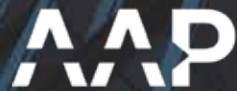




Dialogue  
Consulting

# Strategic Alignment & Whole System Transformation



ALIGNMENT  
ADVISORY  
PROGRAM

## Introduction

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Over the last century, organizations have grown, while others have declined. Organizations through time might lose their edge for various reasons, such as expansion, disorder, or through diversion from their original vision. Causes for success and failure may have multiple reasons, the literature written on this topic is vast. Oftentimes, it can be sensed that there are certain issues which need correction, but cannot be identified correctly and can then become misdiagnosed. The opposite is also true, leaders could have clear vision and goals, but when they are cascaded to middle management their impact decreases for different reasons and factors during the process, and in turn, this is translated to frontline employees where they further stray from their original intent.

Locally and regionally it has been noticed that there is a huge need for this specialty area that a lot of organizations and institutions do not know exist. Thus, the Alignment Advisory Program was created specifically to seek out, address, and correct these conditions, and to establish a model and precedent in the region for this exciting new field.

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“The message from the top of the org chart can mutate as it cascades down through various layers of management, losing coherence at each level.”

“If misalignments become apparent, you would be negligent in moving forward without making needed adjustments.”

FORBES



2

## Symptoms of Organizational Misalignment:

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“Organizational Misalignment may go unnoticed and can slowly interfere with your progress and derail your organization”

- CHANGES IN STRATEGIES
- WE VS. THEM
- TWO CULTURES
- LOW ACCEPTANCE AND BUY-IN OF SENIOR MANAGEMENT DECISIONS
- UNCLEAR LINK OF STRATEGY TO OPERATIONAL PLANS, COMPANY DIVISIONS CAN STRAY FURTHER FROM GOALS
- SILOS BETWEEN DEPARTMENTS
- BLAME CULTURE
- LOSS OF BELONGINGNESS, OWNERSHIP
- LOSS OF INNOVATION
- STALLED OR SLOW IMPLEMENTATION OF STRATEGY
- INDEPENDENCE VS INTERDEPENDENCE (INDIVIDUAL PRIORITIES OVER SHARED GOALS)
- DUPLICATION OF DEPARTMENTS, CONTRACTS AND EFFORTS

## We provide a solution

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We offer you a unique and specialized solution for the successful implementation of plans, strategies and vision for transformative projects in the public and private sectors in order to reach optimum performance and full potential.

What differentiates our solutions than that of what is currently in use and is applied at project management offices, operational excellence, and performance management and measurement, and all other consulting's that depend on tools and measurements for the success of these projects, is that **our solutions are designed to close the gap between management systems and successful implementation.**

The difference we provide is a method that is based on the progressive understanding of human resources and the science of alignment, which lies in highlighting the basic element that must be accompanied to all the plans, strategies and transformational projects, and achieves true harmonization. We at Dialogue Consulting, create alignment between leaders, middle management and frontline leadership towards organizational vision, strategy, and objectives.



# 3

## What differentiates us?

### Current Practice

CONSULTANCY → TOOLS → TRAIN & APPLY → PMO = EXECUTING PLANS

### Our Practice\*

CONSULTANCY → TOOLS → TRAIN & APPLY → PMO → **L+M+F** = SUCCESS



Goals + Mid & Frontline Leadership = Intellectual & Emotional buy-in

*\*One of the applications of Org. Alignment & WST applied for use in projects*

In a rapid time, our approach creates a whole system transformation, leading to greater synergy and a shared understanding that results in an aligned organizational environment, creating a high sense of ownership and responsibility, transparency, giving full potential, engaging and retaining employees, increasing productivity, reducing costs and creating innovative ideas for the success of any comprehensive project bringing about desired change.

Whole System Transformation is an innovative concept of managing change, unlike the traditional

methods which depend on training the individual to become a change agent because of their limited impact on the organization and lacking the ability to engage all levels of management.

Whole System Transformation results in a paradigm shift of leadership approaches through an alignment of executives, middle management and front-line leadership (including high potentials for succession planning purposes). This creates an effective and rapid impact on strategic change outcomes, rather than taking years to achieve results.

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“You can appoint the right person with the right abilities in the right position. You can buy the latest technologies, but you cannot reach your maximum potential if each manager is pulling in a different direction.”

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## What is the Alignment Advisory Program?

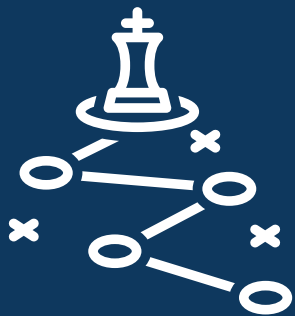
It is a specialized advisory program that creates alignment between leaders, middle management and frontline leadership towards organizational vision, strategy, and objectives. It can be applied to digital transformation, innovation, managing change, identity, privatization and other topics of significance.

