

# PBTO S2E7: Fusion – How Integrating Brand and Culture Powers the World’s Greatest Companies with Denise Lee Yohn

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## Who is on the show:

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In this episode, we host [Denise Lee Yohn](#). She is a best selling author, keynote speaker and the leading authority on building great brands and exceptional organizations.

## Why is she on the show:

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Her book “Fusion” comes out today in which she shares her insights on the importance of bringing organisational culture & the power of branding together to create an organisation that can become a powerhouse of a business.

## Top 3 ideas I learnt from the conversation:

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1} It is critical that we know right from the start of our business about what do we stand for. We might still take on work that is not the ideal work so as to stay in business. We still need to keep looking for the ideal business and only talk or brand ourselves as per the ideal work or look for the ideal client.

2} Organisations that are able to take their branding or promise to our customers and use that to build a culture that drives the behaviours that can enable the delivery of this promise are the one's that become exceptionally successful.

3} It is important as leaders to understand that we need to be consistent in three aspects (ideological, tactical & symbolic). This means that as leaders our actions determine the culture we create.

Resources mentioned:

1} You can find all her books ( [Fusion](#), [What Great Brands Do](#))

2} Take the Fusion assessment [here](#).

## How to connect with her:

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You can find her blog [here](#). You can connect with her on twitter [@deniseleeyohn](#).