



Brand Growth Accelerator – Powered by The Power of 3: Discover · Create · Boost

The Power of 3: Discover · Create · Boost is a results-focused brand and marketing workshop designed to help organisations clarify their positioning, strengthen brand identity, and lay the foundation for measurable growth.

Built around three interconnected phases—Discover, Create, and Boost—this 2-day programme focuses on Discover and Create to deliver tangible, ready-to-implement outcomes. Participants will define their brand purpose, values, target audience, and unique value proposition, then translate these insights into a compelling brand narrative, positioning statement, and core visual anchors. The optional Boost phase provides a structured pathway to activate the brand through targeted go-to-market strategies and execution planning.

Learning Outcomes

- Identify the key components of their brand's identity to align business and brand objectives.
- Recognize new approaches to crafting an authentic brand vision and mission that form the backbone of an impactful and ownable marketing plan.
- Design clear brand values and promises that strengthen business positioning in today's purpose-driven market.
- Develop a compelling brand story and draft identity (verbal and visual) that can be directly applied to internal and external communications.
- Analyze brand interactions with consumers (B2B and B2C) using a practical marketing framework to uncover opportunities and gaps.
- Apply actionable frameworks to align teams, improve brand consistency, and build long-term brand equity.
- Gain clarity and confidence in their brand to ensure future marketing efforts are strategic, impactful, and ROI-focused.



**Trainer
Alleena Abdullah**

Alleena is an energetic facilitator and consultant dedicated to elevating individuals and organisations through simple, strategic, and actionable solutions. She specialises in purposeful communication, brand clarity, and human motivation, helping professionals express their inner brand while driving meaningful business results.

As the founder of Yellow Tree Malaysia, Alleena trains and consults corporations, MSMEs, and underserved communities, including women, refugees, and indigenous groups. She is also the co-founder of Merawan, a boutique tech consultancy focused on media and people development. With a decade of experience at Nestlé, she developed strong expertise in brand strategy, marketing, and business management. She has worked with international and local brands such as Shell, Sime Darby, Lazada, Exabytes, and AstraZeneca across diverse industries.

Holding an MBA in International Hospitality Management (Cornell-ESSEC) and certified in NLP and Coaching, Alleena integrates behavioural insights into leadership, communication, and change initiatives to unlock growth and transformation.

→ Modules

Module 1: Vision with Impact: Reimagining Mission, Vision & Values

Module 2: From Goals to Meaningful Missions

Module 3: Articulating Brand Values That Stick

Module 4: Building the Core Brand Framework

Module 5: Promises That Matter: Turning Deliverables into Commitments

Module 6: Crafting a Compelling Brand Identity

Module 7: From Strategy to Story: Aligning Marketing with Brand

Module 8: Bring It to Life: Action & Activation

BOOK IN A QUICK CALL

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www.knowledge-evo.com

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1. Overview:

The Power of 3: Discover · Create · Boost is a results-focused brand and marketing workshop designed to help organisations clarify their positioning, strengthen brand identity, and lay the foundation for measurable growth.

Built around three interconnected phases—Discover, Create, and Boost—this 2-day programme focuses on Discover and Create to deliver tangible, ready-to-implement outcomes. Participants will define their brand purpose, values, target audience, and unique value proposition, then translate these insights into a compelling brand narrative, positioning statement, and core visual anchors. The optional Boost phase provides a structured pathway to activate the brand through targeted go-to-market strategies and execution planning.

2. Learning Outcomes:

Upon completion of this one-day training program, participants will be able to:

- Identify the key components of their brand's identity to align business and brand objectives.
- Recognize new approaches to crafting an authentic brand vision and mission that form the backbone of an impactful and ownable marketing plan.
- Design clear brand values and promises that strengthen business positioning in today's purpose-driven market.
- Develop a compelling brand story and draft identity (verbal and visual) that can be directly applied to internal and external communications.
- Analyze brand interactions with consumers (B2B and B2C) using a practical marketing framework to uncover opportunities and gaps.
- Apply actionable frameworks to align teams, improve brand consistency, and build long-term brand equity.
- Gain clarity and confidence in their brand to ensure future marketing efforts are strategic, impactful, and ROI-focused.

