of budget cuts, skills development and training programs may help organizations achieve their corporate objectives and enhance corporate culture acceptance by employees.

Our PUMA™ Collection helps organizations, big and small, get greater ROTI (returns on their training investments). PUMA™ helps organizations realize greater ROTI through:

- Increased productivity and performance improvement
- Stricter adherence to corporate policies
- Improved customer satisfaction and loyalty
- Increased employee morale and retention
- Increased revenue

Can you afford the high cost of doing nothing? PUMA™ answers this question through its Collection

Our P.U.M.A. Collection include

- P.U.M.P.™ Series (Potentials Unlimited for Management Personal)
- C.E.L.S.™ Series (Career Empowered Learning System)
- E.X.C.E.L.™ Series (Executive Career Excellence Learning)
- C.O.B.E.™ Series (CAREER OPPORTUNITY BOOSTER EDUCATION)
- M.E.E.T.™ Series (Management Empowerment and Excellence Training)
- CAREERTURBO™
- FACILITATORTRAINING™

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**IT'S WELL-BUILT**



**IT UNLEASH POTENTIALS**



**READY TO ROAR!**

## P.U.M.P.™ SERIES

*Also known as our Branding Series - Empowering Successful Executives*

If you want to increase your brand's value, you must first have a true understanding of what a brand really is. A brand is not a name, a logo, or an advertisement. A brand is the promise of a relationship – the relationship that you build with your customers when they agree to do business with you. Your brand must be organic and come directly from your customer's experience. In other words, if you talk the talk, you better walk the walk.

PUMP Series helps your Brand build the right mindset within your management team. PUMP helps them understand how to build brand value, your brands unique role and how to protect your brand's tangible and intangible value.

*Branding Workshops –*

Push Up Your Brand Workshop – 6 hours for 15 people

Build Your Brand Value Workshop – 2 days

Brand Strategy

- Strategic Marketing 1– 3 days
- Strategic Marketing 2 – 3 days
- Strategic Branding 1 – 3 days
- Strategic Branding 2 – 3 days
- Strategic Branding 3 – 3 days

Delivering the Brand Strategy

- Selling the Brand – 2 days
- Creating Marketing Metaphors – 2 days
- Advertising the Brand – 2 days
- Branding your Web Presence – 2 days
- Promoting the Brand – 2 days

Leadership Development

- Leading the Brand 1 – 3 days
- Leading the Brand 2 – 3 days

*Who should attend our workshops?*

Decision makers, finance, marketing, communications, and lawyers, and all that are involved in building and managing strong brands are encouraged to attend.

*Get PUMASIZED*

For more information, write us at [info@identitybrandingforum.net](mailto:info@identitybrandingforum.net)



**IT'S DARING**



**IT INSPIRES**



**READY TO LEAP!**

## C.E.L.S.™ SERIES

With too many choices out there, what could be the best choice for career development?

CELS™ is a meaningful choice, and here is why -

Our CELS™ Series offers a scientifically developed certification that actually makes the difference in career advancement; it is also the first of its kind in the world. Each developed certification is designed around the motivation and ambition of candidates who are looking to be competitive and stand out as *no-other*.

### IBSC™ (International Branding Specialist Certification)™

This is an in-depth certification developed around building the brand main driver's and develop managers capable of meeting 21st Century challenges of sustainable growth and profitability. Participants receive complete understanding of everything a brand manager should be doing to build and protect your brand.

To acquire IBSC™, candidates must complete the following workshops to qualify setting for the IBSC exam:

Build Your Brand Value Workshop – 3 days

Brand Strategy

- Strategic Marketing 1– 3 days
- Strategic Marketing 2 – 3 days
- Strategic Branding 1 – 3 days
- Strategic Branding 2 – 3 days
- Strategic Branding 3 – 3 days

Delivering the Brand Strategy

- Selling the Brand – 2 days
- Creating Marketing Metaphors – 2 days
- Advertising the Brand – 2 days
- Branding your Web Presence – 2 days
- Promoting the Brand – 2 days

Leadership Development

- Leading the Brand 1 – 3 days
- Leading the Brand 2 – 3 days

#### Notes

- There is a fee for the Certification Exam payable at the time registering for the exam.
- Must be renewed every 5 years with a refresher workshop to be attended.
- Organizations are recommended to send a team of 2 or more to the workshops.
- The workshops are hands-on group training.

