

Executives Are Using August to Strengthen Their Digital Presence

The Executive Growth LAB helps founders, business owners and senior leaders close that gap in August - before the pace picks up again in Q4.

NEWARK, NJ, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Buyers are researching executives online long before a formal conversation ever begins. Most senior leaders don't know how much business that visibility gap is already costing them - and August, while others assume the business world has gone quiet, is exactly when the gap can be closed.

An average of 13 stakeholders are now involved in a single B2B purchasing decision, and more than 40% of deals stall due to internal misalignment among buying groups, according to research from Edelman and LinkedIn. Many of those stakeholders never speak directly with the executive they're evaluating. They form an opinion first - based entirely on what they find, or don't find, online.

"Executives have spent years building expertise, relationships and reputations, but many have never built the digital presence to match," said Heather A. Kollar, founder of the Heather A. Kollar Agency. "That mismatch is quiet. You don't get a warning when a stakeholder rules you out before a meeting ever happens - you just don't get the meeting."

The gap most executives can't see

Relationships and reputation still matter. On their own, though, they're no longer enough to reach the full buying committee - especially the members who never make it into the room. A senior leader can be exceptional at what they do and still be nearly invisible to the people deciding whether to work with them.



Heather A. Kollar, The Executive Growth LAB

"You may have built a stellar career and still be nearly invisible to the people who should know you," Kollar said. "The opportunity is to connect your real-world expertise with a professional online presence that keeps you visible, credible and top of mind."

While most of the market slows down, some leaders are getting ahead

August has a reputation for being quiet - and for a lot of the business world, it is. But not everyone disappears. Some founders, business owners and senior leaders are using the slower pace deliberately: fewer meetings, fewer fires to put out, and more room to work on the things that get pushed aside during a full quarter.



The Heather A. Kollar Agency | B2B Executive Advisory

"August gives leaders a window to work on that before the pace picks up again in September," Kollar said. "You don't want to enter Q4 hoping the right people remember who you are and what you do. The executives who use this month well are the ones who walk into Q4 already ahead."

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You may be exceptional at what you do and still be nearly invisible to the people who should know you. In the LAB you transform your expertise into digital presence that keeps you top of mind."

Heather A. Kollar

To help close that gap, Kollar is hosting the [Executive Growth LAB](#), a live, two-and-a-half-hour working session built around a simple structure: Learn. Apply. Build. Rather than passive training, participants work directly on their own professional presence - identifying specific gaps in how they show up online and leaving with practical actions they can implement immediately.

The session covers strengthening executive authority and online presence, using LinkedIn strategically, activating

dormant professional relationships, identifying visibility gaps, and building a 30-day plan for greater market engagement.

"The goal isn't to turn executives into influencers," Kollar said. "It's to build authority that fuels attraction - to make sure your digital presence reflects the authority you've already earned

offline."

Kollar has spent 20 years working across marketing, communications and business development, including 15 years in Fortune 100 environments and 5 years building the Heather A. Kollar Agency. Her work focuses on helping executives and founders strengthen how they communicate their value, position their expertise, and create more intentional opportunities for growth.



A HEATHER A. KOLLAR AGENCY EXPERIENCE

Master Your Professional Online Presence.
Stay Top-of-Mind.
Build Authority that Drives Business.

Get Ready to Level Up!



The Executive Growth LAB - Learn. Apply. Build.
August 2026

The timing is deliberate. Rather than waiting for September to restart business development, participants can use the remaining weeks of August to assess what's working, identify what's missing, and enter Q4 with stronger systems already in motion - while the rest of the market is still catching up.

The Executive Growth LAB will be held live on August 18 and August 26, from 11:00 a.m. to 1:30 p.m. ET. Complimentary access is being extended to participating founders, business owners and senior leaders.

To learn more or register, visit heatherakollar.com/executive-growth-lab.

ABOUT: The Heather A. Kollar Agency helps executives, founders and business owners build the digital presence, authority and visibility to match the expertise they've already earned. Led by Heather A. Kollar, a 20-year marketing, communications and business development veteran with 15 years of Fortune 100 experience, the agency works with senior leaders to position their expertise and create more intentional opportunities for growth. More information is available at heatherakollar.com.

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