

THE WORK THAT WORKED

Executive Snapshot

How Brand & Communications Drive Enterprise Value

Signals &

We help executives capture what's working, translate it into enterprise credibility, and scale it into strategy.

5 Signals of Success

Alignment → Execution Power

- Intranet clarified strategy in plain language
- Employees connected daily work to enterprise goals
- **ROI:** Faster execution, fewer wasted cycles

Reputation → Sales Growth

- Awareness grew from 54% to 88%; preference doubled
- Trust rebuilt after bankruptcy
- **ROI:** Sales teams reopened doors and regained credibility

Digital Presence → Demand

- 4x website traffic; +20% YoY social engagement
- Multiple, national awards for innovation and impact
- **ROI:** Lift in qualified leads and pipeline growth

Internal Storytelling → Retention

- 33% engagement lift; >80% sustained engagement
- Multiple, national workplace awards
- **ROI:** Lower turnover = real savings in hiring, training, productivity

Crisis Readiness → Risk Insurance

- Playbooks ready for cybersecurity, safety, reputational risk
- **ROI:** One avoided crisis = millions saved in legal and reputational costs

5 Executive Imperatives

1. Measure wins in **business terms**.
2. Tie awareness and alignment to **outcomes** (sales, retention, execution).
3. Link culture and reputation for **full-picture performance**.
4. Codify repeatable successes to **scale ROI**.
5. Use success as leverage for comms at the **strategy table**.

Where Comms Sits, Success Follows

Success wasn't luck. It happened because comms was strategic infrastructure that had visibility into strategy and direct access to decision-makers.

- *Buried three layers down = tactical, siloed, undervalued*
- **At the executive table = alignment, foresight, measurable impact**

Executives who want more “work that works” must treat comms as a **leadership function, not overhead**.

Success leaves signals; the key is knowing how to read them.