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Welcome to the Brand+Culture Series

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Denise Yohn

Brand Leadership Expert, Keynote Speaker, and Author of the bestselling books "W... [See more](#)

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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.

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departments to promote awareness, create images, and send messages. The 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 place than about and using brands: it comes from leaders driving everything their organization does with a clear, focused, distinctive brand identity—what they want the brand to stand for. In other words, great brands are built from the inside out. The power of a brand's value in the world is unleashed from inside the organization, not by promoting it from 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 interdependent relationship between the two. Through all the work and research leading up to writing *FUSION*, I discovered that savvy business leaders promote 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, 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!!

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Shawn Parr • 1st

Guvner and CEO of Bulldog Drummond, Chief Strategy Officer at The Envoy Group, Co-Founder and CIO of The Y...

8mo ...

Nicely done there DY! When are you back down south? Much to share and discuss!

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Denise Yohn • You

Brand Leadership Expert, Keynote Speaker, and Author of the bestselling books "What Great Brands Do" ...

8mo ...

thanks, guvner! indeed!

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Denise Yohn • You

Brand Leadership Expert, Keynote Speaker, and Author of the bestselling books "What Great Brands Do" and "FUS...

8mo ...

just wanted to say a big thanks to all who have subscribed to and shared the series! it's really affirming and exciting to see so many people engaged on this topic. i'll be posting more of my insights on it in the next few weeks, but i'm also interested in including your thoughts in future posts so stay tuned for info on that! thanks again!!

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