



MARKETING BLUEPRINT

MASTERY

A 2-Day Workshop to Equip Anyone with the Modern Marketing Mindset,
by Leveraging Frameworks, Strategy Maps & AI Tools.

AI-INFUSED
PROGRAMS



AI-EQUIPPED
TRAINERS



AI-ENABLED
EMPLOYEES



AI-EMPOWERED
RESULTS

This 2-Day Training Program helps your entire workforce to:



Adopt a Modern Marketing Mindset to solve Revenue Generation problems.



Leverage Frameworks, Worksheets & AI Tools to Craft Marketing Strategies.



Create a 3-Month Marketing Plan to Improve Brand Awareness & Sales Conversion.

CHALLENGES WITH MOST MARKETING FOR NON- MARKETERS TRAINING PROGRAMS IN THE MARKET

- ✗ Little or no results after training
- ✗ Taught by non-practitioners
- ✗ No “copy-able” strategies
- ✗ Off-the-shelf “text-book” content
- ✗ Unrelatable examples
- ✗ More games than actual work
- ✗ Outdated content
- ✗ Using the wrong methodologies for your industries
- ✗ No practical post-training support

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- ✓ Trackable applications after the training
- ✓ Practitioners with > 3 years exp.
- ✓ Framework-driven learning approach
- ✓ Curated modules to fit work challenges
- ✓ Relevant & applicable examples
- ✓ Learn with worksheets & strategy maps
- ✓ Modules in line with market changes
- ✓ Leveraging the industry-specific strategies
- ✓ AI-enabled post-training support at minimal cost

3 WAYS WE HELP ORGANIZATIONS BECOME MORE BRILLIANT



ASSISTED IDEATION

You already have creative and perceptive team members.

Our job is to structure their thinking and mental models, so that they can transform their amazing ideas into actionable insights.



ASSISTED PREPARATION

You already have organized and detailed team members.

Our job is to strategize their planning and thought processes, so that they can transform their actionable insights into action plans.



ASSISTED EXECUTION

You already have dedicated and hardworking team members.

Our job is to speed up their execution with AI tools, so that they can transform their action plans into accelerated results.

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WORKSHOP OBJECTIVES

By the end of this 2-day program, your participants (even those without marketing background) will be able to:

- 1. Develop a Structured Marketing Plan**
Leverage our business growth frameworks and AI assistants to formulate a Market Leader Action Plan.
- 2. Identify Trust Accelerators in a Complex Consumer World**
Understand the limitations and opportunities to market effectively in different business landscapes.
- 3. Design a Content Marketing Plan**
Boost brand awareness and brand stickiness in a consistent manner.
- 4. Initiate a Lead Generation Campaign**
Build a pool of warm prospects for further nurturing.
- 5. Complete Optimized Online Presence**
Create strong first impressions while enhancing brand credibility.
- 6. Outline a Customer Decision Journey**
Identify “hidden” opportunities to effectively influence sales.
- 7. Discover A Toolbox of Prospect Engagement Tactics**
Deploy a combination of conversation starters to jumpstart more sales opportunities.

Note: Objectives may change upon program customization.

