

DENISE LEE YOHN

author of *WHAT GREAT BRANDS DO* and *FUSION*

Operationalize Your Values



Take your core values from words on a page to the driving force of your organization with an outcomes-oriented working session led by brand leadership expert Denise Lee Yohn.

Participants engage in powerful exercises and facilitated discussions that enable them to identify the attitudes and actions they need to adopt to live out your core values on a daily basis. They develop a shared understanding of what the values mean, why they're important, and how to work together to interpret and deliver on them.

Ignite the power of your core values to focus, align, and empower your organization.

Your core values should be the operating instructions of your organization.

About Denise

- **Author** of the bestselling books, *What Great Brands Do* and *FUSION*
- **Sony** former Vice President/General Manager, Brand & Strategy
- **Recognized authority** in media including CNBC & New York Times
- **Thought-leader** & contributor to Harvard Business Review, Forbes, Smartbrief on Leadership
- **Advisor** to world-class brands including Frito-Lay and Oakley



"a stimulating and enriching learning experience... excellent and generous interactions"
"you helped us get to the next level as a corporation"
"a ton of best practices that we can implement right away"
"not only inspiring but highly actionable"

DENISE LEE YOHN
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