



The Lost Art (and Science) of Sustained Executive Communication.

We live in a world of instant gratification. Do something fast. Do something once. Expect immediate and lasting results.

What a joke.

What's more concerning is that this "instant gratification" mindset has crept into organizational communication, and it is killing business performance.

Sure, CEOs and C-suite executives are moving so fast, they rarely have time to catch up on email. They have so many balls in the air, they touch each one for about 5 minutes — each week, each month. I get it. Their world is complicated. Their business is moving faster than ever. They have more and more people pulling at them every day. This is just the reality for every CEO and C-suite executive.

This reminds me of a Fortune 100 client that recently made a sizable investment to bring more than 200 leaders together for a strategy meeting. During the meeting, a new set of strategic priorities were shared. Strategic priorities that had to be activated across the organization for the company to achieve its annual revenue targets. Keep in mind, while there were 200 leaders in the room, the company has tens of thousands of employees across the globe.

However, we have worked with business leaders at Fortune 100 and high-growth companies across the globe for more than 15 years. And we have discovered one thing separating executives who lead high-performance, focused organizations from others...

When it comes to organizational communication, they don't buy into instant gratification.

They are intentional about the messages they send and how those messages are communicated up and down the organization.

Simply put, they stay the course because they know firsthand the impact intentional and sustained communication has on business performance. More importantly, they know that nothing less will actually deliver lasting results.

No matter how busy or complicated their worlds are, these executives are very focused on delivering sustained messages that matter. Messages that drive clarity, alignment and execution. Messages that pertain to ...

- > Brand promise and purpose
- > Vision and mission
- > Culture and employee engagement
- > Organizational change
- > Strategic business priorities
- > Customer experience

When it comes to messages that matter, these executives ensure the story is omnipresent. Not just through their own communication but within the communication that comes from every leader across the organization.

Now, those executives who live in the world of instant gratification would leave the kickoff meeting patting themselves on the back. Mission accomplished. The strategy was communicated. The initiatives were clearly laid out. Their job was done.





However, executives with a “stay the course” mentality would acknowledge that their work had just begun. To translate the priorities into meaningful action, an intentional communications plan had to be activated. Not for a few weeks, or even a couple of months, but for a sustained period of time. Enough time for thousands of employees across the organization to convert these high-level concepts and priorities into action and, ultimately, measurable results. Now, these leaders would leave the meeting with a sustained communications game plan. They would stay the course.

CEOs and C-suite executives often forget: Communication that drives results in large organizations is like turning the Titanic. It takes time before the ship starts to move in the direction you want it to go.

So, don't let the instant gratification world we live in distract you from staying the course. Buck the trend. Be an intentional, sustained communicator and you will outperform your competitors every time.

James O’Gara is the CEO and Founder of OnMessage, a management consulting firm specializing in helping C-suite executives formulate intentional messaging and communication strategies that create clarity in the minds of employees and customers. Clarity that increases employee engagement, improves the customer experience and maximizes organizational performance.

Mr. O’Gara is also an active member of the Forbes Communications Council and his thought leadership often appears on Forbes.com.

To learn more about OnMessage, visit 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 ...

- > Reposition and differentiate their businesses
- > Produce laser focused messaging / positioning for new product and service launches
- > 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

For the last 16 years, OnMessage has earned trust and respect from executives around the world.

- > Trusted Advisor to 100's of C-Suite Executives
- > 500+ B2B Mid-Market and Fortune 1000 Companies Served
- > 600+ Strategic Messaging Engagements Delivered
- > +250 Successful Product Messaging/Positioning Platforms Developed
- > 75+ Years of Combined M&A Communication & Integration Experience
- > 50+ Years of Combined Organizational Communications Expertise
- > 16-Years of Consistently Exceeding Client Requirements

Let us earn your trust. Request an engagement briefing and learn more about our firm at www.itsonmessage.com.