

Brand Yourself Workshop



Brand Yourself Workshop

Contents

Why Personal Branding Matters?	3
Your Journey Starts Here	3
Workshop Delivery Formats	4
Workshop Format and Time Commitments	5
Why There Are Three Personal Branding Workshops	6
Workshop Levels:	
• Level 1: Lifestyle Editor (Foundation Builder)	14
• Level 2: Brand Refinement (Intermediate)	22
• Level 3: Impactful Presence (Advanced)	32
• What You'll Achieve	
Who Should Attend?	41
Key Features Across All Workshops	42
Why Choose idreate Academy	44
Workshop Offerings at idreate Academy	45
What Makes idreate Academy Unique?	49

Brand Yourself Workshop

Brand Yourself - Be the Best Version of Yourself

Why Personal Branding Matters?

In today's competitive world, a strong personal brand is essential. It not only helps you stand out professionally but also enhances your personal life. A well-defined personal brand opens doors to new job opportunities, expands your network, and leads to a more fulfilling and impactful life.

Your Journey Starts Here

The Personal Branding Workshop at idreate Academy is designed to empower individuals to craft a distinctive and impactful personal brand. The workshop is divided into three levels, each offering progressively deeper insights, tools, and techniques. Attendees can choose to participate in individual levels or opt for the comprehensive experience by completing all three levels as one extended workshop.

Workshop Levels:

Level 1: Lifestyle Editor (Foundation Builder)

Level 2: Brand Refinement (Intermediate)

Level 3: Impactful Presence (Advanced)

Brand Yourself Workshop

Workshop Delivery Formats

The workshops are available in three distinct formats, each tailored to meet different needs and schedules.

Face-to-Face Live

On-site or at a retreat, available for both individual and corporate groups (custom requests quoted separately).

Private Coaching

Personalised workshops for individuals, couples, families, and organisation teams. Enquire today for your customer quote and workshop structure.

Workshop Delivery Formats:

The workshops are available in two distinct formats, each tailored to meet different needs and schedules.

Brand Yourself Workshop

Private Coaching

Personalised workshops for individuals, couples, families, and organisation teams. Enquire today for your custom quote and workshop structure.

Workshop Format and Time Commitments:

Face-to-Face Group

Choose Between

- **5 to 6-Week Workshops (per level):** 2 hours per session for 5 weeks;
- **OR, an intensive 5 day Workshop (per level):** 5 to 6 hours per day.

Assignment Time: 2-3 hours per week to apply learnings and complete assignments; or 1-2 hours per day for self-reflection and completing assignments during the 5-day workshop.

Private Coaching

Choose Between

- **5 to 6-Week Workshops (per level):** 2 hours per session for 5 weeks;
- **OR, an intensive 5 day Workshop (per level):** 5 to 6 hours per day.

Brand Yourself Workshop

- **Assignment Time:** 2-3 hours per week to apply learnings and complete assignments; or 1-2 hours per day for self-reflection and completing assignments during the 5-day workshop.

Why There Are Three Personal Branding Workshop Levels

Unlock Your Full Potential with a Structured Approach to Personal Branding

In today's highly competitive world, a strong personal brand is not just an asset; it's a necessity. Research shows that 70% of employers use social media to screen candidates during the hiring process, and 85% of consumers trust recommendations from personal acquaintances more than traditional advertising. This underscores the importance of a well-crafted personal brand that stands out and resonates.

At Idcreate Academy, we understand that building a powerful personal brand is a journey, not a one-time event. That's why we've designed our Personal Branding Workshop in three distinct levels, each meticulously crafted to guide you through this transformative process. Here's why our structured approach is your best path to success:



Brand Yourself Workshop

Level 1: Lifestyle Editor (Foundation Builder)

Build a Strong Foundation for Your Brand

Starting with a solid foundation is crucial. This level helps you understand your personal goals, define your mission and vision, and begin crafting your unique brand identity. You will gain clarity on who you are and how you want to be perceived.

- **Statistics Support:** Studies indicate that 82% of people are more likely to trust a company when its leaders have a clear personal brand.
- **Psychological Insight:** Establishing a strong sense of identity boosts self-confidence and direction, which are key to personal and professional growth.

