

Take Your Brand
from Good to Great with

DENISE LEE YOHN

Brand-Building Expert and
Keynote Speaker



Represented by K&M Productions
Bookings: 905.831.0404 | info@kmprod.com
<http://www.kmprod.com/speakers/speaker-denise-lee-yohn>

DENISE LEE YOHN
brand-building expert | speaker | author

Keynote speaker **Denise Lee Yohn** has cracked the code on brand-building and shows you exactly what you need to take your brand from good to great.



Topics:

- 7 Keys to Building a Great Brand
- Brand Leadership
- Extraordinary Experiences: How to Win Customers' Hearts and Dollars
- Great Brands Aren't Just for the Big Guys
- Stop Greenwashing... Start Making a Difference

Past Speaking Venues:



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.”
- “Denise shares rich content generously, with humor and heart.”
- “You set us up perfectly for a new mindset around brand.”

Denise reveals the secrets to building a great brand that dominates the playing field. If you're serious about winning, don't miss out on booking her to speak to your organization.

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Denise Lee Yohn is a leading authority on building and positioning exceptional brands.

Denise partners with you to identify new brand growth opportunities, translate brand insights into actionable plans, and implement brand tools to produce operational excellence.

Consulting services:

- Brand diagnostic evaluation
- Strategic brand platform development
- Brand architecture strategy
- Customer experience design
- Brand touchpoint wheel
- Brand toolbox development
- Brand engagement program design

Past Clients:



SONY



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Organizations across a wide range of sizes, types, and sectors have called on Denise for over 25 years to help solve their toughest challenges. Now it's your turn.

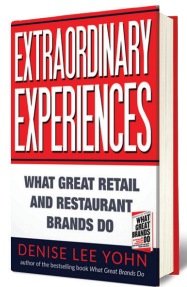
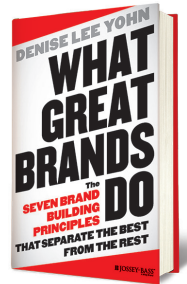
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Bestselling author **Denise Lee Yohn** provides thought-leadership and analysis on hot business issues.

Influential books:

- 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. Denise shares insightful case studies, actionable guidelines, and the seven brand-building principles that separate the best from the rest. Published by Jossey-Bass, an imprint of Wiley.
- Discover how brick-and-mortar brands create extraordinary experiences that keep drawing customers into their stores. Compelling stories and practical principles make *Extraordinary Experiences: What Great Retail and Restaurant Brands Do* required reading for all business leaders who want a great brand.



Expert contributor:



Forbes



Entrepreneur



Experienced commentator:



The New York Times

Bloomberg Businessweek



Join the business leaders who rely on Denise's engaging communication style, research-based content, and unvarnished points of view.

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