



**How the Rapid
Pace of Change
Is ... Changing
the CEO's Role
in Business.**

According to Knoll Workplace Research, substantial organizational change occurs every three years.

How much has your business changed the last three months, let alone the last three years ...

- > Changes in **leadership**
- > Changes in **product or service offerings**
- > Changes in your **selling organization**
- > Changes in your **employee population**
- > Changes in **customer requirements**
- > Changes in your **vision and mission**
- > Changes in your **operating model and business strategy**



As a CEO or C-suite executive, you are experiencing changes across your business like no generation of business leaders before. And this rapid pace of change is redefining the role of a CEO.

Specifically, in the area of strategic communications.

In the past, communication was important ... but maybe not at the top of every CEO's priority list. Today, **leading executives understand the correlation between the desired outcome of change and the clarity of strategic communication** around that change.

That's why more and more CEOs are taking ownership in formulating and managing the story around strategic changes they are implementing in their business.

They are making this a high priority because they know what happens when they don't. Priorities get mixed up. Leadership decisions are not aligned. Employees get confused. Productivity drops off. And ultimately, customers get frustrated and leave.



The questions you must ask yourself are ...

- > Where does strategic and intentional communication land on your priority list?
- > What are you doing to formulate a clear, compelling and consistent message around changes in your business and how those changes will impact leaders, frontline employees and customers?
- > What story and intentional communication strategy will ensure change and innovation works for the business — not against it?

As the CEO, if you are not thinking about and leading the conversation in these areas — you should be.

Why? Because you ultimately own the impact these changes have on your business and you will not achieve desired results without an intentional, CEO-driven communication strategy that is activated up and down your organization.

C-suite executive teams turn to OnMessage to help shape, guide and execute strategic messaging and communication initiatives that are required to implement change and drive optimal organizational performance. Learn more at www.itsonmessage.com.



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.

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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.