

# Fusion

**How integrating brand and culture powers the world's greatest companies**

**Denise Lee Yohn**

**At Amazon, everyone is focused on one thing – customer excellence. This is a good example of brand culture fusion.**

**Culture is not incidental or incremental to business performance- it is instrumental.**

**Culture multiplies results**

**Brand culture fusion also ensures the authenticity of your brand. Customers are more savvy today.**

**Start ups want to create a “ fun’ workplace, throw lot of perks in trying to be cool. These alone do not build a good culture. You can end up with happy employees who produce the wrong results.**

**Culture cannot be imposed. As a leader you cannot force people to think or behave a certain way.**

**Your culture should produce unity and not uniformity, within your workforce. You should dictate the boundaries, do not put tracks.**



**Traditional management looks at purpose (its reason for being), vision (its desired future, and mission (how it achieves its vision). You dont need three different statements.**

**Change creates chaos, chaos breeds fear,  
fear can get you off course from your  
purpose.**

**There isn't one set of values for every organization. Each organization should operate by unique values that contribute to its desired culture.**

**You have to identify the type of brand you want to be. There are nine types of brands**

# 9 types of brands

1. Disruptive brands
2. Conscious brands
3. Service brands
4. Innovative brands
5. Value brands
6. Performance brands
7. Luxury brands
8. Style brands
9. Experience brands

There will be some overlap in many cases.

**If you want to be an innovative brand, then your culture must encourage a test and learn mentality amongst employees.**

**Once you know the type of brand you want to be, then you can get the core values aligned. If you are a performance brand, then achievement, excellence and consistency are the values you need.**

**The next are to look at is employee experience and customer experience integration.**



**In 2008, Ford nearly went bankrupt. It had a Toxic culture- a lack of transparency, infighting business units, a pre occupation with self preservation, poor meeting culture. It needed Alan Mullaly to focus on bringing a new culture.**

**When a company's culture struggles, its performance as a brand suffers in the marketplace.**

**The keys to successful leadership communication, when you are building cultural alignment is simplicity, consistency, storytelling and relevance.**

**Jack Welch said that if your company's  
culture has to mean something to you, then  
you should publicly hang people who do not  
follow it.**

**In order to be a successful leader in the 21 st century, one must lead through emotion , which means fostering a strong culture.**

**Artifacts, symbolic objects or other symbolic items that either make the organizational culture visible or commemorate a milestone can play a role in cultivating a desired culture.**

**Employee brand engagement involves engaging employees in their emotions, actions and intellect.**

**Companies in highly commoditized categories , like airlines , fast food chains etc. where it is difficult to discern product differences, can use their organizational culture to make it distinct.**