What You'll Achieve

- A clear personal mission and vision
- Defined personal goals aligned with your brand
- A starter personal photo portfolio for social media and networking
- Tips on fashion and hairstyle to reflect your brand identity

Brand Yourself Workshop

Level 2: Brand Refinement (Intermediate)

Refine and Enhance Your Personal Brand

Once your foundation is set, it's time to deepen your brand's impact. This level focuses on refining your unique selling proposition (USP), enhancing your brand voice, and developing a strategic plan for growth. You'll learn advanced techniques in public speaking, social media strategy, and audience engagement.

- **Research Support:** 73% of consumers say that they are willing to pay more for products and services from brands that they perceive as authentic.
- **Psychological Insight:** Enhancing your brand voice and message creates a stronger emotional connection with your audience, leading to increased trust and loyalty.

What You'll Achieve:

- A refined USP that highlights your strengths
- A strategic plan for personal brand growth
- Advanced public speaking and presentation skills
- A solid social media presence that reflects your brand

Brand Yourself Workshop

Level 3: Impactful Presence (Advanced)

Integrate and Elevate Your Brand

The final level is about making a lasting impact and fully integrating your brand into all aspects of your life. You'll learn to define the lasting impression you want to leave, understand how to make the world better with your brand, and master the art of audience engagement and collaboration. This level ensures that your personal brand is not only powerful but also purpose-driven.

Research Support: Brands with a strong social purpose are 4 times more likely to grow faster than their competitors.

Psychological Insight: Aligning your personal brand with a higher purpose not only enhances your impact but also brings greater fulfillment and satisfaction.

What You'll Achieve

- A purpose-driven personal brand that leaves a lasting impression
- Enhanced skills in making a positive social impact
- Mastery of social media engagement and audience interaction
- Strong collaborative networks that support your brand mission

Brand Yourself Workshop

Why a Structured Approach?

Integrate and Elevate Your Brand

Progressive Learning: Our three-level structure allows for progressive learning, ensuring that each stage builds on the previous one. This method is proven to be more effective than trying to absorb everything at once.

Focused Development: By dividing the workshop into levels, we focus on specific aspects of personal branding at each stage, allowing for deeper understanding and more effective application of concepts.

Sustained Growth: This approach ensures sustained growth and continuous improvement. As you advance through the levels, you will consistently refine and enhance your personal brand, keeping it relevant and impactful.

Real-World Application: Each level includes practical exercises, real-world case studies, and assignments that ensure you can apply what you've learned directly to your personal and professional life.

Brand Yourself Workshop

Join Us and Transform Your Life

Join our Personal Branding Workshop and Coaching to redefine how you show up in the world. With our expert guidance, you'll not only look and feel your best but also position yourself for greater success and fulfillment in all areas of your life.

Embrace the journey of personal branding with Idreate Academy. Our structured, multi-level workshop is designed to unlock your full potential, enhance your personal and professional presence, and help you make a lasting impact. Whether you're just starting out or looking to take your personal brand to new heights, our comprehensive approach will equip you with the skills, knowledge, and confidence to succeed. Take the first step towards a powerful personal brand. Enroll in our Personal Branding Workshop today and start transforming your life!

Who Should Attend?

Professionals: Looking to advance their careers and stand out in their field and job market.

Entrepreneurs: Seeking to build a personal brand that supports and elevates their business goals.



Brand Yourself Workshop

Individuals: Wanting to enhance their personal and social presence, and increase social influence.

Students and Graduates: Preparing to enter the professional world with a strong, confident personal brand.

Why This Workshop Will Change Your Life!

Transformative Growth: Develop a clear personal mission and vision, gaining self-awareness and confidence for impactful personal and professional interactions.

Distinctive Branding: Craft a unique personal brand identity and compelling narrative to set yourself apart in your industry.

Professional Opportunities: Increase your visibility to potential employers and clients, opening doors to new opportunities and promotions.

Social Media Mastery: Build a strong online presence with engaging content that reflects your personal brand and connects with your audience.

Public Speaking Skills: Gain confidence and techniques for effective public speaking and presentations.

Brand Yourself Workshop

Purpose-Driven Impact: Align your brand with a higher purpose, using your strengths to make a positive impact.

