

## **Are You Your Company's Chief Evangelist Officer (CEO)**

*"If not you should be"*

**By Michael Fanghella**

**[michael@santafeadvisoryservices.com](mailto:michael@santafeadvisoryservices.com)**

**Managing Director**

**Intergrated Management Services**

**Santa Fe Advisory Services**

**San Diego, CA**



**In these days of faster, better, more efficient, quicker means of reaching our audience we forget the most important audience we have. Our human resources that make up the companies, the stakeholders both voluntary and involuntary that cross our paths every day. It is not enough that the working population in the last 35 years has transitioned from a work for the company for a life time to where now it operates out on a limb hoping those they have put their worth in with will lead them to the promised land which very well may only mean a steady job with low prospects of increased earnings, They also have to find their inspiration not from those they work with but outside collaborators and co-workers working from dislocated areas of the world. Worse they have to carry this non vision home to the involuntary stakeholders of your company who are depending on it being a good choice. Vision is replaced by sound bytes. Anticipation and preparation to meet the new challenges are overcast by web1.02 developments. Personal energy is replaced by mindless podcasts and webinars.**

**We meet our future relationships online, work for people we barely know less understand and when we are dispartate we bolt thinking its got to be greener on the other side of the hill. But we have not grown in the company we serve we are just cogs in the wheel with no sense of direction or purpose and fear conversation with our leaders because usually they only speak when in need of more.. Output, sales, revenue etcetera.**

**The great thing about being in charge is being in charge. You find many want the role but eschew its responsibilities when faced with having to execute on them. No one wants to be the bad guy. But unless if you have developed an organization and it has grown so quickly that you obviously stepped into a blue ocean of opportunity you have the day to day and future vision of the company on your mind endlessly, why leave them there?**

**When I had this opportunity I used to make the comment that everyone is a problem solver or why are they working here. So if a problem raised its ugly self**

and it was brought to me that unless they were bringing a solution with it I would not give them an ear. It is a state of mind that is enforced when you take the role of CEO seriously. Of course you think I am speaking to the Chief Executive Officer.

Well in some way I am but really I am addressing the Chief Evangelist Officer. The one who takes the time to spread the word, make those around them feel a part of the journey, the one that holds counsel with the intent of learning what his people already know and now have a chance to participate with you as you spread the good word. As everyone knows that when you want to make a speech interesting make it personal about those you are addressing. The great evangelists have always used emotion and logic to draw you to the conclusion they want you to entertain. The CEO has the same directive and in doing so he/she gets to show you how to think critically so that they can be a part of the vision. If done they will spread the word on cue without a podcast.

We held annual meetings where we used this concept of actually getting up on a stage with a complete choir behind me and challenge those in attendance to ignore the message. It is hard, why? Because it is personal and it engages everyone and while it may look to be proselytizing it is meant to offer it provides a roadmap for your employees to see how you think and how you want them to think all achieved without standing over them.

It engages them as stakeholders not employees, it brings into focus their family (the great masses of involuntary stakeholders) involvement in this great adventure you have asked them to embark with you on. It gives them a sense of where you are going as in the next wave of thinking to allow both their dream and the dreams of those in their lives to be achieved and more importantly it brings you in contact in a very special way with your most important resource the human resources who show up every day on your behalf.

This Evangelism doesn't have to come at huge budget cost. It comes from your energy and your focus. It can happen in a lunch room, in the hallway, at a meeting, in the elevator. The point is it is you reaching out to those you ask allot of and for which if you are successful you benefit greatly there from. A person with energy lights up a room when they walk in and everyone is trying to steal a little bit of it because it feels so good to have. So don your robe, grab your tambourine, can I get a witness and yes evangelize to your team, employees, your spouse, your friends. Because that's who is the first audience you must attend to and as you become practiced at your vision message, it will be carried by those who listen to you and they will want to follow your dream. I have helped in providing this thinking to many of my clients and am a firm believer that the more energy you give the more you receive back so if you want to see how this affects your organization contact me and let me show you how you can be the Chief Evangelist Officer of your company.