



Bridgeway to Success™

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**EVERYTHING YOU
SAY AND DO
SENDS A
MESSAGE.**

Ruthless Consistency

Mixed messages kill. They kill your credibility. They kill your people's motivation. And they kill strategy implementation.

Your people "listen" to what you *do*, not just to what you say. If you say that a new business initiative is of critical importance but don't allocate sufficient resources or align incentives or provide the necessary skills to support it, then your people will question your credibility and your commitment. And if they believe you are not truly committed to results, how likely are they to be committed? Not very.

Everything you say and everything you do sends a message. Your decisions, your speech, and your actions. But everything you *don't* say and *don't* do also sends a message. When you don't hold people accountable, for example, it sends a strong message that you are not committed to results.

You are constantly being evaluated by your people. If the messages you send are aligned with your strategy, they will believe you are committed to results and they will be committed. If not, you've done more harm than good.

Determine your strategic goals. Determine your level of commitment. Then make sure you are *ruthlessly consistent* with those goals in every way.

Michael Canic