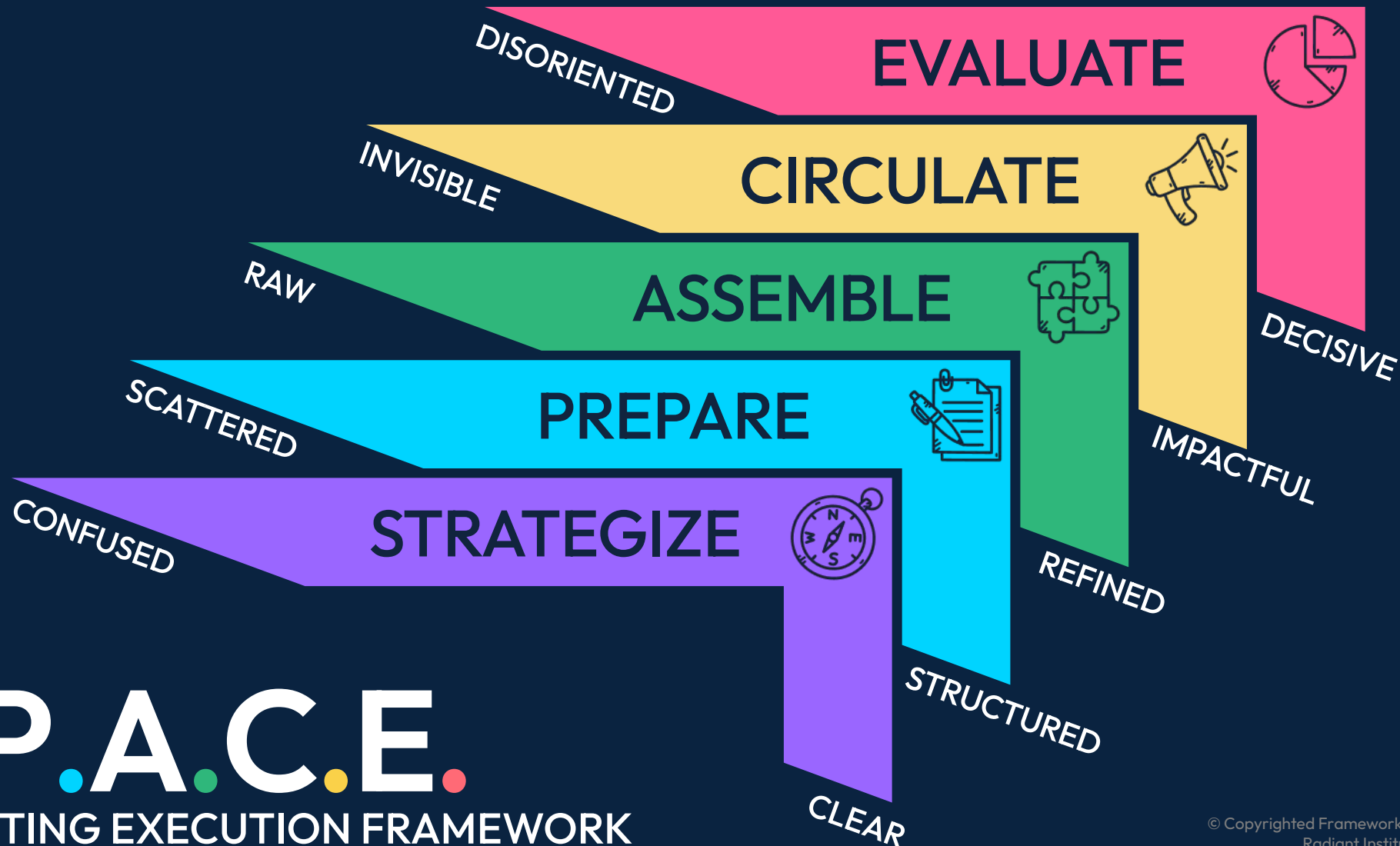


By default, all Radiant Institute’s training programs are infused with AI to improve knowledge retention and workflow application. However, as our client, you can opt for us to remove these enhancements for a more conventional training experience.

SPIRAL MARKETING

FRAMEWORK





S.P.A.C.E.

MARKETING EXECUTION FRAMEWORK

MARKETING BLUEPRINT

MASTERY

WORKSHOP OUTLINE

DAY 1 MORNING

DAY 1 AFTERNOON

DAY 2 MORNING

DAY 2 AFTERNOON

*Schedule and timing are indications only, and will shift to address surfaced questions and issues during the training session. This dynamic approach is to ensure the content is relevant to the participants.

0900 | WORKSHOP KICKOFF

- Top 4 Barriers to New Growth
- The R.E.A.L. Pathway to New Growth
- Activity: Your Biggest Marketing Challenges
- [AI Assistant] Trend Reviewer
- Mental Model Shifters



1000 | FOUNDATIONAL FRAMEWORKS

- The Fisherman Framework
- B2C vs. B2B Buyer Mentality
- Activity: Pick Your Fish

1030 | ☕ MORNING BREAK

1045 | PINPOINT YOUR FISH

- [Activity] Who are we really “marketing” to?
- [Optional Activity] The 4D Client Sorter
- The Value Proposition Canvas (VPC)
- [VPC] Solution. Fish.

1130 | ACCELERATE YOUR TRUST-BUILDING

- Insights from Google’s 12-Year Consumer Behavior Research
- The Spiral Marketing System & The 6 Growth Engines
- [Activity] Growth Engines Audit
- [AI Assistant] ZMOT Strategy Coach



1230 | 🍽️ LUNCH BREAK

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Client Name | Proposal v1.0

1330 | PRIME YOUR BRAND ENGINE



- The Three Elements for Right Stimulation
- Long-term Profitability with Content Marketing
- Pinpointing The USP Trinity
- The USP-Driven Content Pillar
- Leveraging the Push/Pull Dynamics
- [AI Assistant] Target Market Personifier
- [VPC] Interests, Goals, Pains

1430 | POSITION YOUR BRAND ENGINE

- Strategic Product Placement
- [Activity] Maximize your Marketing Mediums
- [AI Assistant] Brand Awareness Assistant
- [VPC] Ponds