*Who should attend our workshops?*

Decision makers, finance, marketing, communications, and lawyers, and all that are involved in building and managing strong brands are encouraged to attend.

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## E.X.C.E.L.™ SERIES

Brands require strong leadership and flexible, fresh mindsets to stay ahead of the competition, recognize new developments, ideas and advances for brand leadership.

The EXCEL™ Series is a progression of workshops that will refresh the brand understanding of your leadership team. Why not learn to be the best?

- Leading the Brand 1 – 3 days
- Leading the Brand 2 – 3 days
- Leading Professional – 3 days
- Global CEO – 3 days
- Leading Change & Organizational Restructuring – 3 days
- Business Strategy, Leadership, and Change Management – 3 days
- Leadership Skills – 3 days
- Public Speaking Skills – 3 days
- Team Building / Team Management – 3 days

*Who should attend our workshops?*

Decision makers, finance, marketing, communications, and lawyers, and all that are involved in leading and managing successful organizations are encouraged to attend.

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**EMERGE**



**GET AHEAD**



**IS IT TIME TO MAKE A CHANGE?**

## C.O.B.E.™ SERIES

Getting everybody cheering and ready to fly forward with hunger for success! Our COBE Series does just that

COBE™ Series includes a powerful list of soft training courses for just about everybody:

- Global Cultures - Cultural Diversity – 3 days
- Organizational Behavior – 3 days
- Interpersonal & Group Behavior – 3 days
- Personnel Development - 3 days
- Personal Grooming - 3 days
- Negotiation Skills – 3 days
- Time Management – 3 days
- Business Etiquette – 3 days
- Spoken English – 3 days
- Staff Motivation – 1 day
- Business Tools & Techniques – 3 days
- Business Hospitality – 3 days
- Business Culture and Language – 3 days
- Communication Skills – 3 days
- Planning & Resource Management – 3 days
- Marketing & New Product Development – 3 days
- Taking Marketing Digital – 3 days
- Sales Training / Sales Management – 3 days
- Selling Skills – 3 days
- Selling value not products – 3 days
- Customer Relationship Management – 3 days
- Customer Service – 3 days
- Strategic Finance – 3 days
- Strategic Financial Analysis – 3 days
- Financial Management & Control – 3 days
- Supply Chain Management – 3 days
- Supply Chain Transformation – 3 days
- Transportation & Distribution – 3 days
- Strategic Procurement – 3 days
- Project Management – 3 days
- Cost & Value Management – 3 days

*Who should attend our workshops?*

Decision makers, finance, marketing, communications, and lawyers, and all that are involved in leading, managing, and working at, successful organizations are encouraged to attend.

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## M.E.E.T.™ SERIES

Training and development can be initiated for a variety of reasons for an employee or group of employees:

- When a performance appraisal indicates performance, improvement is needed
- To “benchmark” the status of improvement so far in a performance improvement effort
- As part of an overall professional development program
- As part of succession planning to help an employee be eligible for a planned change in role in the organization
- To “pilot”, or test, the operation of a new performance management system
- To train about a specific topic

MEET™ helps organizations, large and small, meet today’s challenges. We start with an internal appraisal of employees’ performance and expected outcome, and then design a specific training program to help improve performance and increase productivity, measurable and based on expected return on training investment.

MEET™ improves employee’s performance in quality, quantity, speed, safety, problem solving, attitude, ethics, motivation, leadership and communication.

MEET™ can be customized for companies, colleges, NGOs, government agencies and professionals to help them build a unique brand management team.

Let MEET™ show you how to make the difference in your Brand!

For more information, write us at [info@identitybrandingforum.net](mailto:info@identitybrandingforum.net)



*IT'S ABOUT EXPECTATION*



*HOW DOES YOUR  
MANAGEMENT BEHAVE?*



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## CAREERTURBO™

CAREERTURBO is designed for fresh college graduates, or to be graduating college students. This program helps graduates develop the necessary understanding of a company's/organization's unique market position to build himself/herself a career competitive advantage.