Networking and Collaboration: Foster meaningful connections with like-minded professionals and learn strategies for effective collaboration.

Comprehensive Strategy: Develop a long-term strategic plan for sustained personal brand growth and integration across all life aspects.

Ongoing Support: Access exclusive post-workshop support, including Q&A sessions, and the opportunity for further support and development through our coaching services

Holistic Development: Incorporate spiritual and emotional principles for a balanced and fulfilling life, considering all aspects of your identity.

Brand Yourself Workshop

Personal Branding Workshop

Level 1: Lifestyle Editor - Foundation Builder

Brand Yourself Workshop

What Awaits You

Welcome to Level 1 of the Personal Branding Workshop: Lifestyle Editor. This foundational level is designed to help you start shaping your personal brand with clarity and purpose. Over the course of 5 weeks (or an intensive 5-day workshop), you will define your personal mission and vision, align them with your goals, and create a unique brand identity. You'll also receive practical guidance on fashion, hairstyle, and photography to begin presenting your personal brand to the world.

Level 1: Lifestyle Editor - Foundation Builder

Duration: 5 Weeks (2 hours per session, weekly) or 5 Days (4 hours per day)

Format Options: Face-to-Face Group or Private Coaching

Weekly Time Commitment: 2 hours of coaching, with an additional 1-2 hours for assignments and self-reflection.

OR, 5 day Workshop: 4 hours per day, with an additional 1-2 hours for assignments and self-reflection.

Brand Yourself Workshop

Course Structure

Week 1: Defining Your Personal Mission and Vision

Content and Activities:

- Clarifying personal and professional goals.
- Developing a personal mission statement that reflects your core values.
- Setting a clear vision for your future and identifying what success looks like for you.

Learning Outcomes:

- A well-defined personal mission statement.
- A clear vision that aligns with your personal and career aspirations.
- A sense of direction and purpose for the journey ahead.

Benefits:

- Establish a strong foundation that guides all personal branding decisions.
- Gain clarity on what drives you and how to align your life with these motivations.

Brand Yourself Workshop

Week 2: Crafting Your Unique Brand Identity

Content and Activities:

- Identifying what makes you unique and how to communicate it.
- Aligning your personal brand with your mission and vision.
- Creating a personal brand statement that resonates with your goals.

Learning Outcomes:

- A distinct personal brand identity that reflects your true self.
- A personal brand statement that serves as your guiding principle.

Benefits:

- Stand out in your field by highlighting your unique strengths and values.
- Ensure your personal brand is authentic and aligned with your mission.

Brand Yourself Workshop

Week 3: Actionable Personal Development and Goal Achievement Plan

Content and Activities:

- Crafting a step-by-step action plan to achieve your personal and professional goals.
- Identifying the skills, knowledge, and experiences needed to grow your brand.
- Setting short-term and long-term objectives that align with your personal brand.

Learning Outcomes:

- A personalised development plan with clear, actionable steps.
- Enhanced focus on achieving your desired personal brand and goals.

Benefits:

- Take control of your personal development with a structured plan.
- Feel confident in your ability to achieve your goals and grow your brand.

Brand Yourself Workshop

Week 4: Bringing Your Personal Brand to Life

Content and Activities:

- Developing an introductory personal photo portfolio for social media and networking.
- Learning posing techniques that align with your personal brand image.
- Fashion and hairstyle tips that reflect and enhance your brand identity.

Learning Outcomes:

- A professional and polished photo portfolio that showcases your brand.
- Improved confidence in presenting yourself visually.
- Practical tips on how to dress and style yourself to match your brand.

Benefits:

- Make a strong first impression in professional and social settings.
- Ensure your visual presentation aligns with your brand identity.

Brand Yourself Workshop

Week 5: Finalising and Reflecting on Your Foundation

Content and Activities:

- Reviewing and refining your personal brand identity and action plan.
- Reflecting on your growth and areas for further development.
- Preparing for the next steps in your personal branding journey.

Learning Outcomes:

- A solidified personal brand foundation that you can build upon.
- Clear understanding of your progress and future areas of focus.

Benefits:

- Leave with a strong, confident personal brand that you can further develop.
- Be prepared for more advanced personal branding work in Level 2.

