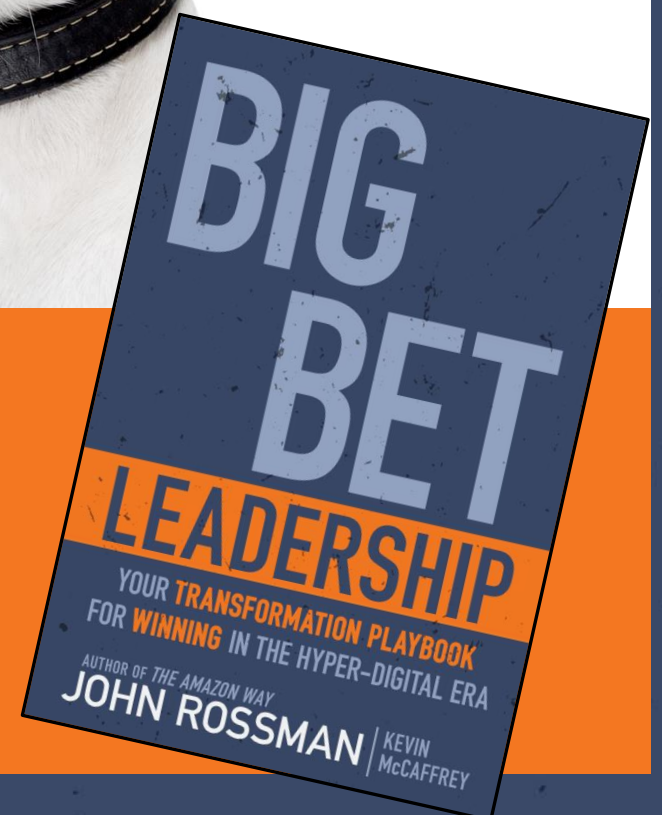


# The Chief Repeating Officer: Communication To Win



A BIG BET LEADERSHIP  
PRODUCTION



# What is the Chief Repeating Officer?

Transformations, bold moves and innovation are required.

Incrementalism will not sustain or reestablish competitive advantages.

But Big Bets have a high failure rate.

Unlock the leadership skill turning Big Bets into consistent wins— and makes you a Big Bet Legend.

# A BIG BET GOES BY MANY NAMES:

DIGITAL TRANSFORMATION, INNOVATION PROGRAM, MERGER, TECHNOLOGY PLATFORM MIGRATION, BRAND RE-POSITIONING INITIATIVE OR OPERATING MODEL TRANSITION.

## BIG BETS FAIL.

**“BETWEEN 70% AND 90% OF ACQUISITIONS FAIL”**

**“73% OF ENTERPRISES FAILED TO PROVIDE ANY BUSINESS VALUE WHATSOEVER FROM THEIR DIGITAL TRANSFORMATION”**

**“89% OF COMPANIES HAVE LAUNCHED A DIGITAL TRANSFORMATION. BUT CAPTURED ONLY 31% OF THE EXPECTED REVENUE LIFT AND JUST 25% OF THE TOTAL COST SAVINGS”**

**“A STUDY OF 1,471 IT PROJECTS REVEALED THAT WHILE THE AVERAGE COST OVERRUN WAS 27%, AN ALARMING ONE IN SIX PROJECTS EXPERIENCED OVERRUNS OF 200% AND WERE DELAYED BY 70%”**

**REGARDING MEGAPROJECTS - “ONLY 8.5% OF PROJECTS HIT THE MARK ON BOTH COST AND TIME. AND A MINISCULE 0.5% NAIL COST, TIME AND BENEFITS”**



Transformations fail for many reasons,  
and typically suffer a death from a  
thousand cuts.

Many Big Bets fail because leadership  
does not repeat the right messages.

The messages need repetition.

Again, and Again, and Again



# The Chief Repeating Officer Defined

A **Chief Repeating Officer** ensures that critical messages, priorities, and insights are repeated until they become second nature to the team.

It's a skill every leader must develop.

#LeadershipRoles #BigBetSuccess



# Repetition Drives Clarity

Clear communication is not a one-time event.

Harvard professor John Kotter's research found that change agents typically **under-communicate their vision by a factor of ten.**

#RepeatRepeatRepeat #10x



# What Should You Be Repeating?

Use the Big Bet Vector for your message quiver. Remind the team on the problem we are solving (the why), where we are going (the vision), and why it's worth it.

**BIG BET LEGENDS  
ALIGN THEIR  
TEAMS BEHIND  
A CLEAR BIG BET  
VECTOR.**

STAKEHOLDERS



Establishing the Big Bet vector creates a sharp and shared definition of the starting point...



...and finish line, which is the proposed future state.

# Clarity through Cadence

Create a communication cadence. Plan when, where, and schedule to repeat points to your stakeholders.



#LeadershipHabits #TeamAlignment





# Use Stories for Reinforcement

Drive your points home through stories.

