

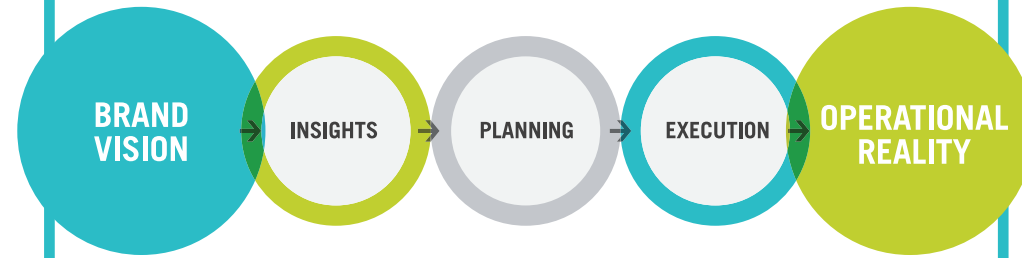
# do you prefer business as usual? or, **brand as business**™?

**brand as business** is the management approach that involves the deliberate and systematic management of the business around the brand. Using your brand as a driver and compass for your culture, core operations, and customer experience, you become more **competitive**, **efficient**, and **focused**.

Whether you're facing significant challenges or you're simply looking to take your business to the next level, your issues call for **fresh thinking** and a **pragmatic approach**. Tap my expertise to:

<b>compete</b> strengthen your differentiation and competitive position to address changing competitive dynamics and offset emerging threats	<b>attract</b> build your organization's customer intimacy so you attract new customers and foster profitable relationships with existing ones	<b>refresh</b> refresh your brand and re-energize its power to create competitive advantage and drive profitable growth
<b>prioritize</b> organize and prioritize your brand portfolio and implement a systematic approach to making brand decisions	<b>operationalize</b> operationalize your brand and employ a brand perspective and brand-based tools throughout everything you do	<b>focus</b> focus your strategic decision-making, program prioritization, and resource allocation with one common understanding
<b>engage</b> ensure all stakeholders understand your brand, embrace their roles in delivering it, and are equipped to interpret and reinforce it appropriately	<b>innovate</b> align your innovation and brand strategies so you focus your resources on developments that move you closer to your brand vision	<b>integrate</b> integrate and unify the customer experiences you deliver to different segments in different channels

The **brand as business** management approach transforms brand-building from a costly, discrete, and subjective activity into the most integral way of **managing** and **growing** your business.



For most companies, there's a sizable gap between the brand vision they express and the operational reality experienced by customers and internal stakeholders alike.

By applying the **brand as business** management approach to the **three primary business priorities**, you **close the gap** and build a **valuable brand and business**.

## consulting services

**insights** – **assess** current performance, uncover new opportunities

- brand diagnostics
- competitive landscape maps
- customer and consumer research

**planning** – **decide** what to do/what not to do, translate insights into actionable plans

- strategic brand platforms
- brand architectures
- customer experience architectures

**execution** – **drive** brand into culture, **deliver** brand in customer experiences

- brand touchpoint wheels
- brand guides and toolboxes
- engagement programs



- If you need a **strategic approach** to solve critical business issues — not a quick fix or one-off campaign...
- If you want to **leverage your brand** as a tool for managing and growing your business — not as a logo or symbolic message without real traction...
- If you're **looking for a partner** who will work with you and your team to identify the right problem and own the right solution — not a consultant with a "black box" process...

...then we share a common vision.

## presentations and workshops

keynotes – fresh ideas, inspiring examples, actionable insights

- **Brand as Business:** Re-ignite Your Business with the Power of Your Brand
- **Build Your Brand with a Cohesive Customer Experience**
- **Operationalize Your Brand to Grow Your Business**

workshops – proven approaches, relevant case studies, practical tools

- **The "What Now?" Workshop:** Develop Operational Agendas to Translate Your Brand Vision Into Reality
- **Build a Brand Toolbox for Better Brand Alignment**
- **Brand Experience Day** – Get Out of the Box and Into the Field

Companies of all sizes, types, and sectors have engaged me to build their brands and grow their businesses.



Denise Lee Yohn has been inspiring and teaching companies how to operationalize their brands to grow their businesses for over 20 years.

World-class brands including Sony, Frito-Lay, Burger King, and Nautica have called on Denise, a brand-building expert, speaker, and writer.

**denise lee yohn**  
brand as business™ consulting partner

phone **917 446 9325**  
email [mail@deniseleeyohn.com](mailto:mail@deniseleeyohn.com)  
site <http://deniseleeyohn.com>  
blog <http://deniseleeyohn.com/blog>  
twitter [@deniseleeyohn](https://twitter.com/deniseleeyohn)  
newsletter <http://deniseleeyohn.com/newsletter>  
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