

Better Than Before Episode 20: Denise Lee Yohn on the Marriage of Brand and Culture

 clearvisiondevelopment.com/podcast/better-than-before-episode-20

Tony Richards August 14, 2018

Our podcast is designed to provide you with top business insights, fresh perspectives from world class guests, and the tools you need to lead better than before. In this episode, Tony Richards interviews Denise Lee Yohn, Brand Leadership Expert, on how integrating brand and culture powers businesses.

Segment 1: Tony Richards talks industry news with producer Bill Foster.

01:00 – Welcome to Better than Before

02:00 – Self-Esteem Workshop

05:00 – News in Business

Segment 2: Denise Lee Yohn, Brand Leadership Expert, joins us as this week's guest.

17:00 – Guest Background

20:30 – The Fusion of Culture and Brand

27:30 – 9 Types of Brands

30:00 – Integration Case Study

39:00 – Tony's Lighting Leadership Questions

Segment 3: Tony Richards illustrates the power of exponentials in this week's leadership lesson.

44:30 – Exponential Growth

46:00 – Powerful Story about Exponentials

Aligning brand and culture requires relentless commitment and discipline. - @deniseleeyohn
#betterthanbefore podcast

About the Guest

When she's not writing or speaking, Denise serves as a board member of San Diego Sport Innovators and the non-profits Plant with Purpose and UrbanLife. She has also served as an advisory board member of the Millennium Alliance and World Brand Congress, a judge for the Association of Management Consulting Firms Awards, a finalist selection committee member

for CONNECT's Most Innovative New Product Awards, and the brand director for TEDxSanDiego. Outside of her professional roles, Denise counts hiking Mount Kilimanjaro, dancing with a professional ballet company, and flying a helicopter as some of her greatest life experiences.

Resources Mentioned

The Self-Esteem Workshop

Denise Lee Yohn Website

Fusion

Better than Before is hosted by Tony Richards and produced by Clear Vision Development Group. Our staff includes William Foster and Whitney Coker. You can subscribe or leave a review for *Better than Before* on Apple Podcasts, Spotify, Stitcher, and iHeartRadio. If you have a leadership question you would like answered on the show, email us at info@clearvisiondevelopment.com.