

Episode 129 - No Labels, No Limits podcast with Brand Leadership Expert, Denise Lee Yohn

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**NO LABELS
NO LIMITS
PODCAST**

Episode #129

Guest: Denise Lee Yohn

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Hosted by: Sarah Boxx

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On today's podcast, we're joined by Denise Lee Yohn!

Denise is a brand leadership expert, in-demand keynote speaker, and influential author

who challenges readers to think differently about brand leadership.

She is the author the bestseller *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*.

She is a regular contributor to the *Harvard Business Review* and *Forbes* as well writing for publications such as *Fast Company*, *Entrepreneur*, *Knowledge@Wharton*, *ChangeThis*, among others.

When the news media want an expert point-of-view on hot business issues they call on Denise. You may have seen her in *CNBC*, *The Wall Street Journal*, and *The New York Times*.

In this episode you'll learn about ...

- The direct links between culture and business results
- What an internal brand-led culture is
- And why our organizational culture needs to match our brand.

Denise will share:

- How to identify a disconnect between brand and culture
- Why it's important to fuse the external experience of the business with internal thinking and acting.
- And how you can get a free chapter of her book

Learn more and connect with Denise here:

<https://deniseleeyohn.com/fusion/> - get the first chapter of her book, free!

<https://www.linkedin.com/in/deniseleeyohn/>

<https://www.facebook.com/DeniseLeeYohnInc/>

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