Brand Yourself Workshop

Benefits of Completing Level 1: Lifestyle Editor - Foundation Builder

Clear Identity and Purpose: Develop a strong, authentic personal brand aligned with your mission and goals.

Confidence and Direction: Gain confidence in your brand and a clear sense of direction for your future.

Practical Tools: Walk away with a professional photo portfolio, posing techniques, and fashion guidance that aligns with your brand.

Preparation for Advanced Branding: Be ready to dive deeper into personal branding with more advanced topics in Level 2.

This 5-week course is designed to establish a solid foundation for your personal brand, leaving you confident, purposeful, and equipped with the essential tools to bring your brand to life. By the end of Level 1, you'll have a clear sense of identity and direction, setting the stage for deeper exploration in Level 2.

Brand Yourself Workshop

Personal Branding Workshop Level 2: Brand Refinement (Intermediate)

Brand Yourself Workshop

What Awaits You

Welcome to Level 2 of the Personal Branding Workshop: Brand Refinement. Building on the foundational elements of Level 1, this intermediate level offers deeper insights and personalised attention to fine-tune and enhance your personal brand. Over the course of 6 weeks (or an intensive 5-day workshop), you will refine your unique selling proposition, develop a strategic plan for brand growth, and gain confidence in how to present yourself to your public (amongst other important activities). This level ensures you present a confident and consistent personal brand across all platforms.

Requirements:

Must have **completed** the **Level 1** Lifestyle Editor Workshop

Brand Yourself Workshop

Level 2: Brand Refinement (Intermediate)

Duration: 6 Weeks (2 hours per session, weekly), or 5 day Workshop (5 hours per day)

Format Options: Face-to-Face Group or Private Coaching

Face to Face Group Weekly Time Commitment: 2 hours of coaching, with an additional 2-3 hours for assignments and self-reflection.

Private Coaching Time Commitment: 5 day Workshop (6 hours per day) upon request

Weekly Structure

Week 1: Refining Your Personal Brand Story, Voice and Message

Objectives:

- Strengthen the clarity and impact of your brand message.
- Gain a competitive edge with a well-defined USP.

Brand Yourself Workshop

Content and Activities:

- Deepening your personal brand identity and aligning it with your mission, vision, and goals.
- Crafting a personal brand story and message that resonates with your audience.
- Enhancing your Unique Selling Proposition (USP) to stand out in your field or area of interest

Learning Outcomes:

- A refined brand story and message that clearly communicates your values and goals.
- A distinctive USP that differentiates you in your industry or community.

Week 2: Advanced Personal Consultation – Aesthetics and Presentation

Objectives:

- Feel more polished and professional in both personal and professional interactions.
- Align your physical appearance with your brand identity.

Brand Yourself Workshop

Content and Activities:

- Makeup and grooming techniques that enhance your personal brand (focused on aesthetics).
- Personal etiquette for men and women, aligning with brand identity.
- Incorporating movement and presentation tips for professional settings.

Learning Outcomes:

- Improved confidence in your appearance and presentation.
- Understanding of how to present yourself in a way that aligns with your brand.

Week 3: Strategic Social Media Presence

Objectives:

- Leverage social media as a powerful tool to grow and communicate your brand.
- Enhance your digital footprint with a cohesive and authentic online presence.

Brand Yourself Workshop

Content and Activities:

- Setting up and optimising social media profiles to reflect your personal brand.
- Developing a consistent brand voice across all social media platforms.
- Creating a content strategy that aligns with your brand goals and audience.

Learning Outcomes:

- Professionally branded social media profiles that attract and engage your target audience.
- A consistent and authentic online presence.

Week 4: Personal Brand Refinement – USP and Brand Alignment

• Objectives:

- Deepen the alignment between your brand, values, and goals.
- Ensure your brand remains authentic and true to your core principles.

Brand Yourself Workshop

Content and Activities:

- Enhancing your Unique Selling Proposition (USP) to strengthen brand alignment.
- Ensuring your brand message and voice align with your personal and professional goals.
- Embracing spiritual (Biblical) or ethical principles to maintain authenticity, and be a force for good.

