

# LEAD TO GREATNESS



Popular Keynotes from  
**DENISE LEE YOHN**

Brand Leadership Expert & Bestselling Author

## READY & RESILIENT: Leadership For Now & Next

The new world of work requires leaders to lead differently. Emotional intelligence, people development and engagement, and the ability to align short-term changes with long-term goals are the new leadership competencies you need now. Denise Lee Yohn shows how to navigate the way work and business has changed and lead your organization to greatness.

Drawing upon her work with business leaders around the world through financial crises and major disruptions, Denise Lee Yohn has cracked the code on leadership and will teach you:

- The roadmap for aligning and motivating your workforce and addressing employees' and customers' elevated expectations
- How to develop organizational resilience and agility by operationalizing your purpose and core values
- How to inspire confidence and instill clarity so employees are productive now and prepared for what's next

## EMPLOYEE EXPERIENCE DISRUPTED

Employee experience has been disrupted and a new work reality is emerging. You must rethink your approach to organizational culture and employee engagement, now that employees are dispersed, divided, distracted, and demanding authentic diversity and inclusion. Denise Lee Yohn, author of *FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies*, shows how to ensure your workforce is engaged and productive today and ready for tomorrow. You will learn:

- How to design employee experiences that address today's challenges and anticipate the future of work
- The tools to engage employees with empathy and motivate them with meaning
- How to transform your culture into a force for growth and thriving, and avoid common culture-building mistakes

## BRAND LEADERSHIP: How to Break Through, Blaze New Trails, and Build a Great Brand

New market conditions require your brand to be more authentic, powerful, and valuable than ever before. Bestselling author of *What Great Brands Do* Denise Lee Yohn shows how great brands inspire trust, establish competitive advantage, and lead their field. Drawing from case studies, analyses, and interviews with business leaders from the world's leading brands, Denise will show you:

- The seven actions that successful brands consistently implement to achieve brand leadership
- How to cultivate sustained customer and employee engagement and loyalty
- The proven tools and templates for positioning your brand and delivering superior customer experiences

All of Denise's presentations are customized to your specific industry & context, audience composition, and desired takeaways.

*"Attendees were blown away"*

*"A ton of best practices that we can implement right away"*

*"Not only inspiring but highly actionable"*

*"A practical and powerful message and presentation"*



- Regular contributor to national news and business media
- Author of *What Great Brands Do* & *FUSION*
- Former VP/GM Brand & Strategy at Sony
- Advisor to world-class companies including Frito-Lay & Oakley
- Leading authority on positioning exceptional brands and building great organizations