

GovStrat seminar targets the power of branding

Over 40 companies participated in a two-day workshop focusing on 'Managing Corporate Reputation, Image and Identity: Unleashing the Power of Branding' held recently at the Jamaica Pegasus Hotel.

The workshop, hosted by corporate training and management consulting firm, GovStrat Limited, was aimed at educating and developing directors, senior executives, middle managers and team leaders from companies from across the country.

GovStrat Limited, formerly the Centre for Corporate Governance and Competitive Strategy has provided training facilitation to more than 2000 directors and senior managers in corporate governance, strategic planning, risk management, executive leadership development, team building skills and change management, since 2003.



J Barnaby photo

Vindel Kerr, CEO Govstrat (left), speaks with Professor Gary Davies, professor of corporate reputation, Manchester Business School (centre), and Dr. Rosa Chun, senior lecturer in reputation and business ethics, Manchester Business School at last Tuesday's Govstrat seminar on Corporate Governance at the Jamaica Pegasus Hotel.

Facilitators of the two workshops were Gary Davies, Professor of Corporate Reputation and Head of Strategy at Manchester Business School (MBS) and Rosa Chun, Associate Professor of Reputation and Business Ethics and Director of the MSc in Corporate and Reputation Management programme at Manchester Business School in England.

On day one of the workshop, Professor Davies spoke about a number of topics including value of reputation, brand valuation, brand valuation measures, stock price calculation and the cost of losing reputation in a company.

Vindel Kerr, founder and chief executive officer of GovStrat, explained that one of the aims of GovStrat was to work closely with clients, whether in consulting, corporate training or in the provision of unique learning products to understand, and where necessary, validate and satisfy their felt and unfelt needs.

Companies which participated in the workshops include Jamaica International Ins. Co., The Sunday Herald, First Caribbean International Bank, National Commercial Bank, RBTT Bank Jamaica Limited, Environmental Solutions., Urban Development Corporation, Pan Caribbean, and Statistical Institute of Jamaica.

Sunday Herald - April 02, 2006