

Spotlight On: Brand-Building Expert, Denise Lee Yohn



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Now more than ever, business leaders are looking for fresh ideas, new understanding, and actionable insights to jumpstart their business. [Denise Lee Yohn](#) inspires, informs, and instructs them with a completely different way of thinking about their business. The author of the new book *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest* (available on store shelves today!), Denise boasts over twenty-five years of experience working with world-class brands including Sony and Frito-Lay. We're delighted to put Denise in today's spotlight:

What inspired you to want to be a speaker?

I want to be able to share my ideas with, and be of service to, as many people as I can.

Any advice for aspiring speakers?

Practice, practice, practice—I was amazed to learn how many accomplished speakers practice their talks extensively before giving them—now that I do the same, I believe the difference really shows.

What do you like to leave audiences with?

Inspiration *and* instruction on how to build a great brand. I want to challenge people to think differently and inspire them to choose greatness—but I also want to demystify the brand-building process and empower and equip people to revitalize and strengthen their brands.

How do you prepare before a talk? Any special rituals? A good luck talisman?

Deep breathing before a talk; then a sweet treat after!

If you had to choose a new career, what would it be?

Definitely I would be a personal trainer—and in fact, I used to be an aerobics instructor. I love helping people push themselves to achieve important goals.

Desert island album?

Van Halen's *1984*—I'm still a Midwest rockin' girl at heart.

Last book you read?

Norwegian Wood, by Haruki Murakami. He weaves delightful phrases into a captivating story about young Japanese friends losing and finding themselves.

Last film you saw?

The Hobbit: Desolation of Smaug.

Celebrity crush?

Brad Pitt—but don't tell him...
