

TRUE NORTH

The Influence Blueprint for Women Leaders

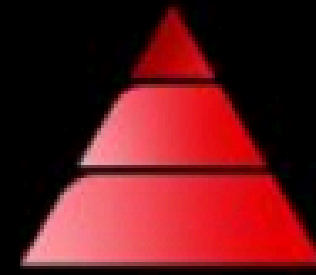
Where accomplished women leaders come to define what they want to be known for & build the decade ahead from that answer.

FACILITATORS

- Saurabh Uboweja
- Kanika Mathur

FORMAT

Hybrid



EPIC BRAND INSTITUTE

CERTIFYING EXCELLENCE
IN BRAND THINKING

Epic Brand Institute (EBI) is a leading authority in the discipline of Strategic Brand Management, driving excellence through research, education, and certification.

EBI exists to raise the standard of brand-first strategic thinking through a structured, practitioner-first framework, the EPIC Brand Map™, used to build brands that drive growth through clarity.

EBI is building a global ecosystem of skilled management and creative professionals who are building brand-first.



The women in your network have spent years
earning their authority.

True North is where they learn to wield it.

PROGRAMME FACULTY, TRUE NORTH

Saurabh Uboweja
Kanika Mathur

True North: The Personal Branding Lab for Women Leaders



Women's professional journeys rarely move in straight lines. There are phases of growth, pauses, shifts in direction, and moments of reinvention. Through all of it, capability is rarely the issue.

At a certain point, performance stops being the question. What begins to matter is **influence** – how your voice lands in senior rooms, how your perspective shapes decisions, how you're recognised beyond your current role.

True North is designed for that moment. Using the EPIC Brand Map™ – a proven 19-element brand strategy framework adapted for personal leadership positioning, participants translate years of achievement into a clear, deliberate positioning that opens doors to board roles, industry platforms, and long-term influence.

It's not about how you're seen. It's about who you're deciding to become.

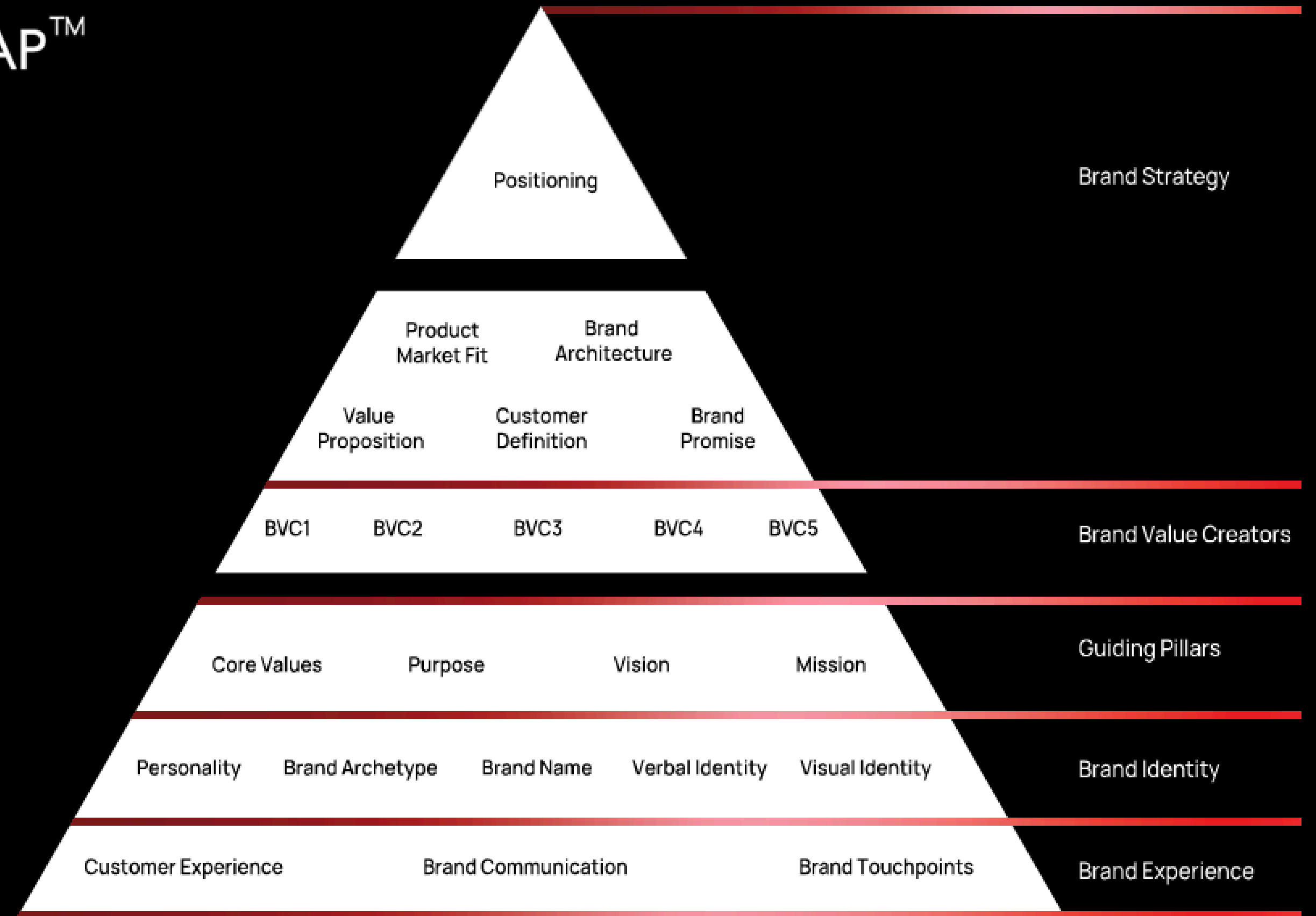
The women in your network who are:

