

Connecting Your Company Culture with Your Brand with Denise Lee Yohn – #94

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Remarkable Leadership Podcast Team

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Connecting Your Company Culture with Your Brand

WITH **Denise Lee Yohn**

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Organizational culture is almost becoming cliché. Yet, culture is vital to both employee and customer experiences. Brand expert Denise Lee Yohn and author of *Fusion: How Integrating Brand and Culture Powers the World's Greatest Companies* shares insight to building a culture unique to you and aligning that culture with your brand. You need to connect the internal view (what it's like to work here) with the external view (how people see you).

In this episode, Kevin and Denise discuss:

- Lessons to create fusion at any level.
- Brand types.
- Artifacts and rituals.

**The fastest
way to lose
customer
trust is to not
be what you
say and not do
what you say.**

- Denise Lee Yohn



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Remarkable Dialogue

Ask yourself: What kind of experience am I creating for my employees?

Leave your answer in the comments below.

Additional Leadership Resources

- Book Recommendations:
Finding My Virginity: The New Autobiography by Richard Branson
- Learn more about [Denise Lee Yohn](#).
- Follow Denise on [Twitter](#).
- Buy a copy of [Fusion: How Integrating Brand and Culture Powers the World's Greatest Companies](#)
- Get our free report: [The Secrets of Becoming a Remarkable Leader](#)

- Sign up for our free video training series, [13 Days to Remarkable Leadership](#).
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