The program focuses on the leader of the organization, executives, middle management, frontline leadership, high potentials (if requested for succession planning purposes) and on the creation of transformation officer within the organization.

The Alignment Advisory Process creates a whole system transformation, leading to greater synergy and a shared understanding that results in an aligned organizational environment.

Our goal is to reach successful implementation of visions, strategies, and transformational projects:

- REMOVING THE HEADACHE, RESOURCES AND TIME SPENT ON MANAGING CHANGE
- ENABLING CLIENTS TO FOCUS ON CORE BUSINESS ACTIVITIES
- ACCELERATING ADOPTION OF TRANSFORMATIONAL INITIATIVES (DIGITAL OR NON-DIGITAL)
- ALIGNING LEADERS AND MIDDLE MANAGEMENT TOWARDS ORGANIZATIONAL OBJECTIVES
- DEPARTMENTS WORK IN HARMONY & SHARED UNDERSTANDING TOWARDS UNIFIED GOALS
- OVERCOMING BARRIERS, CONFLICT RESOLUTION, & BUILDING A CULTURE OF CALIBRATION
- BUY-IN OF MIDDLE MANAGEMENT & FRONTLINE LEADERSHIP ENSURING SUCCESSFUL ROLL-OUTS
- BRIDGING COMMUNICATION GAPS
- CREATING HIGH-PERFORMANCE CULTURES
- INCREASING AWARENESS & ADDRESSING BUSINESS CHALLENGES TO ACHIEVEMENT OF GOALS
- INFLUENCING THE EMPLOYEES TOWARDS ORGANIZATION SUCCESS, THROUGH MATCHING THEIR CAPACITIES WITH ORGANIZATIONAL NEEDS
- BUILDING UP THE WORKFORCE TOWARD TRUE OWNERSHIP, LOYALTY, AND INCREASING MORALE TO MOTIVATE PERFORMANCE
- INSTILL INNOVATION TO OUTCOMPETE OTHERS



