



# Is Your Company Going Through an Identity Crisis?

Every leadership team and company goes through it. The company grows, the vision becomes blurry, the strategy becomes less obvious across the organization, the company loses sight of its core purpose.

It happens. The question is, as a C-suite executive what do you do about it?

Most companies think a new corporate slogan, branding campaign or company meeting will do the trick. Others simply choose to ignore it and convince themselves it isn't negatively impacting business performance. Nothing could be further from the truth.



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## **Clarity is the key to achieving optimal performance.**

Just look at the top sports teams. Look at the market leaders across different industries. They perform at the highest level because everyone in the organization, from the boardroom to the frontline – has clarity. Clarity of who they are, where they are going and how they create value.

However, as sports teams and businesses change, clarity can fade.

- > Leadership changes.
- > The players come and go.
- > The game plan evolves.
- > What it takes to win changes.

As business owners and executives, we all know that you can't stop time and you can't avoid change. However, when time passes and things change – you must re-center the business. You must regain clarity in your identity as an organization.

Some say we are in a constant state of change so what's the point? To some degree this is true. However, who you are, why you exist and the core value you deliver to customers -- should not be in constant flux. In fact, these are the cornerstones of your strategy (vision, mission and values) and the essence of your corporate story (promise, value proposition, positioning, etc.). They should anchor the entire organization. They should center customer communication and engagement. They should drive employee engagement (not cause confusion). Your strategy and story should guide decisions and actions by leaders and employees across the organization.



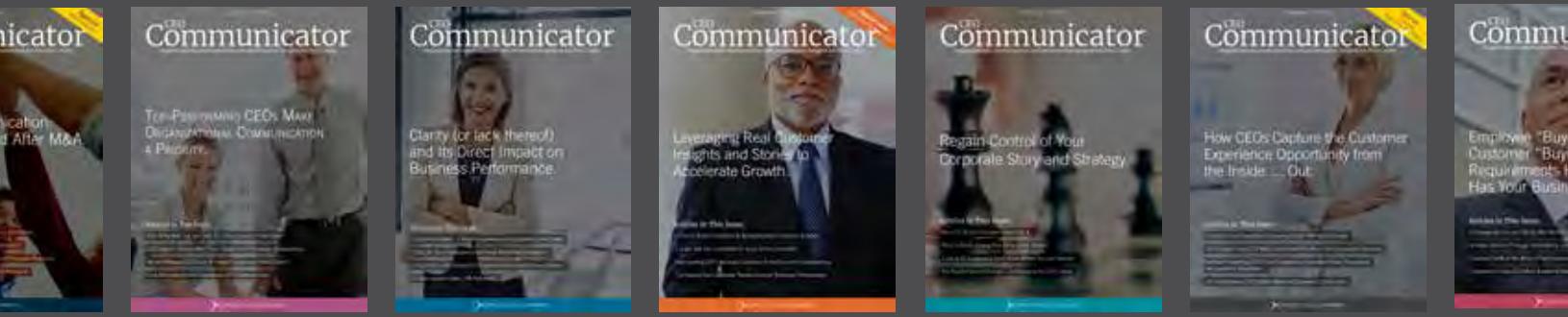
## **Has your organization gone through change? Does your organization have an identity crisis?**

Will this be the year you invest the time and energy to clearly redefine your company's purpose, who you are, what you do and the value you deliver? Not just in the minds of a select few executives – but up and down your entire organization. Is this the year you will use organizational alignment and clarity as a strategic advantage to drive growth in the marketplace?

Ultimately, you have two choices. Ignore the lack of clarity that exists in your organization (and the negative impact it is having on business performance) or do something about it.

## **As a C-suite executive – the choice is yours.**

To learn more about aligning your entire organization around a unified corporate strategy and story visit <https://www.itson-message.com/our-insights/resources/>.



This article is an excerpt from CEO Communicator, the monthly magazine published by OnMessage. This publication is specifically for C-Suite and Communications Executives who want to improve organizational clarity, alignment and performance. To download full issues of CEO Communicator Magazine, go to [www.itsonmessage.com](http://www.itsonmessage.com).

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James F. O'Gara is the CEO and Founder of OnMessage a leading B2B Communications Consultancy. Mr. O'Gara has spent thousands of hours formulating winning go-to-market strategies and stories for dozens of Fortune 100 companies and hundreds of high-growth businesses. O'Gara's expertise in go-to-market strategy development, Voice of Customer research, messaging and positioning, as well as customer-centric culture development, has earned him the respect of executives around the world. His ability to breakdown strategy, sales, marketing and positioning challenges in complex industries has been invaluable to CEOs, CCOs and CMOs at a number of leading companies. James is also an active member of the Forbes Communications Council and his thought leadership often appears on Forbes.com.

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About OnMessage:

OnMessage is the B2B communications consultancy executives call when it counts. When strategic shifts in the business take place, when financial performance is on the line and when the message absolutely must deliver material business results. OnMessage specializes in helping C-suite and communications executives ...

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- > Establish clear, compelling messaging for specific industries and geographic markets
- > Communicate changes in vision / strategy or leadership inside and outside of their organizations
- > Develop effective communication programs in support of M&A integration and other organizational changes

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- > 75+ Years of Combined M&A Communication & Integration Experience
- > 50+ Years of Combined Organizational Communications Expertise
- > 16-Years of Consistently Exceeding Client Requirements

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