3. Target Audience:

- Companies seeking to strategize and enhance their company brand's positioning

4. Location:

- Petaling Jaya, Selangor

5. Course Outline:

DAY ONE Discover: Unearthing Your Brand DNA

9:00am – 10:30am

Module 1: Vision with Impact: Reimagining Mission, Vision & Values

- Rethinking traditional approaches to vision and mission
- Defining values that inspire teams and resonate with the market

10:30am – 11:00am Coffee & Connections

11:00am – 1:00pm

Module 2: From Goals to Meaningful Missions

- Reviewing and aligning business goals with brand aspirations
- Shaping sustainable missions that drive long-term growth

1:00pm – 2:00pm Lunch Break (with reflective exercise prompts)

2:00pm – 3:30pm

Module 3: Articulating Brand Values That Stick

- Interactive brand value elicitation
- Mapping values to culture, customers, and impact

3:30pm – 4:00pm Coffee & Networking

4:00pm – 5:00pm

Module 4: Building the Core Brand Framework

- Consolidating vision, mission, and values into a usable framework
- Creating clarity for internal alignment and external communication

DAY TWO Create: Designing the Brand Experience

9:00am – 10:30am

Module 5: Promises That Matter: Turning Deliverables into Commitments

- Brainstorming company deliverables with impact
- Translating past performance into authentic brand promises

10:30am – 11:00am Coffee & Energizer

11:00am – 1:00pm

Module 6: Crafting a Compelling Brand Identity

- Developing a verbal and visual identity for longevity
- Building alignment between identity and strategy

1:00pm – 2:00pm Lunch Break (with brand inspiration showcase)

2:00pm – 3:30pm

Module 7: From Strategy to Story: Aligning Marketing with Brand

- Integrating business goals into cohesive marketing strategies
- Using frameworks to ensure consistency and ROI

3:30pm – 4:00pm Coffee & Recharge

4:00pm – 5:00pm

Module 8: Bring It to Life: Action & Activation

- Presenting draft marketing foundations and action plans
- Peer feedback and facilitator insights
- Defining next steps for brand roll-out and team accountability

6. Certificate:

- Participants will be issued a Certificate of Attendance/Accomplishment upon successful completion of this training program

7. Registration Method:

- Online: <https://knowledge-evo.com/index.php/events2/>
- Contact our office: +6019 572 0449 or Email: enquiry@knowledge-evo.com

8. Course Fee & HRD Corp Claimable:

- RM2600 per pax (inclusive of 8% SST)
- HRD Corp Claimable - Yes
- 5% Group discount is available - min 3 pax.

9. Training Date:

- 23 & 24 Apr 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)
- 20 & 21 May 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)
- 22 & 23 Jun 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)

REGISTRATION FORM

Program Name			
Company Name			
Address:			
Tel & Extension No (if any):		Email:	
Participant Name #1			
Designation:		Email:	
Participant Name #2			
Designation:		Email:	
Participant Name #3			
Designation:		Email:	

The JD14 Form/ Invoice should be directed to Mr/ Ms (Dept):

Name of Authorizing Manager:			
Tel & Extension No (if any):		Email:	
Designation:		Department:	
Signature:		Company Stamp:	

Please make your cheque payable to: Knowledge Evolution Sdn Bhd | MAYBANK 5123-5231-7482

*Please indicate the invoice number in the reference section for online transfers and send the bank in slip receipt to WhatsApps +6019 572 0449 or email: enquiry@knowledge-evo.com

NOTE:

- 1.Date & venue of seminar subject to change.
- 2.Payment must be made 14 days before the training date.
- 3.Registration cancelled 14 days prior to the event is subject to RM100 service charge per participant.
- 4.No refunds for notice received less than 14 days prior to the event. A substitution may be made at any time at no extra charge.
- 5.Program content may change subject to revision by our consultants from time to time.
- 6.Full fee is required with your registration. 5% Group discount is available - min 3 pax.