



Lead Your Field

# DENISE LEE YOHN

Leadership Keynote Speaker



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**DENISE LEE YOHN**  
leadership expert | speaker | author



## MEET DENISE

Denise Lee Yohn inspires and empowers you to lead your field. Through fresh ideas, success stories, and clear-cut tools, Denise shows you how to produce results by integrating the key drivers of your performance: faith and values, brand and culture, and customer and employee experiences.

Blending a unique perspective, over twenty-five years of experience with world-class brands including Sony and Frito-Lay, and a talent for energizing audiences, Denise is a leading authority on leadership. As author of the bestselling books *What Great Brands Do* and *FUSION*, she has cracked the code on how to achieve impact through integration.

In today's fast-changing and competitive marketplace, you need to:

- Build healthy, resilient, top-performing organizational cultures
- Engage your customers and employees in extraordinary experiences
- Strengthen your differentiation, relevance, and competitive advantage

**Denise shows you how to inspire, equip, and lead your organization to greatness.**



### LEAD FROM THE INSIDE OUT: Transform Your Organization, Your Results, Yourself

*"When you lead from the inside out, your values shape your culture, your culture strengthens your brand, and your brand delivers experiences to customers and employees that reinforce those very values. The more integrated and aligned your leadership, the more momentum you build."*



A vital resource for CEOs, entrepreneurs, and other leaders, *What Great Brands Do* explains how top companies develop standout brands that foster customer loyalty and increase profit margins.

"You can't afford NOT to read *What Great Brands Do*."  
— Ken Blanchard

Inc. Top 10 Marketing Books of the Year

## DENISE'S MOST POPULAR KEYNOTES

### THE FUSION FORMULA: Brand + Culture = Results

Forget everything you think you know about workplace culture! You don't need perks and parties. You need engaged employees who produce the right results and help you build a great brand. Denise shows you how to infuse your culture with your core brand values and align your people with your unique brand identity, so you produce a healthy organization and a valuable brand.

### IGNITE EXPERIENCE: Fuse Customer Experience and Employee Experience to Drive Your Growth

Customer experience is the competitive battlefield where customer loyalty is won or lost. And among employees, the need for engaged, skilled talent is greater than ever before. How do you win on both fronts? Denise shows you how to align and integrate your employee and customer experiences—and unleash their combined power to fuel your growth.

### LEAD WITH INTEGRITY AND PURPOSE: Unlock Spiritual Intelligence for Real-World Impact

In an age of disruption and distrust, leaders must anchor their work in something deeper than strategy—spiritual integrity. This new keynote from Denise shows how aligning inner values with outward actions builds trust, belonging, and purpose—and drives meaningful, measurable results in organizations.

### FUTURE-PROOF YOUR ORGANIZATION: Human-Centered Leadership in the Age of AI

In this timely and thought-provoking keynote, Denise shows business leaders how to future-proof their organizations by investing in what AI can't replace: human insight, empathy, and connection. Pursue a people strategy that drives performance and resilience. Perfect for leaders who want to thrive in the age of AI *with* their people, not despite them.

*Denise customizes every talk to ensure your desired objectives are met and your audience gets content that's relevant and actionable.*

### ACHIEVE BRAND LEADERSHIP: How to Build a Rock Star Brand

### EXTRAORDINARY EXPERIENCES: How to Win Customers' Hearts and Dollars

### WORKSHOP: Operationalize Your Values

800 CEO Read Business Book Best Seller List

"Few realize how powerfully brands are shaped by the cultures of their organizations. This compelling book shows how. — Adam Grant"

**FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies** provides the roadmap for increasing your competitiveness, creating measurable value for customers and employees, and future-proofing your business.





## REVIEWS

"Best speaker of the day...a fresh perspective."

"Nothing short of amazing."

"Attendees were blown away."

"Your talk provided us with a framework as to how to operationalize our brand to achieve our Billion Dollar vision."

"Not only inspiring but highly actionable."

"You took time to understand our business model and it undoubtedly played a role in how much your talk resonated with our CEOs."

"You set us up for a stellar year."



News media call on Denise for an expert point-of-view on hot business issues.



The New York Times



Bloomberg Businessweek

Denise is a sought-after contributor to national media outlets.

Harvard  
Business  
Review

Entrepreneur



Forbes



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