

Take Your Brand  
from Good to Great with

# DENISE LEE YOHN

Brand-Building Expert and  
Keynote Speaker



**DENISE LEE YOHN**  
brand-building expert | speaker | author





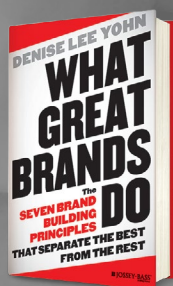
## MEET DENISE

Denise Lee Yohn delivers fresh ideas and clear-cut tools to build a breakthrough brand. She inspires and teaches business leaders to realize the full potential of their brands.

Blending a unique perspective, twenty-five years of experience with world-class brands including Sony and Frito-Lay, and a talent for energizing audiences, Denise is a leading authority on building and positioning exceptional brands. As author of bestselling book *What Great Brands Do*, she demystifies the brand-building process and empowers managers to revitalize and strengthen their brands.

### Denise believes:

- Your brand is not what you say – it's what you do and how you do it.
- Intimate, emotional connections are the key to brand loyalty.
- If you don't develop greatness among your employees, they won't deliver greatness to your customers.
- Your customer experience is your most powerful marketing.
- To be great, you need to know when to say no.
- Your brand can't just be a promise, it must be a promised delivered.



A vital resource for CEOs, entrepreneurs, and other leaders, *What Great Brands Do* explains how top companies develop standout brands that foster customer loyalty and increase profit margins. Denise shares insightful case studies, actionable guidelines, and the seven brand-building principles that separate the best from the rest.

Published by Jossey-Bass, an imprint of Wiley.

"What Great Brands Do is a must-read for leaders who want a fascinating brand." – Sally Hogshead

Inc. Top 10 Marketing Books of 2014

800 CEO Read Business Book Best Seller List

"You can't afford NOT to read What Great Brands Do."  
– Ken Blanchard



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# DENISE'S TALKS

## 7 Keys to Building a Great Brand

From Starbucks to GE to Red Bull, great brands are admired for their bold moves and innovative approaches. But what really separates merely good brands from those that triumph over time and achieve sustained business success? Denise demystifies the brand-building process and unlocks the seven keys to building a great brand, including “great brands avoid selling products” and “great brands never have to ‘give back.’” She shows you how to develop a standout brand that fosters customer loyalty and increases profit margins.

## Brand Leadership

You know how great brands dominate their fields. You experience it every time you pay a premium for a certain type of jeans, or see a line of people camping out to catch the newest smart phone release. Denise shows you how to achieve brand rock star status. Drawing from case studies, analyses, and interviews with brand leaders from the world's leading brands, she shows you what great brands do and how to achieve the kind of brand leadership that everyone – from customers to employees to investors – wants a piece of.

## Attention Shoppers! Your Customer Experience Is Your Marketing

Great brands sweat the small stuff because they know today's savvy consumers won't do business with a company that doesn't live up to its bold promises and dazzling advertising. Denise shows how to close the gap between the vision and promise of your brand and the operational reality experienced by customers. You'll learn how your customer experience can be your most powerful marketing.

## Brand-Building Isn't Just for the Big Guys

You don't have to be big to be great. Even if you're short on time and money, you can build a brand that stands out and makes a difference. Denise teaches you the Minimum Viable Brand (MVB) framework and how to lay the foundation for getting traction in a crowded, cluttered marketplace. Learn the 6 “What's” that every start-up must answer – and how the entrepreneurs at start-up successes have built powerful, profitable brands.

## It's What's Inside That Counts

Think you need creative advertising and buzz-worthy social media campaigns to promote your brand? Think again. Great brands start brand-building inside. They cultivate a vital, vibrant brand-led culture inside their organizations because they know that's the only way to build a meaningful, valuable, sustainable brand. Brand expert Denise Lee Yohn will show you how to clarify your brand purpose, use your brand values to shape employee and customer experiences, and engage and align everyone with your brand vision. Lead your organization to greatness by starting inside.



## REVIEWS

"Best speaker of the day...a fresh perspective."

"Nothing short of amazing."

"Attendees were blown away."

"Your talk provided us with a framework as to how to operationalize our brand to achieve our Billion Dollar vision."

"Not only inspiring but highly actionable."

"Denise shares rich content generously, with humor and heart."

"You set us up perfectly for a new mindset around brand."



facebook

TRANSFORMATIONAL CMO  
ASSEMBLY 2015



News media call on Denise for an expert point-of-view on hot business issues.



The New York Times



Bloomberg  
Businessweek

Denise is a sought-after regular contributor to national media outlets.



Forbes

Entrepreneur



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