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STRATEGIC BRIEFING

# MESSAGING MADE AGILE

*Strategy First, AI Second.*

## THE LEADER'S GUIDE TO PRECISION COMMUNICATION

Executive Summary & Action Roadmap

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## The 1,200-Hour Digital Void



Time is the most valued asset leaders have. Yet, a landmark research project by Harvard Business School's Michael E. Porter and Nitin Nohria found that CEOs spend 39% of their work time—**over 1,200 hours a year**—trapped in a digital void of non-face-to-face interactions. The claim that:

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"Time is the scarcest resource leaders have."  
"Where they allocate it matters—a lot."

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Much of this time is consumed by "Workslop": grammatically perfect but strategically hollow text generated by AI and accepted by passive leaders who have adopted a "passenger mindset." Research shows that miscommunication caused by **bad writing** costs \$12,506 per employee a year and destroys both employee productivity and a leader's authority.

## The CEO's Dilemma



Generative AI was introduced to the public in November 2022. While AI can help you write faster and more clearly, it cannot replace your unique voice, your personal experiences, or your ability to know exactly what your audience needs to hear.

When CEOs outsource their voice to AI without a strategy, they surrender their authority and lose their **"pilot mindset."** You shouldn't have to waste your time reading aimless messages or writing copy that produces disastrous, undesired outcomes. It is time to step into the cockpit and take back the controls by focusing on strategy first and AI second.

# Strategy First: The Human Navigator



In 2026, machines will attempt to "hijack your aircraft" if you remain a passive leader with a "passenger mindset." To maintain command, you must master **The Agile Message Strategy**, a human-only discipline performed before touching a keyboard. This requires defining the **Commander's Intent**:

- **Strategic Intent:** Why are you sending this message? You must identify the specific business lever you are trying to move, ensuring the message aligns with the broader mission.
- **Desired Outcome:** What specific action must the audience take? A message without a clear, actionable destination is merely "noise" that contributes to organizational drift.

# AI Second: The Jet Engine



Once the message strategy is locked, AI transitions from a potential hijacker to a powerful engine. **The Core AI Workflow** allows you to command AI rather than follow it, using the **Prompt-Refine-Personalize** cycle to accelerate writing without losing your signature:

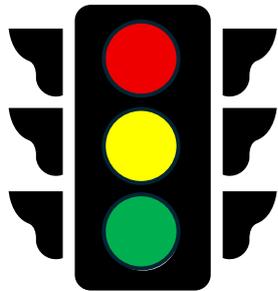
- **Prompt with Precision:** Use the Agile Message Strategy as instructions and ask AI to write the first draft.
- **Refine in Cycles:** Ask AI to identify the first draft's strengths and weaknesses, then revise it through iterative, improved instructions.
- **Personalize with Care:** Humanize the refined message by injecting your unique perspective, real-world stories, and specific nuances.

Use The Agile Message Strategy as the Pilot's compass and The Core AI Workflow as the aircraft's jet engine.

# THE PILOT'S TOOLKIT

## Step 1: Master the Strategic Foundation

Use the **Traffic Light Model** to select your message structure based on the audience's predicted emotional state: Displeased, Skeptical, or Receptive.



- **Indirect Structure:** Rationale first, main point last.  
Send bad news to external audiences.
- **Hybrid Structure:** Buffer first, main point second.  
Send persuasive or sensitive news internally.
- **Direct Structure:** Main point first, context second.  
Send non-sensitive, positive (persuasive) news.

## Step 2: Craft with Style & Stickiness

Apply the right Style and Stickiness principles to ensure your message isn't just read but also accepted and remembered.

### Four Styles

- **Rallying Cry:** To inspire action.
- **Clear Directive:** To manage operations.
- **Corporate Authority:** To mandate policy.
- **Diplomatic Shield:** To deliver bad news.

### Stickiness Principles

- **Simple**
- **Unexpected**
- **Concrete**
- **Credible**
- **Emotional**
- **Stories**

## Step 3: Command the Core AI Workflow

Use the **Wade Test** to protect your authority and authenticity:

- **Accuracy:** Does this contain "hallucinated" clichés?
- **Tone:** Does this sound like a leader or a bot?
- **Strategy:** Does this message serve the ROI or just fill space?

# THE PILOT'S FINAL CHECKLIST

## I. The Commander's Intent

- Strategic Intent: Why is the message important?
- Desired Outcome: What is the required action?

## II. The Analyst's Blueprint

- Target Audience: What is the predicted reaction?
- Communication Channel: What is the main channel?
- Document Type: What is the document type?
- Structure: What is the structure: Direct, Indirect, or Hybrid?
- Style: What is the style: Rallying Cry, Clear Directive, Corporate Authority, or Diplomatic Shield?

## III. The Writer's Craft

- Stickiness: What stickiness principles are in use: Simple, Unexpected, Credible, Concrete, Emotional, or Stories?
- Persuasiveness: What persuasion principles are in use: Reciprocity, Commitment, Social Proof, Liking, Authority, or Scarcity?

## IV. The Final Verification

- AI Verification: Did we run the Accuracy, Tone, and Strategy passes?
- Proof of Life: Is my unique human voice present in the first and last lines?
- Transparency: Should I disclose AI use: Yes / No?

**Final Question: Should I send it, refine it, or delete it?**

## The Passenger Mindset



You are no longer a passenger stuck in the cabin. You now hold the basics to navigate the AI era with precision communication and close the **1,200-hour digital void** in your leadership capacity.

You have the Traffic Light System and the Pilot's Final Checklist at your disposal—but remember, a checklist is a tool, not a strategy. To truly transform your organization's communication culture and reach maximum execution velocity, you must move beyond the basics.

## The Pilot Mindset



Master the Agile Message Strategy, command the Core AI Workflow, and reclaim your 1,200 hours. By 2030, "average" leaders will be obsolete. The middle ground is automated. Agile

leaders who thrive will be those who refuse to settle for Workslop and want to define vision, inject empathy, and command strategy. It is time to step into the cockpit, take the controls, and fly into the sky.

## The Final Call

**Stop settling for bad writing. Make clear, direct communication your new standard.** Do not let a machine speak for you. Take charge of your time and lead your team with a voice that is uniquely yours. It is time to step up and take full control of your leadership.

## Master the Complete “Flight Manual”

The full edition of **Messaging Made Agile: Strategy First, AI Second** provides the deep-dive frameworks that turn "Precision Communication" into a competitive advantage:

- **The Agile Strategy Casebook:** 12 real-world scenarios—from budget defenses to PR crises, showing you exactly what to write and when.
- **The Principles of Influence:** How to activate the reader’s brain to ensure your ideas are not just read but understood and accepted.
- **The Core AI Workflow:** The technical "Prompt-Refine-Personalize" protocols that protect your human authority.
- **Building an Agile Culture:** The "Monday Morning Protocol" to lead your entire team out of the digital fog.

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Available from **January 15<sup>th</sup>, 2026**, in

- Book (hardcover & paperback)
- Kindle version (e-Book)

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