DENISE LEE YOHN

author of the bestselling book, *WHAT GREAT BRANDS DO*

Scale-Up Your Brand:

How To Set Up Your Brand for Success in 5 Steps

Are you looking to grow significantly, expand your scope, or hit a new milestone? You need a solid strategic brand platform...and brand expert Denise Lee Yohn will show you how to develop one.

In this one-day, hands-on, fast-paced workshop, you will learn all the tools you need to develop a strong, valuable, sustainable brand strategy that will ignite your growth and help you scale.

Set the foundation for your brand to inspire true customer loyalty, improve your profit margin, and increase the longevity of your business.

Denise Lee Yohn is the go-to expert on brand-building for national media outlets, an in-demand speaker and consultant, and an influential writer. Denise is the author of the bestselling book *What Great Brands Do*. She has been a regular contributor to Harvard Business Review, Forbes, and FOX Business TV.

"a stimulating and enriching learning experience... excellent and generous interactions""

" attendees were blown away"

"a ton of best practices that we can implement right away"

"hands down, the best presentation in the entire conference"

"not only inspiring but highly actionable"

Prior engagements:

Scale-Up Summit by FORTUNE
Transformational CMO Assembly
American Marketing Association
Catalyst
Facebook
Cornell University
NFL
National Restaurant Show
Lexus
Entrepreneur Growth Conference
...and more

Speaker video: https://vimeo.com/deniseleeyohn/speaker

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