



THE LANGUAGE OF LEADERS HAS THREE KEY PHRASES

And if you're not speaking to them right now, you're not being heard.

Right now, executive leadership is tuned into three priorities:

- Generating revenue
- Controlling costs
- Mitigating risk

Sound familiar? It should. These have always been the priorities. But when markets are unpredictable and the margin for error is shrinking? These three rise to the top (and stay there).

WHAT WORKED THEN WON'T WORK FAST ENOUGH NOW

As trusted business advisors, communicators, and culture crafters, we already have an impact on each of these priorities.

Even so, many of our efforts tend to have long lead times before generating results. However long it took for an organization's culture to go off the rails, for example, it usually takes at least as long to correct it.

Under normal circumstances, that's understood. Leaders have patience. They get it.

But right now, times are not normal. The steady drumbeat of change and innovation has been overtaken by sudden, seismic disruption.

For business leaders, the runway is shorter, and the stakes are much higher. Progress, much less success, is now measured in hours, days, and weeks instead of months and quarters.

It's as if your leaders are those kids on "Stranger Things," who have suddenly found themselves in the upside down.

SHORT-TERM ACTIONS. LONG-TERM VALUE.

We're not saying abandon your strategy. We're suggesting you triage it.

Because if your work doesn't deliver short-term value, it's going to get sidelined, regardless of how brilliant it may be long-term.

Here's how to deliver impact that lands now and pays off later.

1. Reframe Comms Around Immediate Outcomes

Double down on "how we're doing" messaging and dedicate resources to helping leaders develop specific calls-to-action for their employees – all of them. If an

executive counterpart doesn't know how to translate generating revenue, controlling costs, and mitigating risks into tangible language for the workforce, then help them.

And don't ask. They all need help, all the time, and especially now. Simply start. With each one individually.

2. Watch What the Data's Already Telling You

Keep an eye on sales results, quality reports, and safety incidents. When employees are anxious or discontented, it shows up in those metrics first. Consider them your canaries in the coal mine. Plus, this data is already being tracked in real time by someone somewhere in your company.

Get your hands on those dashboards and adjust your messaging to correct any negative trend lines.

3. Hit Pause on Low-Impact Projects

You know what they are. The pet project. The passion initiative with a 12-month timeline. If it doesn't drive revenue, control costs, or reduce risk soon, shelve it. And when someone complains? Tell them you're focused on the company's immediate success — and invite them to do the same in their lane.

Your leaders are likely more anxious right now than your average employees are, whether they'll admit it or not. Help them pivot alongside you. That's leadership.

SHOW WHAT YOU'RE WORTH

We are neither pessimists nor alarmists. We are realists.

And the reality is this: now is your moment to shift your mindset and prove your impact.

Your executive colleagues and leaders have already done this. And they need you with them right now more than ever.

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.

© 2025 Arketi Group. All rights reserved.



**WHERE
MARKETING
GENERATES REVENUE**