

Brand Diagnostic

ABOUT DENISE

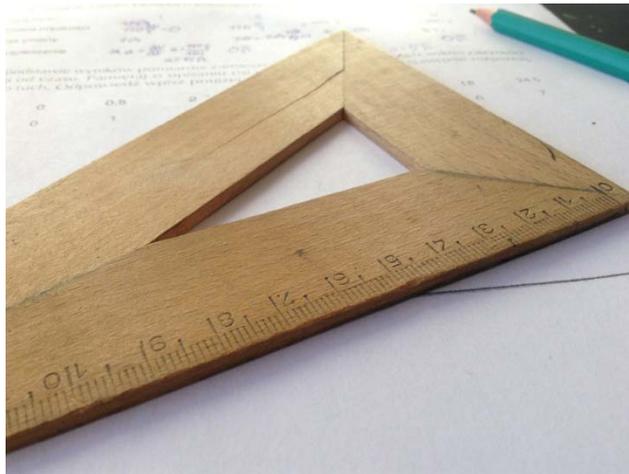
Denise Lee Yohn is the go-to expert on brand-building for national media outlets, an in-demand speaker and consultant, and the author of the bestselling book *What Great Brands Do*.

WHAT CLIENTS SAY ABOUT DENISE

Denise's quiver of tools to extract the essence of a brand and to develop a framework for evolving its market value are sharp and effective. – Marketing Leader, Road Runner Sports

Her results are beyond superb and she provides outstanding value. – CEO, Next Proteins, Inc.

We now have a clear brand roadmap guiding our business that will remain relevant for years to come. – CEO, Sprouts Farmers Market



A diagnostic evaluation of your brand to assess its current strength and to identify opportunities for brand-building and growth.

If you are looking to grow from a small business into a larger one, or if you're a later-stage start-up and preparing for an IPO, get ready to scale with a **Brand Diagnostic**.

Brand expert **Denise Lee Yohn** will audit and analyze your brand through three critical lenses – Customers, Context, and Company – and provide a 10-point assessment of your brand strength and status.

She will then lead your group through a half-day workshop in which we determine your brand's essential strengths, weaknesses, opportunities, and threats.

You will learn how to leverage your existing brand power and pinpoint what needs to be improved to reach your goals. You will also identify opportunities for growing your brand footprint and value.

Timeframe: 2-3 weeks

Fee: Starting at \$15,000

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