



A REVELATION FROM MISHEARD LYRICS

Misheard messages, misaligned teams, and why none of it means you're failing.

"Rock the cat box, rock the cat box!"

Like the rest of us, you were totally committed to belting out that Clash anthem... just with the wrong words. And no one corrected you. Your friends sang it that way, too. You weren't alone — just confidently wrong.

Until that one fateful day when you found out. It wasn't "rock the cat box." It was actually "Rock the Casbah, rock the Casbah!"

AN AHA MOMENT

Instantly stupefied, you ask yourself, “What?!? Really?!? How could I not know this?”

Oh, well. But now you’re even more committed to belting out those lyrics as loud as possible every single time, if only to erase all those other moments you got it wrong.

Because what matters most is the joy and excitement you feel when you’re in the groove and jamming along. And guess what? Your employees feel the same way.

MISHEARD, NOT MISALIGNED

There are plenty of employees who are just as committed to being in the groove and jamming along to the rhythm of your business. Yes, even during times like these.

And some of them are belting out misheard lyrics in their heads all day long. This, despite all the town halls, emails, intranet videos, and that global pledge you had them sign on Strategy Celebration Day.

But here’s the good news: they care enough to sing along. They’re showing up, putting in effort, and aligning themselves with something – even if it is a little off-key. In this market, that’s gold.

WHEN CLARITY HITS

Eventually, the words click. A colleague explains it. They read something that lands. They have an “ohhh, that’s what this means” moment. And just like that, they’re no longer just jamming along – they are in sync.

But the takeaway here is less about getting it right from the start. It’s about recognizing that commitment often precedes clarity.

People want to feel good about their work. They want to contribute to something that grooves. And if they’re already singing – even if it’s the wrong lyrics – you’ve got a huge head start.

They will get the lyrics right eventually. Until then, just make sure you’re doing all the right things to keep them jamming.

KEEP THE MUSIC GOING

So, don’t obsess over whether everyone’s getting the exact phrasing right.

Instead:

- Keep the rhythm steady.
- Make sure the beat is strong.
- Repeat the chorus often.

Because when the lyrics finally click, you’ll have a team that’s not just on-message, but all in.

Arketi Group is a public relations and digital marketing firm that helps business-to-business (B2B) technology organizations accelerate growth through intelligent strategy, messaging, public relations, digital marketing, branding, and lead generation and nurturing. Consistently recognized by Chief Marketer as one of the nation’s top agencies, Arketi’s core belief is that marketing generates revenue.

For more information, contact Mike Neumeier at mneumeier@arketi.com or 404.451.7832 – or visit arketi.com.

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MARKETING
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