



# More Walk, Less Talk:

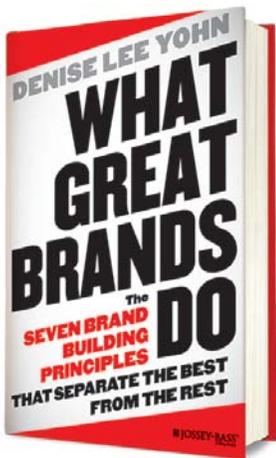
Build Your Brand Through Culture & Customer Experience

**Brands are built by what you do, not what you say.**

In this inspiring and instructive session, brand expert Denise Lee Yohn shows:

- ✓ how to drive your brand into your culture and implement a brand-building mindset throughout your organization
- ✓ how to translate your brand into compelling customer experiences
- ✓ how to apply the approaches and tools that successful companies use to close the gap between

“When you can’t see any daylight between what you believe, what you practice, what you offer, and what you say about yourself, you are doing what great brands do.”



Jossey-Bass  
an imprint of Wiley, Inc.

## denise lee yohn

president & consulting partner, denise lee yohn, inc.

Blending a fresh perspective, twenty-five years of experience working with world-class brands including Sony and Frito-Lay, and a talent for inspiring audiences, Denise Lee Yohn is a leading authority on building and positioning exceptional brands. Denise is the author of *What Great Brands Do: The Seven Brand-Building Principles That Separate the Best from the Rest*.

### praise for denise:

- “a stimulating and enriching learning experience... excellent and generous interactions”*
- “a ton of best practices that we can implement right away”*
- “hands down, the best presentation I took in the entire conference”*
- “a refreshing outlook on how to more effectively manage brands in a company”*

### at the podium:

*selected prior engagements:*

- Consumer Electronics Show
- The Conference Board
- Catalyst
- Facebook
- American Marketing Association
- National Restaurant Show
- High Tech Marketing Association
- DineAmerica
- Institute for International Research

### published by:

*selected publications:*

- American Management Association
- SmartBrief on Leadership
- Advertising Age’s CMO Strategy
- BusinessWeek Business Exchange
- Nation’s Restaurant News
- CMO Council’s Marketing Magnified
- Forbes CMO Network
- 800 CEO Read ChangeThis
- Consumer Electronics Association

### quoted by:

Wall Street Journal, New York Times, BusinessWeek, BBC, USA Today, Inc.

### writer of:

**brand-as-business bites™**

voted one of Top 25 Blogs that Marketing Executives Actually Read

**Harvard Business Review Blog** contributor

**brand new perspectives**

QSR Magazine monthly column