



Denise Lee Yohn Program Description

It's What's Inside That Counts

Think you need creative advertising and buzz-worthy social media campaigns to promote your brand? Think again.

Great brands start brand-building inside. They cultivate a vital, vibrant brand-led culture inside their organizations because they know that's the only way to build a meaningful, valuable, sustainable brand. Brand expert Denise Lee Yohn will show you how to clarify your brand purpose, use your brand values to shape employee and customer experiences, and engage and align everyone with your brand vision.

Learn how to lead your organization to brand greatness by starting inside.