- Thinking "what next" Leaders, founders, consultants, creatives, and independent professionals with years of experience, ready to define what they want to be known for next.
- At a career inflection point Stepping into leadership, shifting industries, returning from a break, or building toward greater visibility and influence.
- Seeking sharper positioning Looking to move toward board roles, funding conversations, thought leadership, consulting mandates, or entirely new chapters – and ready to lead that conversation themselves.



EPIC BRAND MAP™

Imagine the EPIC Brand Map™ as your brand's mountain map, where your goal is the brand's pinnacle, that is, establishing a powerful positioning in your customer's mind. You start by clearly defining your goal and move downwards to map the whole terrain. You then build the brand from the bottom layer upwards following the intelligently mapped terrain.





True North: The Influence Blueprint for Women Leaders (6-hour workshop)

Session No.	Duration	Session Name	Learning Outcomes
Session 1	1.5 h	Reframing Personal Brand as a Decision System for Leadership Influence	<ul style="list-style-type: none">• A clearer understanding of how they are currently perceived through the leadership signals they send.• A reframed view of personal brand as a leadership compass that provides internal clarity and direction through case references of women leaders across business, public life, and creative fields.
Session 2	1.5 h	Designing Your True North Using the EPIC Brand Map	<ul style="list-style-type: none">• Introduction to the EPIC Brand Map as a structured framework for shaping their personal brand.• Initial articulation of the core themes that define their leadership journey and direction.
Session 3	2 h	Choosing What You Will Be Known For	<ul style="list-style-type: none">• Identification of the strengths and focus areas that should shape their leadership positioning.• A draft personal positioning statement defining what they want to be known for.
Session 4	1 h	Turning Positioning into Behaviour and Decisions	<ul style="list-style-type: none">• The solid lens to evaluate opportunities, communication, and leadership choices through their positioning.



What Participants Leave With

Clarity on how she talks about her next chapter:

In the room, on the stage, in the pitch — a clear, confident answer to "what do you do next?" that's entirely hers.

A filter for every opportunity that comes her way:

Which board to say yes to. Which conversation to stop having. Her positioning becomes the lens she makes every decision through.

Three things in her hand when she walks out:

- A completed EPIC Brand Map™- her personal brand strategy on paper.
- A Positioning Statement ready to use in bios, pitches, and introductions.
- An Implementation Guide for immediate next steps.

Saurabh Uboweja



Lead Faculty,
Creator of the EPIC Brand Map™

Saurabh is a renowned Positioning Strategist, author, and the creator of the EPIC Brand Map™, a strategic framework that brings clarity and focus to strategic positioning.

Saurabh has worked with 300+ clients, from institutions like the TATAs, Aditya Birla Group, HCL, Shiv Nadar Foundation, Amazon, Medtronic, and Telenor, to new-age ventures such as Zigly, Chuk, the ed-tech platform Harappa, and the iconic café chain Social.

An alumnus of IIM Calcutta & NIT Bhopal, Saurabh has written a book titled “Building Epic Brands”, won international recognition (including the Transform Awards Europe & Asia and Idea of the Future Award Davos), and founded ventures of his own – some that grew, others that taught him lessons.

His goal remains the same: to help ambitious leaders see themselves clearly and position their organizations for impact.

A passionate educator and thought leader, Saurabh regularly shares his expertise as an esteemed visiting/adjunct faculty at top business schools, including the IIMs, EU Business School, and other leading institutions across Europe and India.





Kanika Mathur

Co-Faculty,
Founding Chair, Epic Brand Institute

Kanika brings over 30 years of experience as a brand, marketing, and digital transformation strategist. She has held senior leadership roles including Chief Marketing Officer at Harappa Education, COO MullenLowe APAC, SVP Digital and Content at Dubai Tourism, Managing Director at Razorfish India, and President at Digitas India.

She has also led her own marketing venture, Solutions Integrated Marketing Services, working across India and Southeast Asia, and brings deep cross disciplinary expertise spanning technology, CPG, travel, and edtech.

Kanika advises organizations on growth marketing and brand building strategies, and is the creator of the strategic brand and marketing videocast K Trends.



What Your Organisation Gains



Credibility that
compounds

When a member's leadership trajectory shifts after True North, they remember where they found it.

A differentiated
offering for your
community

Not another workshop. A structured methodology built on the EPIC Brand Map™ that gives your members something tangible to walk away with and something real to act on.

A complete
marketing toolkit,
ready to use

Email and message templates
Social media post templates
A free masterclass by Saurabh Uboweja
A Brand Clarity Canvas
FAQ cheatsheet