



Denise Lee Yohn Program Description

Stop Green-Washing...Start Making a Difference

Today's consumers expect companies to have an overall beneficial impact on society -- and they want them to do more than write checks or make charitable donations.

Business advisor Denise Lee Yohn introduces a 5-step process that will help you develop social efforts that resonate with your customers, employees, investors, communities, and beyond.

Learn how to become a force for positive change while enhancing your customer appeal and long-term competitiveness.