Learning Outcomes:

- A refined and cohesive personal brand that aligns with your mission and vision.
- Clarity on how to maintain authenticity and alignment in all aspects of your brand.

Brand Yourself Workshop

Week 5: Public Presentation and Image – Practical Application

Objectives:

- Build confidence in public speaking and presenting your brand to others.
- Gain high-quality images that reflect your personal brand, useful for both social media and professional profiles.

Content and Activities:

- Public speaking techniques to confidently present your brand.
- Conducting a 15-minute photo shoot with 1 wardrobe change, applying posing tips and fashion/hair techniques from Level 1.
- Practicing how to present yourself in public settings with confidence and poise.

Learning Outcomes:

- Enhanced public speaking and presentation skills that align with your brand.
- Professional photos that showcase your refined brand image.

Brand Yourself Workshop

Week 6: Final Integration and Future Planning

Objectives:

- Leave with a strong, cohesive brand ready for public engagement.
- Be prepared for long-term brand development and advanced topics in Level 3.

Content and Activities:

- Reviewing and refining your brand across all platforms.
- Finalising your social media strategy and content calendar.
- Preparing for continuous personal brand growth and planning for advanced branding work in Level 3.

Learning Outcomes:

- A fully integrated personal brand with a consistent voice across all channels.
- A clear, actionable plan for maintaining and growing your personal brand.

Brand Yourself Workshop

Benefits of Completing Level 2: Brand Refinement

Deeper Brand Development: Build upon the foundation from Level 1 to create a more nuanced and impactful personal brand.

Confidence and Professionalism: Learn how to present yourself confidently and professionally in both public and online settings.

Strategic Social Media Presence: Develop a strong, consistent, and authentic online presence that aligns with your brand.

High-Quality Branding Materials: Obtain professional photos and content that reflect your personal brand identity.

This 6-week course is designed to build on the foundation established in Level 1, taking your personal brand to the next level with enhanced aesthetics, public presentation skills, and a strategic online presence. By the end of Level 2, you'll have a refined brand that is ready to be presented confidently to the world, setting the stage for more advanced personal branding work in Level 3.

Brand Yourself Workshop

Personal Branding Workshop

Level 3: Impactful Presence (Advanced)

Brand Yourself Workshop

What Awaits You

Welcome to Level 3 of the Personal Branding Workshop: Impactful Presence. This advanced level is designed to integrate and elevate your personal brand, building on the foundations laid in Levels 1 and 2. Over the course of 6 weeks (or an intensive 5-day workshop), you will learn to make a lasting impact, refine your presence across various platforms, and align your personal brand with your life's purpose and calling.

Requirements:

Must have **completed** the **Level 1** Lifestyle Editor, and Level 2 Brand Refinement Workshops

Brand Yourself Workshop

Level 3: Impactful Presence (Advanced)

Duration: 6 Weeks (2 hours per session, weekly), or an intensive 5 day Workshop (6 hours per day)

Format Options: Face-to-Face Group or Private Coaching

Face to Face Group Weekly Time Commitment: 2 hours of coaching, with an additional 2-3 hours for assignments and self-reflection.

Private Coaching Time Commitment: 5 day Workshop (6 hours per day) upon request

Course Structure

Week 1: Defining Your Lasting Legacy

Objectives:

- Understand the impression you want to leave on others and how to consistently project it.

Brand Yourself Workshop

Content and Activities:

- Personal introspection exercises to define your desired legacy.
- Coaching on how to communicate your lasting impression through your personal brand.
- Practical exercises on refining your brand message.

Learning Outcomes:

- A clear understanding and articulation of the impression you want to make and strategies to implement it.

Week 2: Professional and Personal Relationships

Objectives:

- Enhance how you present yourself in both personal and professional relationships.

Content and Activities:

- Coaching on personal etiquette and professional demeanor.
- Strategies for building authentic relationships that align with your brand.

Brand Yourself Workshop

- Practical exercises in networking and relationship management.

Learning Outcomes:

- Improved skills in presenting yourself and managing relationships effectively.

Week 3: Spiritual Principles and Authenticity

Objectives:

- Integrate spiritual (Biblical) principles to embrace your true self.

