

Communication, Culture, and Values Help C-Suite Executives Drive Corporate Results

As referenced in a recent [CIO article](#), C-Suite communication and alignment are paramount as each relies not only on the other but also across the entire organization for long-term business goals and operational efficiency. Optimize Communication, Culture, and Values with the following in mind:

- Document corporate terminology (jargon) for clear communication organizationally.
- Consider creating a FAQ or company terminology document.
- Bring a facilitator to drive a current and future state set of meetings with the result of having all stakeholders' input and alignment.
- Align and agree upon the short-term and long-term corporate strategic goals and priorities using a top-down and bottom-up approach.
- Obtain commitment from all parties in writing.
- Request the facilitator has blueprints, toolkits, and leave-behinds.
- Define and communicate values, strategy, goals, and metrics across the C-Suite and through each of the respective departments.
- Build a transparent metric-driven dashboard(s) for the organization to both celebrate wins and hold each other accountable to corporate goal metrics.
- Include revenue, cost, and profit drivers.
- Review organizational dashboards for ease and accuracy.
- Do benchmark planning against the competition.
- Drive engagement and communication.
- Solidify performance and compensation plans.
- Encourage and incorporate data and metrics into communication.
- Implement new employee benefits and a solid culture to make the business a magnet for talent.
- Do benchmark planning against the competition.
- Solicit feedback from employees and consultants.
- Provide positional metrics and data transparency, so each person knows how they contribute to the company's success.
- Remember, culture is king, and you need to make sure your most valuable asset, your people, are informed and part of the decision-making process and implementation of your plans. Be open and honest with them about your business strategy and empower your team to act. Consider reshaping hiring and strategic downsizing. Lead your people through this challenging time of change.

