

Take Your Brand  
from Good to Great with

# DENISE LEE YOHN

Brand Leadership Expert and  
Keynote Speaker



[www.deniseleeyohn.com](http://www.deniseleeyohn.com) | [mail@deniseleeyohn.com](mailto:mail@deniseleeyohn.com)  
(917) 446 9325

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brand-building expert | speaker | author



## MEET DENISE

Denise Lee Yohn delivers fresh ideas and clear-cut tools to build a breakthrough brand. She inspires and teaches business leaders to realize the full potential of their organizations.

Blending a unique perspective, over twenty-five years of experience with world-class brands including Sony and Frito-Lay, and a talent for energizing audiences, Denise is a leading authority on building great brands and exceptional organizations. As author of the bestselling book *What Great Brands Do* and the new book *FUSION*, she cracks the code on how to achieve brand leadership.

### Denise believes:

- Your brand is not what you say – it’s what you do and how you do it.
- Intimate, emotional connections are the key to brand loyalty.
- If you don’t develop greatness among your employees, they won’t deliver greatness to your customers.
- Your customer experience is your most powerful marketing.
- To be great, you need to know when to say no.
- Your brand can’t just be a promise, it must be a promised delivered.



A vital resource for CEOs, entrepreneurs, and other leaders, *What Great Brands Do* explains how top companies develop standout brands that foster customer loyalty and increase profit margins.

“Few realize how powerfully brands are shaped by the cultures of their organizations. This compelling book shows how.” – Adam Grant

Inc. Top 10 Marketing Books of the Year

800 CEO Read Business Book Best Seller List



*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.

“You can’t afford NOT to read *What Great Brands Do*.” – Ken Blanchard



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# DENISE'S TALKS

## Brand Leadership: How to Build a Rock Star Brand

You know how great brands dominate their fields. You experience it every time you pay a premium for a certain type of jeans, or see a line of people camping out to catch the newest smart phone release. Denise shows you how to achieve rock star brand status. Drawing from case studies, analyses, and interviews with executives from the world's leading brands, she shows you what great brands do and how to achieve the kind of brand leadership that everyone — from customers to employees to investors — wants a piece of.

## 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 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.

## Ignite Experience: Fuse CX and EX to Drive Your Growth

Customer experience is the new competitive battlefield where customer loyalty is won or lost. And among employees, the war for talent is intensifying. How do you win on both fronts? Denise shows you how to align and integrate your employee and customer experiences—and unleash their combined power to fuel your growth.

## Extraordinary Experiences: How to Win Customers' Hearts and Dollars

How do some companies break through the clutter; compete with bigger, better-resourced competitors; and manage to grow and thrive when so many others fail? They earn customer love and loyalty through extraordinary experiences. Denise gives you the complete blueprint for creatively designing and consistently delivering customer experiences that win over customers for life. Learn how to get the edge that everyone else wants and excel at customer experience.

## What Great Salespeople Do

If you're worried about how the role of sales and selling is changing, you need to know what the best salespeople do to succeed in this new business environment. Denise shows you that great salespeople do what great brands do. She explains how to innovate – not imitate, how to create extraordinary experiences that embody your brand, and how to cultivate strong, emotional connections with customers. You'll be inspired to engage with clients in new ways that cut out competitors and create long-term business success. Learn why and how the most effective salespeople operate as brand evangelists – and how you too can win the new sales game.



## 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."



facebook.

ENTREPRENEUR MAGAZINE'S  
**GROWTH**  
CONFERENCE



THE ART OF  
MARKETING **TEDx**

News media call on Denise for an expert point-of-view on hot business issues.



CBS  
THIS  
MORNING

The New York Times



Bloomberg  
Businessweek

Denise is a sought-after regular contributor to national media outlets.



Harvard  
Business  
Review

FOX  
BUSINESS

Forbes

Entrepreneur

QSR



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