

# Dear, Dear, Spectrum, the sequel

(Or another 4000 words)

*Our scene begins at Charter Communications, Inc. Headquarters<sup>4</sup>*



*Then cut to a CHARTER corporate office boardroom.*



As the scene unfolds, a VP in Corporate Marketing is walking into a hastily called meeting where the attendees are jamming to my “Got the Spectrum Blues” song with its BB King like guitar riffs and the Chuck Berry like honky-tonk piano licks blasting over the PA system. He cuts off the speakers and then addresses his staff, as well as a small customer support contingent.

Folks, he says, “When our customers are sending us blues songs that rhyme our registered trademark name Spectrum®, to their experience with us of *getting it in the rectum*, we may have a corporate image problem. What do you all think?”

The sound in the room is nothing but crickets for an uncomfortable period until finally the new guy in customer support shyly speaks up. “*I have an idea, what if we were to upgrade our systems to be able to deliver what we promise? We could actually deliver a service commensurate to what our customers are paying for, what they expect, and want. They could eventually learn to love us. By doing this, we could actually fully embrace our Mission Statement. Let’s show everyone that we are part of the good 50% of employees.*”<sup>5</sup>

There are another few moments of stone silence, followed by the whole room breaking out into raucous laughter. After several minutes of this, the VP finally breaks into the ruckus still laughing, “We *could* do that... but NAAAH!”

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<sup>4</sup> Charter Communications, Inc./Spectrum - Mission Statement to integrate the highest quality service with superior entertainment and communications products that consistently exceed the expectations of its growing customer base. <https://mission-statement.com/spectrum-mission/>

<sup>5</sup> Charter Communications, Inc.'s mission, vision, & values motivate 50% of employees. Comparably data clearly shows that a focused mission statement and cohesive core company values are vital to maintaining employee alignment. <https://www.comparably.com/companies/charters-communications-in/mission>