

43: Denise Yohn, The Importance of Fusing Your Brand With Your Company Culture

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MentorBox Podcast

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“You don’t just want happy and productive employees. You want happy and productive employees who produce the right results.” - Denise Yohn

(click to tweet)

We focus so much of our attention on the customers.

But what about the employees? Sure, workplaces today champion healthy company cultures with happy hours, retreats, and fitness packages, but what do any of those things have to do with the brand? It turns out that a fusion between the company culture and the brand is what pushes the great companies to the top.

On today’s episode of The MentorBox Podcast, we are joined by speaker, consultant, and writer on brand-building, Denise Yohn to discuss this phenomenon. She is the author of *Fusion: How Integrating Brand and Culture Powers the World's Greatest Companies*, and in this discussion we cover how company leaders can be more deliberate in their efforts to cultivate workplace culture. We take aim at heavy topics like workplace harassment and inequality, so tune in to learn why your brand should have a strong mission and how that attitude should be reflected in your team morale!

You can order Denise Yohn’s *Fusion: How Integrating Brand and Culture Powers the World's Greatest Companies* [here](#)

“There is this alignment and integration between brand and culture at Amazon that we don’t see in other brands, like Uber.” - Denise Yohn

(click to tweet)

Points to Keep In Mind

- Understand that customers now have so much visibility into how companies are actually run
- At Amazon, there is no disconnect between how they portray themselves and how they operate
- The fusion of brand and culture is what drives company to achieve success
- Leaders must understand they are responsible for the culture at their organization

- Most entrepreneurs don't have the skillset or bandwidth to attend to culture
- Read Emily Chang's *Brotopia: Breaking Up the Boys' Club of Silicon Valley*
- Your employees need to have the same brand understanding as the customers do
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Cultivate employee-brand engagement with internal communications campaigns

- Note that employees will only deliver to customers experiences they have themselves
 - You must trust and respect your employees enough to make the right decisions
 - Leverage the positive aspects of your culture to grow it out as a whole part of the brand
 - Any employee or manager can do their part to ensure a powerful culture
 - Answer the question: how do I make this company meaningful and relevant for my employees?
 - Look to MGM Resorts as a case study for brand-culture engagement
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