Content and Activities:

- Coaching on the spiritual aspects of being the person you were created to be. Discover how to embrace and express the feminine or masculine (as applicable) in your personal and professional relationships.
- Practical exercises in aligning your actions with your spiritual values.
- Reflective sessions to deepen your understanding of authenticity.

Brand Yourself Workshop

Learning Outcomes:

- A strong alignment between your personal brand and your spiritual values.

Week 4: Making a Positive Impact

Objectives:

- Learn how to use your personal brand to make the world a better place.

Content and Activities:

- Identifying ways your brand can contribute positively to society.
- Developing a plan to incorporate social responsibility into your personal brand.
- Real-world application: Creating a social impact project aligned with your brand.

Learning Outcomes:

- A strategic plan for making a positive impact through your personal brand.

Brand Yourself Workshop

Week 5: Social Media Strategy and Audience Engagement

Objectives:

- Define your social media niche and understand your audience.

Content and Activities:

- Coaching on identifying and defining your social media niche.
- Techniques for finding and understanding your audience.
- Strategies for engaging and building a loyal following.

Learning Outcomes:

- A well-defined social media strategy and a plan for audience engagement.

Week 6: Purpose-Driven Personal Brand and Collaboration

Objectives:

- Develop your personal purpose and learn to collaborate effectively.

Brand Yourself Workshop

Content and Activities:

- Coaching on discovering the intersection of your unique gifts and audience needs.
- Developing your personal brand purpose and calling.
- Practical exercises in finding and collaborating with like-minded individuals.
- Includes a session with a hairstylist and makeup artist to refine your brand presentation.

Learning Outcomes:

- A purpose-driven personal brand and a network of collaborators who align with your values.
- Understand what your audience needs and how to offer them your strength and gift to solve their problem – this is your personal purpose (calling) where your unique gift intersects with the need of your audience.
- This calling becomes your personal brand and will drive you to live deliberately, purposefully and with positive impact.

Brand Yourself Workshop

Benefits of Completing Level 3: Impactful Presence

Deepened Brand Development: Further refine and integrate your personal brand across all aspects of your life.

Impact and Legacy: Learn to make a meaningful impact and leave a lasting impression.

Advanced Social Media Skills: Master the art of engaging and growing your audience on social media.

Authenticity and Spiritual Alignment: Align your brand with your spiritual principles for genuine authenticity.

Enhanced Professional Relationships: Develop strong, authentic relationships in both personal and professional settings.

Collaborative Networks: Build a network of collaborators who support and enhance your personal brand.

Brand Yourself Workshop

Target Audience

- Professionals seeking to elevate their personal brand to an advanced level.
- Entrepreneurs looking to align their personal brand with their business vision.
- Individuals wanting to integrate their spiritual values with their personal brand.
- Anyone who has completed Levels 1 and 2 and is ready for a deeper, more comprehensive approach to personal branding.

By completing Level 3 of the Personal Branding Workshop, you will achieve a fully integrated and impactful personal brand that resonates with your audience and aligns with your purpose. Join us at Idreate Academy and transform how you present yourself to the world.

Brand Yourself Workshop

Key Features Across All Workshops

Intro & Conclusion Sessions: Each workshop begins with an introductory session to set the stage and concludes with a wrap-up to review key takeaways.

Practical Application: Every workshop is designed with hands-on exercises to ensure participants can apply what they learn immediately.

Real-World Examples & Case Studies: We incorporate relevant examples and case studies to bridge theory with practice.

Discussion Panels: Post-session discussions with workshop facilitators and peers to reflect on learnings and tackle challenges.

Assignments: Participants will complete weekly assignments to solidify their understanding and application of each topic.

Workbooks: Participants receive a workbook, either printed for face-to-face sessions or digital for online sessions.

Brand Yourself Workshop

Multimedia Content: Workshops include multimedia presentations and activities that will help you to actively complete your workbooks while crafting your personal brand.

Elevate Your Skills with idreate Academy

At idreate Academy, we recognize that professionals and learners alike face unique challenges and aspirations. That's why we offer a comprehensive suite of workshops, training programs, and coaching solutions designed to empower you with the skills and insights needed to thrive in today's fast-paced world. Whether you're looking to unlock your creative potential, drive innovation, or achieve personal and professional growth, our programs are tailored to meet your needs.