1515 | 🍰 AFTERNOON BREAK

1530 | PICK YOUR LEADS ENGINE



- The 3 Traffic Sources of Leads
- [Activity] The 28 Types of Lead Generators
- [AI Assistant] Lead Generation Assistant
- The A.P.P.R.O.V.E.D. Lead Magnet Checklist
- [VPC] Baits

1615 | OPTIMIZE YOUR ONLINE PRESENCE

- First Impressions Mastery
- Leveraging the Key Opportunities
- [Activity] Online Presence Optimizer

1645 | RAPID MENTORING + Q&A

1700 | END OF DAY 1

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DAY 1 MORNING

DAY 1 AFTERNOON

DAY 2 MORNING

DAY 2 AFTERNOON

0900 | DAY 2 KICKOFF

- Recap. Rewind. Reflect.

0930 | THE AUDIENCE ACTIVATOR

- Tapping into the E3 Social Media User Behavior
- [VPC] Channels
- [AI Assistant] Target Market Personifier
- [Activity] The 5A Social Content Planner



1030 | ☕ MORNING BREAK

1045 | PRIORITIZE YOUR FILTER ENGINE

- Patterns = Profits
- [Activity] Map The Daily Patterns
- [AI Assistant] Target Market Personifier
- Navigating the Pricing Pyramid
- Pinpoint Your Market Positioning



1130 | POWER UP YOUR ENQUIRY ENGINE (Part 1)

- The 50-42-8 Law of Buying Cycles
- The Communication Hierarchy
- [Activity] Direct Your New Leads

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WORKSHOP OUTLINE

DAY 1 MORNING

DAY 1 AFTERNOON

DAY 2 MORNING

DAY 2 AFTERNOON

1330 | POWER UP YOUR ENQUIRY ENGINE (Part 2)



- Mastering the P-P-P Channels
- Building Touchpoints Across the Five Senses
- Trust-Building @ Scale
- Authority-Building @ Scale
- Engineering Sales Opportunities through Hybrid Marketing Strategies
- [AI Assistant] Brand Awareness & Lead Generation Assistant

1500 | 🍰 AFTERNOON BREAK

1515 | LUBRICATE YOUR SALES ENGINE

- The Rewards vs. Risks Opportunity
- The Top 12 Common Sales Objections
- [Activity] Lubricate Your Conversions
- [AI Assistant] Objection Handling Assistant



1615 | MARKET LEADER ACTION PLAN

- SMART Your Marketing Goals
- Indicator of Success
- Big Easy Your Ideas
- [Activity] The 3-Month Marketing Plan

1645 | RAPID MENTORING + Q&A

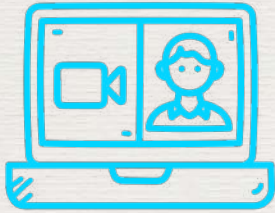
1700 | END OF WORKSHOP

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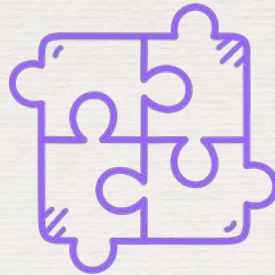
NEXT STEPS



STEP 1

30-MINUTE MEETING

This is so we can better understand your training needs and people development priorities.



STEP 2

CUSTOMIZED PROPOSAL

Based on our discussion, you will receive a customized proposal, along with our signature video proposal too!



STEP 3

REFINEMENT & CONFIRMATION

We will make the final adjustments to the outlines, set the date & venue for the training, and we're good to go!

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TRAINER PROFILE



Maverick Foo

Marketing & Sales Strategist
AI Enabler

- 23+ years of experience working with MNCs, SMEs and startups to help them strengthen their profitability and supercharge their productivity.
- Background in designing and deploying L&D initiatives in the areas of AI-enablement, revenue generation and marketing positioning
- Worked with MNCs like Great Eastern, Deloitte and Maybank, and SMEs like 1337 Ventures, BFM and MyBurgerLab
- Award-Winning Resource Speaker with Vistage, The World's Largest Executive Coaching Organization for top CEOs and key leaders
- Through Authority Institute, pioneered proprietary framework-driven consulting and training programs
- Community building experience with Mindvalley's Project Renaissance, KICKSTART.MY and F.U.N. Kuala Lumpur
- Two-time TEDx Speaker and also featured on BFM, Malay Mail, Vulcan Post, Startup Grind and more.



**AI-INFUSED
PROGRAMS**



**AI-ENABLED
TRAINERS**



**AI-EQUIPPED
WORKFORCE**



**AI-EMPOWERED
RESULTS**

We work with organizations to upskill their team members so they can become more **brilliant** in their thinking, planning and execution.

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