

# The Fitness Business Podcast

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 [fitnessbusinesspodcast.com/221-denise-lee-yohn-how-to-create-a-culture-led-brand](https://fitnessbusinesspodcast.com/221-denise-lee-yohn-how-to-create-a-culture-led-brand)

March 6, 2019 By Chantal Brodrick 0 Comments

March 4, 2019

Denise Lee Yohn is the go-to expert on brand leadership for national media outlets, an in-demand speaker and consultant, and an influential writer. She is the author of the bestselling book *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest* and the new book *FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies*.

Not only is Denise a brand leadership expert and author, she is also a Key Note speaker at [IHRSA 2019](#).



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## What you'll learn

- The definition of brand identity and brand purpose and the benefits of identifying these for your employees and customers.
- The importance of having a 'Brand-Led Culture' and where you can start with creating this in your own business
- The danger of having a culture and brand that don't align and she shares a great example of this from a brand I'm sure you will recognise.
- How to ensure our employee experiences operate on the same values we have for our members
- 3 actions you can do immediately to start creating a Brand-Led Culture for your business.

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## Episode Timeline

- 01:10 What's coming up on this week's show
- 03:45 Overview on Denise's topic at [IHRSA](#)
- 04:55 Definition of Brand Identity and Brand Purpose
- 06:47 What is a 'Brand-Led Culture'
- 08:43 Where you can start with creating this in our own business?
- 10:10 The danger of having a culture and brand that don't align and she shares a great example of this from a brand I'm sure you will recognise.

- 13:25 How to ensure our employee experiences operate on the same values we have for our members
- 19:51 3 actions you can do immediately to start creating a Brand-Led Culture for your business.
- 21:30 Thanks to our podcast partner Tribe Team Training
- 22:31 Precor Quick Fire Five with Andrea Vahl
- 26:40 Thanks to our podcast partner Active Management