Elevate Your Skills with idreate Academy

At idreate Academy, we recognize that professionals and learners alike face unique challenges and aspirations. That's why we offer a comprehensive suite of workshops, training programs, and coaching solutions designed to empower you with the skills and insights needed to thrive in today's fast-paced world. Whether you're looking to unlock your creative potential, drive innovation, or achieve personal and professional growth, our programs are tailored to meet your needs.



Why Choose idreate Academy

Innovation-Driven Learning: Our workshops emphasize the latest strategies and methodologies, ensuring you stay ahead in your field.

Practical Application: We focus on hands-on learning, allowing you to immediately apply what you learn to real-world scenarios.

Strategic Insights: Gain deep understanding and actionable insights that will help you solve complex problems and make informed decisions.

Personal and Professional Growth: Our courses are designed not only to enhance your professional skills but also to foster personal development, making you more effective in every area of your life.

idreate Academy

Workshop Offerings

Our Professional Development Offerings

idreate Academy provides a diverse range of workshops, training programs, and coaching options, all led by experienced professionals who are experts in their fields. We offer multiple formats to suit your schedule and learning preferences:

Workshop Facilitation and Training

Group & Private Sessions: Whether you prefer personalised one-on-one training or group sessions, our workshops are tailored to maximise your learning and practical application.

DIY – Learn at your own pace: Some workshops are designed for learning at your own pace. For those with busy schedules but who would still like to learn new skills, and apply them to their personal or professional contexts. These DIY workshops have all of the magic, insights and value that you can access at your convenience.

What You Get: Acquire practical skills and knowledge that are directly applicable to your professional and personal challenges.

idreate Academy

Workshop Offerings

Professional Coaching

Neuroscience Coaching: Unlock your potential with coaching techniques grounded in neuroscience, designed to enhance your leadership and personal effectiveness.

What You Get: Transform your mindset with tools and strategies that deliver sustained growth and success.

Workshop Offerings at idreate Academy

Design Thinking Foundations Workshop

Description: Learn to drive innovation and solve complex problems effectively using design thinking. This workshop covers core principles, tools, and techniques to tackle challenges with empathy and creativity.

Ideation Workshops

Description: Harness collective creativity to generate and refine innovative ideas. This workshop covers brainstorming techniques, idea generation methods, and rapid prototyping.

idreate Academy

Workshop Offerings

Entrepreneur LaunchPad Workshops

Description: Equip yourself with the knowledge and skills to launch a successful startup. Learn about business planning, financial management, and go-to-market strategies.

Marketing Plan Workshops

Description: Develop comprehensive marketing strategies that drive results. This workshop covers market analysis, audience segmentation, and campaign development.

Create a Brand Workshops

Description: Define and establish a memorable brand identity. This workshop covers brand positioning, messaging, and visual identity design.

Personal Branding Workshops

Description: Build a strong professional reputation and enhance your career prospects. Learn how to communicate your unique value and brand story effectively.

idreate Academy

Workshop Offerings

Social Media and Content Creation Workshops

Description: Master the art of creating engaging content and building a strong online presence. This workshop covers content creation strategies and social media marketing techniques.

Customer Service Workshops

Description: Elevate your customer service standards and create memorable customer interactions. Learn how to handle complaints and build long-term customer loyalty.

R&D New Product Development Workshops

Description: Develop and launch successful products. This workshop covers market research, product design, and testing.

Think Tank Workshops

Description: Stimulate strategic thinking and problem-solving. This workshop covers critical analysis, scenario planning, and decision-making.

What Makes idreate Academy Unique

Experienced Instructors: Learn from instructors who are not only subject matter experts but also have practical industry experience.

Neuroscience Coaching Certification: Our facilitators are certified in neuroscience coaching, providing you with an edge in both learning and application.

Flexible Learning Options: Choose the learning format that works best for you—live face-to-face sessions, online courses with live support, or DIY downloads.

