

DENISE LEE YOHN

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

VALUES IN ACTION: How Everyday Choices Build Trust and Drive Results



Every organization has a values statement—but does your workforce actually **live it**?

Denise makes the case that values only matter when everyone—not just leaders—is aligned and acting on them, one decision at a time. She shows how to turn stated values into daily behavior: the choices that **build trust** with customers, **strengthen collaboration** across teams, and **drive the results** your organization needs to compete and win.

Turn your culture into a competitive 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.

DENISE LEE YOHN
brand leadership expert | speaker | author

917 446 9325

Speaker video: <http://bit.ly/DLYSpeaker>

mail@deniseleeyohn.com <http://deniseleeyohn.com>

