

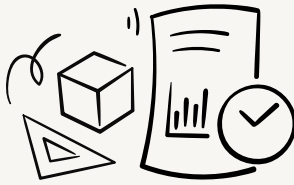
Roadmap to C-Suite Buy-In

Gain leadership buy-in for your internal comms with confidence.

1 Assess Your Current Comms Strategy

🚗 Run a comms audit and identify gaps.

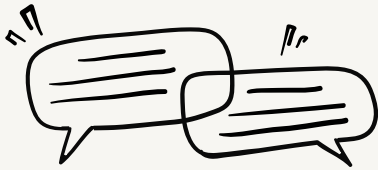
💡 Look deeper: Are messages aligned, key voices heard, feedback flowing, and success measured?



2 Build Your IC Metrics Plan

🚗 Define key metrics that show real impact (engagement rates, leadership feedback, message reach).

💡 Leaders respond to data, not just effort—track what moves the needle.



4 Speak Their Language

🚗 Set 1:1 meetings with leadership to align on business impact.

💡 Personalize your pitch to different personas: CFOs care about cost savings, CEOs want growth, HR heads focus on engagement.

3 Get Early Buy-In

🚗 Rally key stakeholders who see the value of better comms.

💡 Solve objections before they happen—gather feedback, validate the need, and build internal support.



5 Present a Business-Backed Case

🚗 Frame your request around business goals, not just comms initiatives.

💡 Use data, ROI projections, and social proof to outline risk, retention, and revenue.

6 Use the Right Tools to Scale & Measure

🚗 Invest in the right internal comms platform (like ContactMonkey) to streamline and scale efforts.

💡 Tech isn't just a tool—it's an enabler to go from "good" to unmissable.



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