



Successful Strategies are Driven by Winning Stories.

Sure, most leaders hold themselves accountable for the company's overall strategy. However, what many executives have not acknowledged is ...

You own the story behind the strategy.

In a recent article published by Wharton School of Business, communications expert Walter G. Montgomery said ...

"CEOs commonly blame lousy communication when well-laid plans go awry. Yet, paradoxically, communications is an undervalued, lightly regarded discipline in the theory and practice of corporate leadership."

Think about how much brain power and energy you and your C-suite put into shaping your go-to-market strategy. Now think about the finite amount of time (in comparison) you spend on the story and communication plan designed to activate that strategy ... inside and outside of your organization.

As a C-suite executive, you may not be the one to put words on paper (many do) — but you absolutely need to lead, shape and guide the messaging and communication plan that is used to bring the strategy to life. More specifically — you are 100% accountable for ensuring there is a meaningful story and intentional communication plan in place.



Why? Because, no one understands the business strategy like you do. No one knows the strategic rationale behind it like you do. Simply put, you and your entire leadership team must be part of the development, delivery and activation process for both the strategy and the story behind it.

Montgomery went on to say ...

“Chief executives need to focus on communications as a management capability much more seriously than they typically do. They should lead a thorough rethinking of what communications does and should do, subsequently transforming it into the constructive force it can be.”

Market-leading CEOs are taking Montgomery’s advice. They know ... if the story breaks down, business performance suffers. They realize that business strategies, backed with the right messaging, deliver better results.

More importantly, modern business leaders recognize that they have to own the process, because at the end of the day ... success or failure lies on their shoulders.

Winning business strategies are driven by winning stories (intentional messaging and communication plans). So, if you’re a CEO or business leader, it’s time to redraw the boundaries around strategic communications in your business ... placing yourself and members of your C-suite squarely in the middle of it.



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