Hello! I’ve been invited to participate in a pilot with LinkedIn for a new offering called “LinkedIn Series.” Series contributors are supposed to publish multiple articles on a specific topic and give LinkedIn members the ability to subscribe to these articles and check in regularly, say every other week, to read new articles. So…

Welcome to the **Brand+Culture Series**! I will be posting regularly on topics related to the integration and alignment of external brand identity and internal workplace culture. Some of you might be familiar with my latest book, *FUSION: How Integrating Brand and Culture Powers the World’s Greatest Companies*. For those who aren’t, I recommend using this [link](#) and clicking on “Free Chapter” to access the Introduction to the book since it explains my thinking on the topic and will serve as a good introduction to this series.

For now, though, let me explain why I’m so passionate about this topic.

I believe a culture crisis threatens to disrupt Corporate America today as much as the financial crisis did a decade ago. Whether it’s claims of sexual harassment, the lack of diversity and equality at many organizations, or the nearly 70% of American workers who are not engaged at work, business leaders must devote more attention to their workplace cultures now than ever before. But most leaders don’t know how to build a healthy.
At the same time, when it comes to building brands, leaders typically expect their marketing departments to promote awareness, create images, and send messages. The high visibility of advertising and promotions—and the pervasiveness of social media channels—gives them the impression that they should, indeed, elevate the brand communication function.

But growth in brand equity and influence comes from an entirely different way of thinking about and using brands: it comes from leaders driving everything their organizations do with a clear, focused, distinctive brand identity—what they want the brand to be known for.

In other words, great brands are built from the inside out. The power of a business to create value in the world is unleashed from inside the organization, not by promoting an image on the outside.

That’s why I believe that companies should fuse together their brand and culture. Instead of treating brand and culture as separate entities, they should create a mutually reinforcing and interdependent relationship between the two. Through all the work and research leading up to writing FUSION, I discovered that savvy business leaders power their companies’ performance by what I call brand-culture fusion.

In the coming weeks, I plan to share more. To follow along as I post new content, please click on the “Subscribe” button in the top right-hand corner of this post. And if your friends and colleagues would be interested in this topic, please click on the “Share” button at the top of this post to add it to your feed.

Thanks for reading!!