

LEADING IN CRISIS



Virtual Presentations with
DENISE LEE YOHN
Brand Leadership Expert & Bestselling Author

LEADING THROUGH CHALLENGE & CHANGE

COVID-19 is the newest, but not the only challenge you face... and more change is on the horizon with the economic recession, continuous disruption, and increased competition. Denise Lee Yohn shows how to lead your organization to thrive in uncertainty and perform under pressure.

Drawing upon her work with business leaders through three recessions and against fierce competition in fast-paced industries such as retail and digital technology, Denise Lee Yohn has cracked the code on organizational resilience and agility. You will learn:

- The roadmap for engaging, aligning, and motivating your workforce
- How to cultivate an innovative culture that produces more with less
- How to inspire confidence and instill clarity so employees are productive now and prepared for what's next

CULTIVATING CULTURE & BUILDING BRAND IN CRISIS

Now more than ever, you need a vital organizational culture and a valuable brand so you retain employees and customers. Denise Lee Yohn, author of *FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies*, shows 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 powerful brand. You will learn:

- Why brand and culture alignment is critical to business performance, especially during crises
- How to produce workforce alignment, competitive advantage, and valuable relationships with customers and employees
- How to transform your leadership and avoid common culture- and brand-building mistakes

LEAD YOUR FIELD: Establish Competitive Advantage

The current crisis will separate the winners from the losers – how do you ensure your company emerges stronger than ever? Bestselling author of *What Great Brands Do*, Denise Lee Yohn shows how great brands establish and maintain competitive advantage. 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. Her virtual presentations deliver high engagement through participant interaction and a highly visual approach.

"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 Harvard Business Review & Forbes
- 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