

# **YourBrand™**

**LEAD SELF • LEAD TEAMS • LEAD CHANGE**

## **An introduction**

### **ST-AND**

# Building Your Leadership Brand

**YourBrand™** is our exclusive, Brand-Specific leadership development programme powered by Insights Discovery.

It's available as standard workshops, or a SETA Accredited skills programme, aligned to Unit Standards from the National Certificate in General Management (NQF Level 5).

We've reimagined all our workshops for virtual delivery, and to deliver the best, interactive, and experiential experience that we can.

What's more, we guarantee results!



## BRAND SPECIFIC

Generic training delivers generic results! So **YourBrand™** is built around a unique Brand-Specific framework:

- Updates the traditional approach of Values Based Leadership and values alignment
- Every module - including course notes and workshop materials - is personalised to YOUR brand, industry, business strategy, AND individual teams

Our unique **YourBrand™** framework also enables us to deliver a highly personalised, contextual programme **with no development costs.**

## SETA ACCREDITED

As a SETA Accredited skills programme, **YourBrand™** delivers return on the investment you make in skills development:

- Claim 100% of your spend towards the Skills Development portion of your B-BBEE scorecard
- Deliver your Workplace Skills Plan (WSP) to receive your Mandatory Grant
- Apply for discretionary and PIVOTAL grants
- Receive further tax rebates through learnership/ internship programmes

## BUILDS LEADERS AT ALL LEVELS

Develops leadership as an *organisational* capability:

- Creates a pipeline of future leaders
- Builds a culture of growth
- Retains talent through engagement and developmental opportunities
- Drives team effectiveness, cross-team cooperation and integration
- Drives operational efficiency, effectiveness, and profitability

## BUILT ON INSIGHT

At the heart of **YourBrand™** is Insights Discovery, the world-leading, preference-based learning and development system:

- Based on over 100 years of psychological research
- Used by global brands like BP, Google, Coca-Cola, Microsoft, Nike, Novartis, and Phillips
- Drives self-awareness, EQ, enhanced communication, inter-personal effectiveness, teamwork, and leadership capability

We've combined the power of the Insights system with the best of the latest thinking in the skills critical to leadership and business performance.

ULTIMATE FLEXIBILITY

Our framework enables complete flexibility of implementation, and multiple learning pathways:

- Modules can be combined according to seniority of employee, team, business unit and/or strategic need
- Modules can be delivered as ‘standalone’ training updates as part of an employee’s Personal Development Plan

And, by using the same framework, language and personal style-based approach across all modules, we’re building on the learning at each stage of the programme.

Modules include...

- Inspirational Leadership
- The Centred Leader
- Building Strong Teams
- Emotional & Social Intelligence
- Managing Conflict
- Building Your Leadership Brand
- Leader as Coach & Mentor
- Taking the Lead on Stress
- Worry, Stress, and Anxiety
- Distupted Teams
- ...



About Us..

MEET STEVE ANDREWS

Originally trained as a vet (yes a vet!) Steve’s been bringing his practical approach to brand and people solutions for over 20 years.

He’s worked on the successful development of leading corporate and FMCG brands (including Mars, Unilever, Sara Lee, and Nestlé) and, before opening **ST-AND**, headed up Corporate Brand and Design for Woolworths.

Steve’s a member of COMENSA (the professional body for coaching and mentoring in SA), an **Insights Discovery Licensed Partner**, registered assessor, moderator, accredited in the Goleman/Boyartzis **Emotional & Social Competency Index (ESCI)**, **LEGO® SERIOUS PLAY®** facilitator...

...and last, but not least, he’s the proud ‘dad’ to **YourBrand™**, our exclusive Brand-Specific leadership development programme.



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**ST-AND**