

DENISE LEE YOHN

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

FUTURE-PROOF YOUR BUSINESS:

Human-Centered Leadership in the Age of AI



In a world increasingly shaped by AI, the most critical drivers of business performance—customer and employee engagement—remain **uniquely human**.

Brand leadership expert and best-selling author Denise Lee Yohn reveals how to **elevate your leadership** by **integrating employee and customer experience, co-creating culture** across divisions and diversity, and **embedding empathy** across the enterprise.

Learn how to lead with impact and drive lasting business success where machines cannot.

Power your future with human advantage.

About Denise

- **Author** of the bestselling books, *What Great Brands Do* and *FUSION*
- **Sony** former Vice President/General Manager
- **Recognized authority** in media including CNBC and FOX Business TV
- **Thought-leader** & contributor to Harvard Business Review and Forbes
- **Advisor** to world-class brands including Frito-Lay, Oakley, and Target



Client Feedback:

- "Thank you for **opening our eyes!**"
- "Not only **inspiring** but highly **actionable**"
- "A ton of **best practices** that we can implement right away"
- "You are helping us get to the **next level**"
- "Not blue sky...a **blueprint** on what to do"
- "Hands down, the **best presentation** in the entire conference"
- "Attendees were **blown away**"

Always fresh. Nothing canned. Denise customizes her keynotes to your specific industry & context, audience composition, and desired takeaways.

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