Stories make abstract concepts relatable and memorable.

People are **22 times** more likely to remember a fact when it is wrapped in a story.

#Storytelling #22times



# Velocity and Alignment

Leaders who adopt the Chief Repeating Officer mindset foster alignment and build momentum faster. Their communications have integrity, and thus have positive impact team success.

Big Bets need clarity and speed, and that comes from repetition.

#Leadership #BigBetLeadership



THE **MISSION** OF  
BIG BET LEADERSHIP

IS TO **MINIMIZE** THE  
DOWNSIDE RISK

WHILE **MAXIMIZING** THE  
UPSIDE AMBITION OF BIG BETS.

THIS IS **WINNING.**

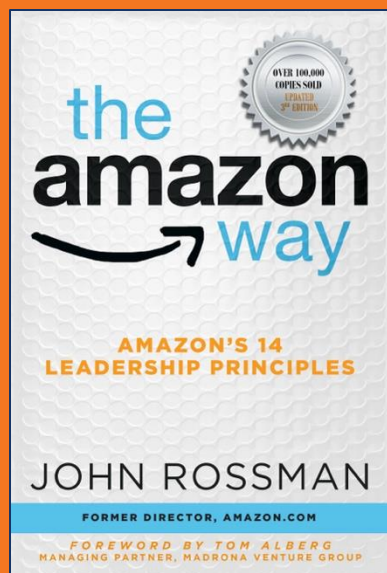


# Why Work with John?

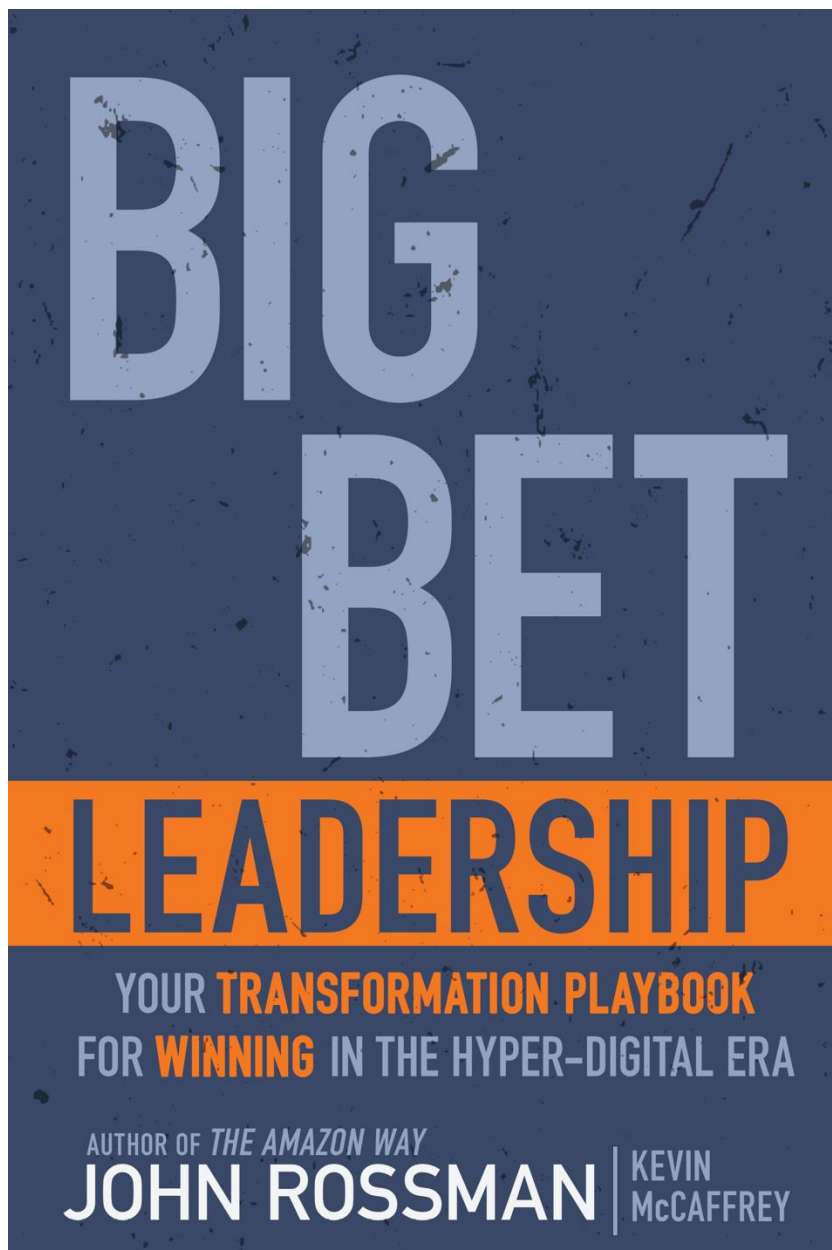


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