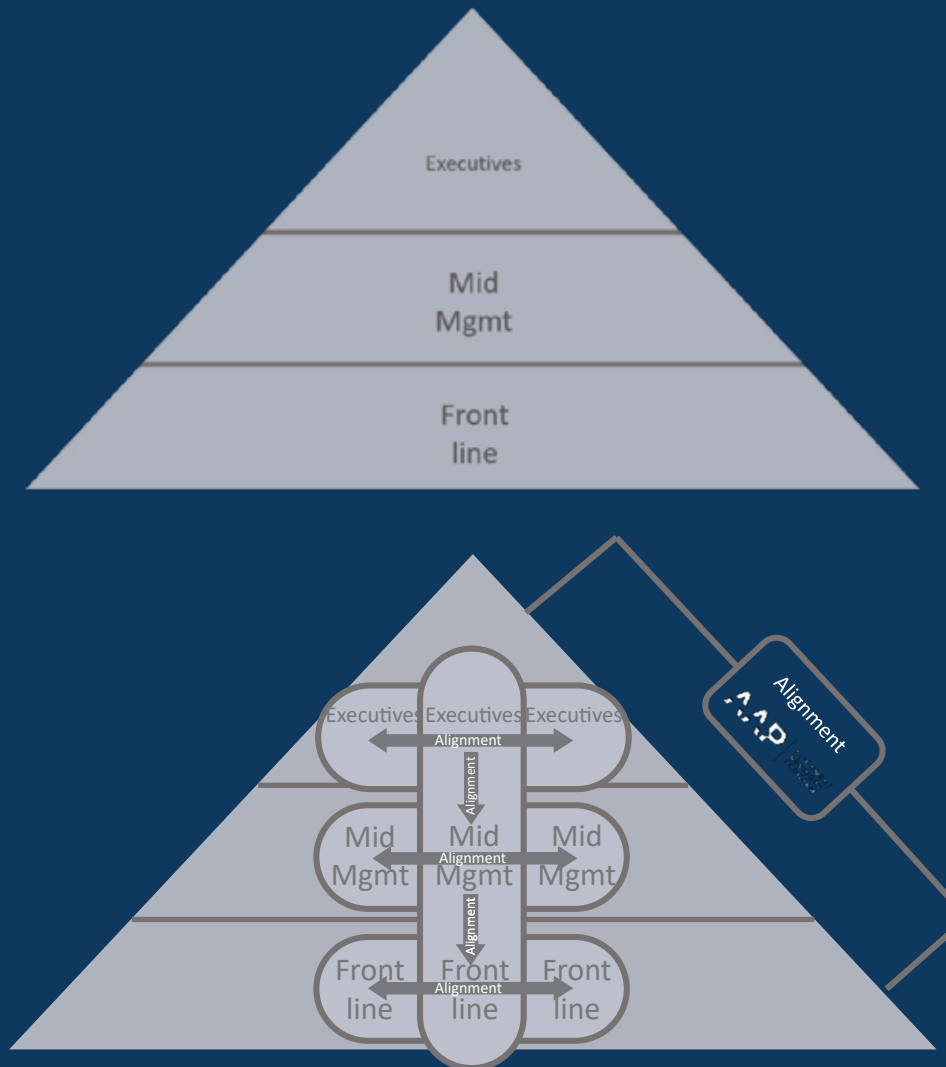
# 5

# Organizational Alignment & Whole System Transformation (Successful Cascading of Strategy - Vertical)

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“Whole System Transformation creates Alignment between leaders, middle management & front-line leadership towards organizational vision, strategy and objectives to close the gap between adopting strategy and applying it successfully, creating synergy among leaders and shared understanding”

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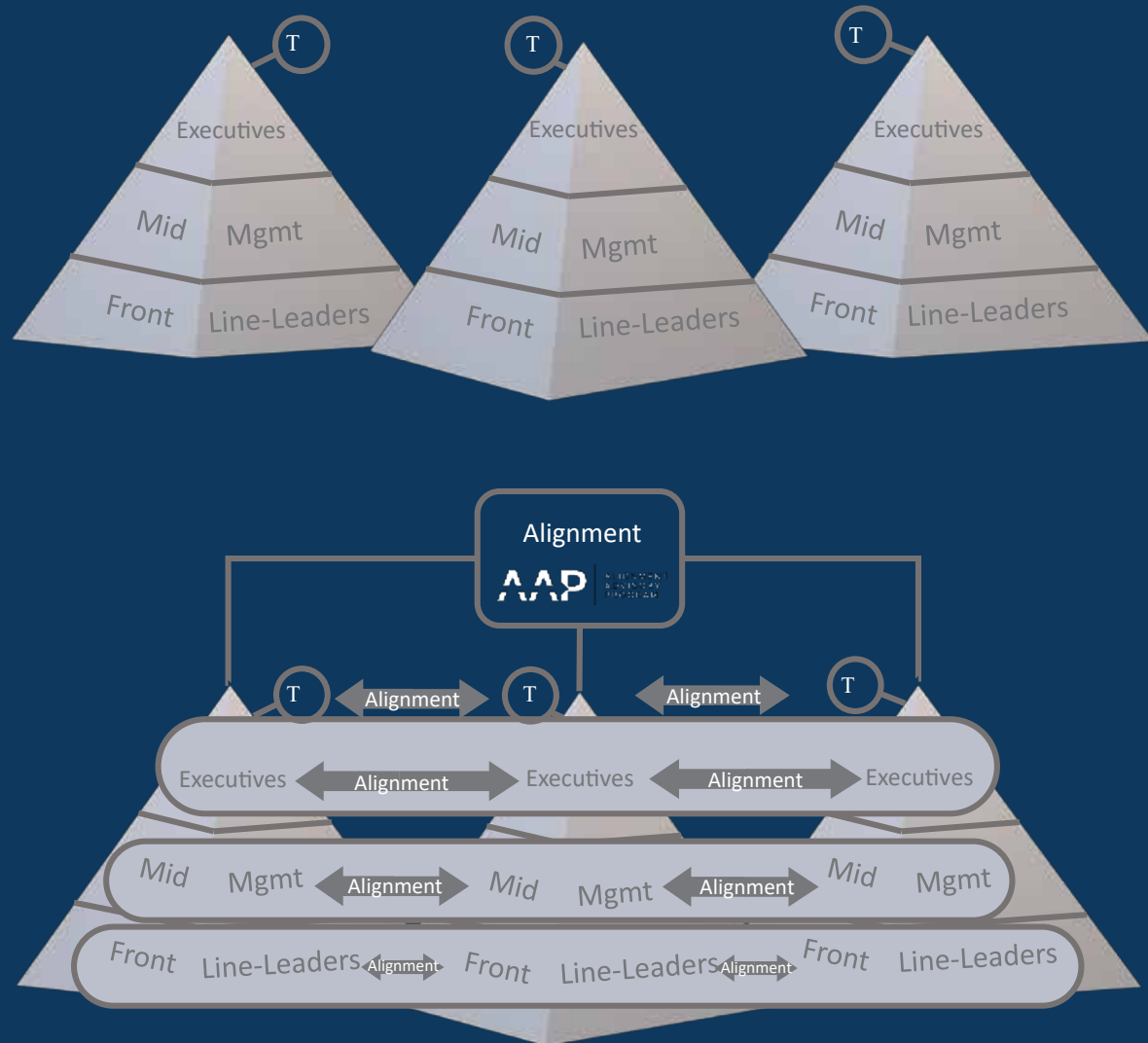


