

What Great Brands Do

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I lead [CEO Peer Advisory Groups in Dallas](#) and each year I take our members for a retreat where we have a deep dive into concepts that help them be great leaders. Last Fall we dove into the book "What Great Brands Do" as part of this annual Strategies for Success. I highly recommend this book if you desire to have a Culture and Brand that lives out the vision you have for your company.

How well are you living out your Brand?

Here is the bench Sears provides their customers to sit on while they wait for auto repair. Does this make Sears like a quality company? A company you would trust to reliably replace your brakes. Does this make you feel like they care about you and your pants? Great Brands start inside the company and pour out to the world. If this is what we see outside, what is the company like on the inside?

Denise Lee Yohn is the author of this book and shares 7 core traits that Great Brands Do:

If these sound confusing, and they can be if you haven't read the book, you can get all the more information in her website and book, or I can take your team through a session to understand and apply these principles. In this session I share with you tangible ways you can create a clear and compelling vision of your Culture/Brand that your team can live out. As Denise points out, Great Brands Start Inside and its up to you to help your team live this out.

The ultimate goal in all this is to run your Brand as a Business and bring all the pieces together that are required to run it effectively. Intertwine the words Brand with Culture as often as possible as you think through this process and see how your team can live out your Culture/Brand in such a way that the world sees it long before you tell us what it is.

Contact me to day to learn more about the Brand as a Business Session I can bring to your team.

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If you are an Owner, CEO, or President of a company here in DFW, join us for our next Open Forum to see the value of being in our Peer Advisory Groups. Contact me for more information on our [Want More](#) page.



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[What Great Brands Do by Denise Lee Yohn](#)