



# Lack of Clarity in Your Corporate Story and Strategy is Costing You.

As a C-suite executive or leader you know there is nothing more important than clarity. Clarity in the story you want to tell. Clarity in the strategy you want to execute.

To learn more about increasing organizational performance in the new year visit <https://www.itsonmessage.com/our-insights/resources/>.

When a company is just starting out, the company's story and strategy are crystal clear. To everyone. But then two things happen.

# Growth. Change.

As a company grows — the organization becomes more complex. More employees, organizational silos, products, customers, partners, etc.

As time passes — changes take place in the business, markets, competitive environment, customer requirements, etc.

Growth and change negatively impact clarity. And that is a problem, because clarity is the cornerstone of every high-performing organization. Without a clear understanding of your company's story and strategy — your organization will not perform at the highest level.

Below is an excerpt from "The Clarity Principle." It highlights a real, passionate conversation that took place among C-suite executives and illustrates how growth and change negatively impact organizational performance:

“The lack of clarity is exhausting. We, the group in the room, are not clear on the positioning. How do we expect the rest of the company to be? ... If we don't pull together and operate from a common strategic framework, we are done. ... Our company needs a new, simple narrative.”

Has your company experienced growth? Change? Do your leaders understand the corporate story you want to tell and the strategy you need them to execute in the marketplace? What about your employees?

If you are like many other executives, growth and change have created confusion inside and outside of your company. And lack of clarity is costing you.

Will this be the year that you and your executive team make organizational alignment a priority? The year you align leaders and employees around a unified corporate story and strategy? It should be.

Regain clarity this year. Your leadership team, employees, partners and customers will greatly appreciate it ... and your business will perform at a higher level as a result.





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 ...

- > 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

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- > 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](http://www.itsonmessage.com).