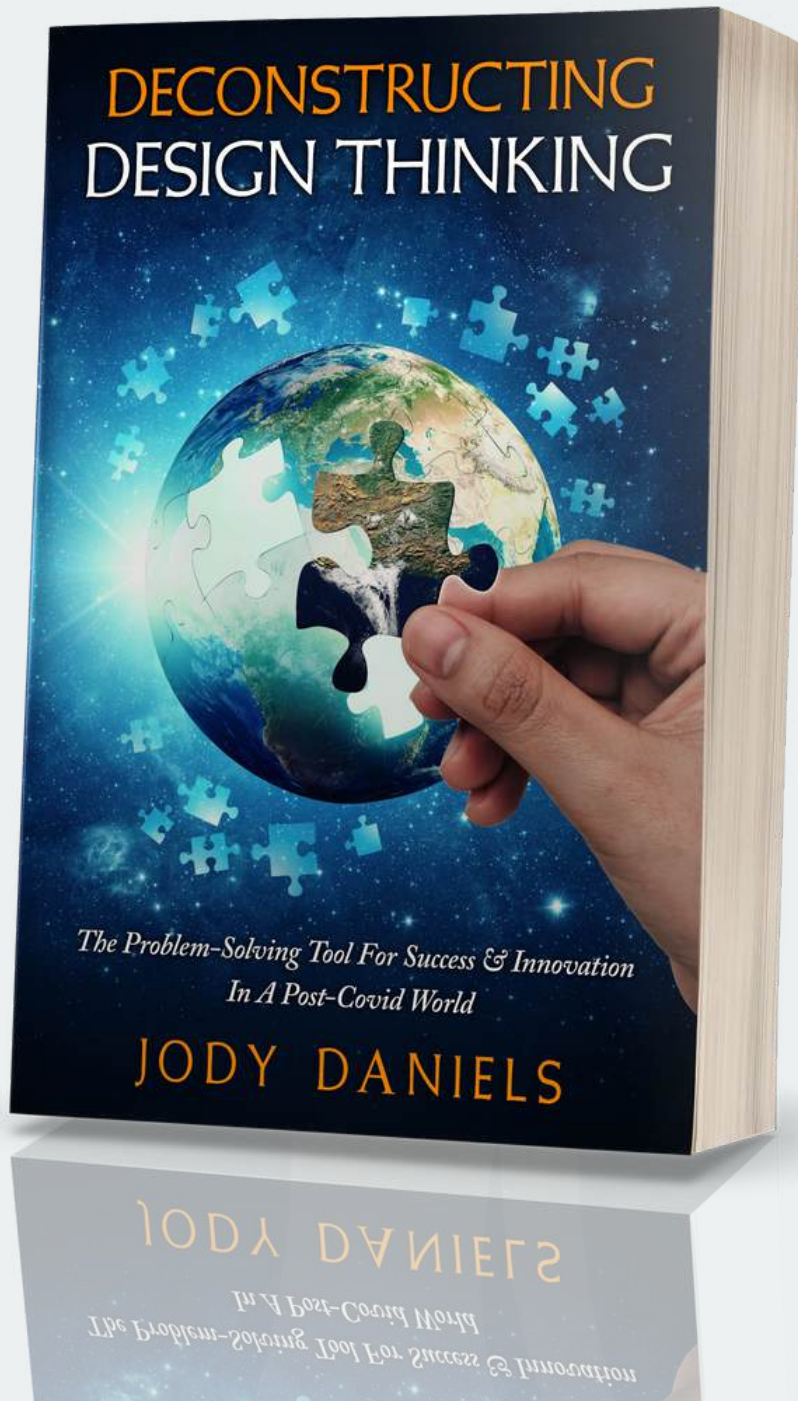
Comprehensive Support: Gain access to session recordings, workbooks, and other materials to support your ongoing learning journey.

Interactive and Engaging: Our workshops are designed for active participation, ensuring that you gain practical skills that you can apply immediately.

Brand Yourself Workshop

Ready to Unlock Your Potential?

Explore our workshops and coaching programs, and take the next step toward achieving your personal and professional goals. Contact us today to express interest or request more information.



Deconstructing Design Thinking is written by our founder Jody Daniels. It offers step-by-step framework specifically tailored for leaders, entrepreneurs and change agents facing post-COVID challenges. This book goes beyond theory, it provides tips, principles and tools you can use today! by our founder Jody Daniels.

To get a copy of this book in your hands purchase now [here](#).
