

Take Your Brand
from Good to Great with

DENISE LEE YOHN

Brand Leadership Expert and
Keynote Speaker



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(917) 446 9325

DENISE LEE YOHN
brand-building expert | speaker | author

Keynote speaker **Denise Lee Yohn** has cracked the code on brand leadership and shows you exactly what you need to take your business from good to great.



Topics:

- How to Build a Rock Star Brand
- The FUSION Formula: Brand + Culture = Results
- Ignite Experience: Fuse CX and EX to Drive Your Growth
- Extraordinary Experiences: How to Win Customers' Hearts and Dollars
- What Great Salespeople Do

Past Speaking Venues:

TEDx

LEXUS

NATIONAL
RESTAURANT
ASSOCIATION

ENTREPRENEUR MAGAZINE'S
GROWTH
CONFERENCE

International
CES

facebook.

THE CONFERENCE BOARD

SB
SUSTAINABLE
BRANDS

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.”

Denise reveals the secrets to building a great business that dominates the playing field. If you're serious about winning, don't miss out on booking her to speak to your organization.

Book Denise: <http://deniseleeyohn.com/contact/>

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



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Denise Lee Yohn is the leading authority on building great brands and exceptional organizations.

Denise partners with you to identify new growth opportunities, uncover unique insights, and develop actionable plans and tools to fuel your success.

Consulting services:

- Brand diagnostic evaluation
- Strategic brand platform development
- Brand architecture strategy
- Customer and employee experience design
- Brand touchpoint wheel
- Brand toolbox development
- Employee engagement design

Past Clients:



SONY



Organizations across a wide range of sizes, types, and sectors have called on Denise for over 25 years to help solve their toughest challenges. Now it's your turn.

Engage Denise: <http://deniseleeyohn.com/contact/>



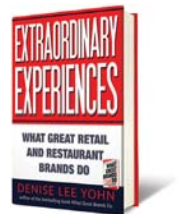
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Bestselling author **Denise Lee Yohn** provides thought-leadership and analysis on hot business issues.

Influential books:

- A vital resource for CEOs, entrepreneurs, and other leaders, *What Great Brands Do* explains how top companies develop standout brands that increase your profit margins.
- *FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies* provides the roadmap for increasing your competitiveness, creating measurable value for customers and employees, and future-proofing your business.
- Discover how brick-and-mortar brands cultivate customer love and loyalty in *Extraordinary Experiences: What Great Retail and Restaurant Brands Do*.



Expert contributor:



Forbes



Entrepreneur



Experienced commentator:



The New York Times

Bloomberg Businessweek

CBS THIS MORNING



Join the business leaders who rely on Denise's engaging communication style, research-based content, and unvarnished points of view.

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