



Shifting Paradigms Institute of Executive Education

Innoworks Inc. *truly Canadian!*

Shifting Paradigms Institute of Executive Education provides training services in the areas of Design Thinking, Innovation Management, Business Process Redesign, Continuous Improvement, Operations Improvement, Quality Management Systems, Career Development, Marketing & Branding.

COURSE MODULE 11:

Theme: Marketing and Branding

Sessions include-

- Introduction to Marketing & Brand building for 21st C businesses.
- Benchmarking.
- Voice of Customer (VoC), Consumer behaviour in building brands.
- Goal setting for Success.
- Digital & Social Media Marketing.
- Content Marketing.
- 7 Management and Planning Tools.
- Decision making for Leaders and Marketing Managers.

ORGANIZATION BENEFITS

- Improved Sales
- Delighted Customers
- Improved brand awareness
- Motivated team, improved productivity
- Higher levels of goal achievements

Duration	2 Full-days per session/ 130 hours for entire module
Pre-requisites	Should know to use social media apps such as Linked, Facebook, Twitter
Audience	Student Interns, Marketing representative, Supervisors, Brand Managers
Class size	Minimum: 4; Maximum: 16 participants

Our training services focus on organizations that need help with streamlining and optimizing their business processes, operations and services, in order to improve organizational effectiveness & employee engagement, increase profits, increase customer value, cut costs and operate in a lean fashion that optimizes the use of the existing resources.

Market specialties: Pharmaceuticals, Natural health products, Medical devices, Bulk drugs, Diagnostics, Vaccines, Healthcare, Retail & Hospital pharmacy, Engineering, Chemicals, Cosmetics, Biotech, Foods, Beverage, Confectionery, Educational institutions and Non-profits organizations.

Contact: 1.778.858.1954 / 1.403.969.6219 | Email: Contact@drshrutibhat.com | Website: www.ShiftingParadigms.ca



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Training is available as On-site, Email, Online, Webcast and Videos.

Our training workshops provide a powerful, elegantly simple framework with new tools and best-in-class industry practices for improving organizational performance and accelerating ROI.



INDIVIDUAL BENEFITS

- Quick achievement of marketing performance metrics
- Facilitates career progression
- Work satisfaction
- Less stress, more confidence
- Better use of time

PROGRAM FEATURES

- Course materials customized to specific organization
- Case study summaries for extra reading
- Assessment forms to improve participant's awareness
- Action Plan to help track progress against goals.

We are with you every step of the way! We will be happy to assist you with your training needs. To know more about the courses, prospectus and registration details: **Contact Us:**

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