### Important Questions

- You spent years of hard studying looking to become that special someone, how confident are you of the next step of your career move?
- How satisfied are you of who you have become and how that helps you fulfill your career objectives?
- Are you ready for the current world job market?

We have two CAREERTURBO™ programs available to fresh graduates

*CAREERTURBO1- How to Build & Communicate Your Identity's Unique Value Mapping Your Career! This program is for you*

1. Do you believe in your mission and want others to share your enthusiasm and commitment?
2. Do you know marketing and promotion are a key part of building and communicating a strong personal identity?
3. Did you know that your chances to convince companies are much easier when your identity is well known to the targeted audience?
4. Do you know how to make this happen?

This 4 hour workshop will help you:

- Identify and communicate your personal brand identity's unique value.
- Master basic tools of self-marketing and promotion.
- Integrate a marketing mindset into all of your activities.
- Each participant selects his/her own project to complete within a week for evaluation.

Completion Certificate: Will be issued upon successful completion

For more information, write us at [info@identitybrandingforum.net](mailto:info@identitybrandingforum.net)



**IT'S ALL ABOUT BEING HEARD**



**IT'S ABOUT BEING NOTICED**



**IT DIFFERENTIATES**



### *CAREERTURBO2 - Career Path Strategic Development Program*

*Defining Who You Are & Where You Belong! This program for you*

If you believe that you can plan your own future, trust in your personal mission and want others (especially employers) to share your enthusiasm and commitment, then this program is the right one for you.

#### *Program Description –*

Career growth is much easier to achieve if it is wrapped around an economic identity, i.e., Health Tourism. This program will help each participant define his/her ambition and then pick an economic identity of interest around which they can tailor personal identity. This not only creates a career path, but also competitive job opportunities.

This program is three months of 2 hour of weekly workshops and project assignments. The program culminates with successful completion of the final project assignment.

This workshop will help you:

- Clarify your ambition, vision and mission
- Learn the necessary steps to build value around your skill-set that best align with your ambition.
- Identify the economic identity that best fits your interests
- Pick an industry/stakeholder within the selected economic identity to help fulfill your dreams
- Develop your career positioning and communications strategy
- Communicate your unique role to the world

A completion certificate will be issued upon successful completion of the program.

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**CAREER DEFINED**



**IT'S ABOUT PERCEPTION**



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## FACILITATOR TRAINING

This 3 week, online facilitator training program introduces and/or reinforces best practices for teaching asynchronously to a diverse adult population while transmitting an understanding and appreciation for the institution's educational philosophy and policies. The course introduces instructor-candidates to the electronic classroom; presents the IBF teaching-learning model; examines and establishes expectations and best practices for teaching adults online; and models the interaction expectations for facilitators in IBF courses. Upon completion, participants will have assembled a resource portfolio to assist them in their future facilitation endeavors.

*\* Groups and organizations discounts are available. Contact us for details.*

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## GENERAL REGISTRATION NOTES

Special rates for public / not-for-profit entities and Universities and Colleges - Contact us for details.

It is recommended that Organizations send a team of 2 or more to the workshops.

The workshops are hands-on group training.

Registration form and payment must be received 14 days before event date for on time processing.

All fees are to be paid in US Dollars.

We have available easy methods and terms of payment for most of our programs.

For more information, write us at [info@identitybrandingforum.net](mailto:info@identitybrandingforum.net)



**IT'S REFRESHING**



**GETTING APPLAUSE!**



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## IMAGES OF OUR EVENTS

## TESTIMONIALS

- Arab Bank – *“Very useful and beneficial... Which made it one of, if not the, best classes I ever attended ...the instructor was amazing, fun and engaging”*
- Arab Banking Corporation (ABC Bank) – *“It was a wonderful opportunity that increased my knowledge ...the instructor was fantastic”*
- Aqaba Special Economic Zone Authority – *“Valuable, enriched our skills and enabled us to start a new way of thinking in terms of branding ... the instructor knew how to motivate each one of us .. it was pleasure having him as an instructor”*
- Saudi Arabia Basic Industries Corp (SABIC) – *“Highly informative and helpful ... the instructor was outspoken, knowledgeable, excellent facilitator and cool”*
- King Abdullah II Design and Development Bureau (KADDB) – *“Insightful and intensive ... the instructor was fun, knows how to grab the attention”*

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