

DENISE LEE YOHN

author of *WHAT GREAT BRANDS DO* and *FUSION*

THE FUSION FORMULA: Brand + Culture = Results



Forget everything you think you know about workplace culture! You don't need perks and parties. You need engaged employees who produce the right results and help you build a great brand.

Denise Lee Yohn shows you how to infuse your culture with your core brand values and align your people with your unique brand identity, so you produce a healthy organization and a valuable brand.

Based on her new book, *FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies*, Denise shares the secrets behind the world's greatest organizations and lays out the leadership playbook for achieving the brand-culture fusion you need to improve your competitiveness, create measurable value for customers and employees, and future-proof your business.

Denise Lee Yohn is the go-to expert on brand leadership for national media outlets, an in-demand speaker and consultant, and an influential writer. 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:

Entrepreneur Growth Conference

Sustainable Brands

Human Capital Institute

Catalyst

Facebook

TEDx

NFL

Scale-Up Summit by FORTUNE

Lexus

Cornell University

...and more

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



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