## Strategic Alignment (Horizontal) (Strategic Partnership with other Organizations)

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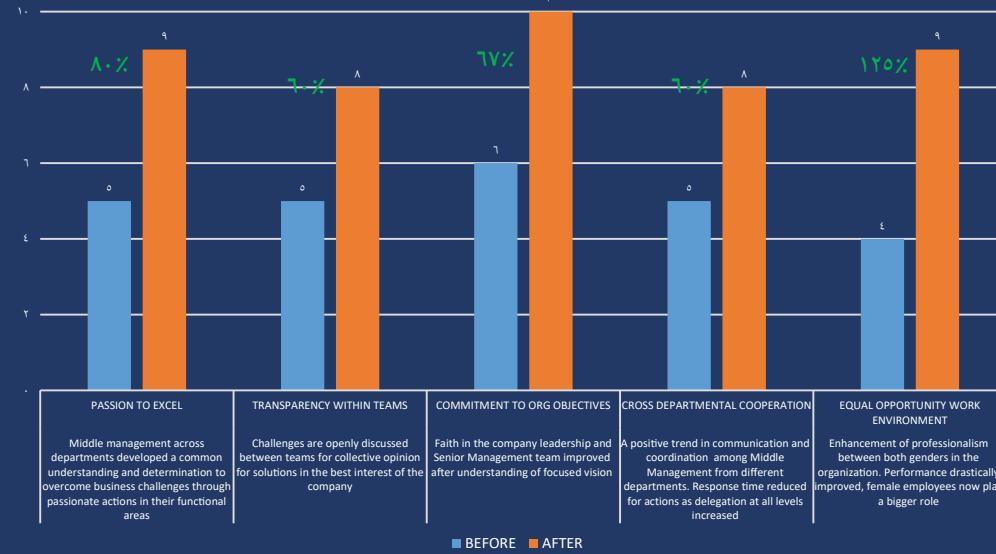
“Whole System Transformation is an innovative concept of managing change results in a paradigm shift of leadership approaches through an alignment of executives, middle management & front-line leadership. This creates an effective and rapid impact on strategic change outcomes, unlike traditional methods which depend on change agents with limited impact, taking years to achieve results”

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# Successful Results of Alignment

## ALIGNMENT & WHOLE SYSTEM TRANSFORMATION SURVEY



**PASSION TO EXCEL**  
Middle management across departments developed a common understanding and determination to overcome business challenges through passionate actions in their functional areas

**TRANSPARENCY WITHIN TEAMS**  
Challenges are openly discussed between teams for collective opinion for solutions in the best interest of the company

**COMMITMENT TO ORG OBJECTIVES**  
Faith in the company leadership and Senior Management team improved after understanding of focused vision

**CROSS DEPARTMENTAL COOPERATION**  
A positive trend in communication and coordination among Middle Management from different departments. Response time reduced for actions as delegation at all levels increased

**EQUAL OPPORTUNITY WORK ENVIRONMENT**  
Enhancement of professionalism between both genders in the organization. Performance drastically improved, female employees now play a bigger role

■ BEFORE ■ AFTER

### Success Story, Application and Customer Testimonials:

The program has been applied to a Manufacturing Organization (UNICOIL); with diversified workforce. This survey covered Senior and Middle Management teams who have a potential to influence the business process. The key elements of Organizational performance were covered in this survey viz. Employee Commitment to business objectives, Passion for excellence, Innovation and Transparency in relationship across all levels of management teams. This is the testimony of the head of the operations department, who noted the following results after the application of the program:

- 1 INCREASE IN THE PERCENTAGE OF SAVINGS
- 2 INCREASE OF EFFICIENCY IN WORK DUE TO ADMINISTRATIVE ORGANIZATION
- 3 IMPROVED RESPONSES TO SALES INQUIRIES
- 4 CLEAR UNDERSTANDING OF BUSINESS CHALLENGES FACING THE COMPANY
- 5 IMPROVED ACCEPTANCE OF SENIOR MANAGEMENT DECISIONS
- 6 COMPLETE COHERENCE IN ACTIONS AMONG THE DEPARTMENTS.
- 7 OBSTACLE OF SYSTEMS, PROCEDURES AND BUREAUCRACY WITHIN THE ESTABLISHMENT
- 8 IMPROVEMENT IN PROFESSIONAL INTERACTION OF FEMALE EMPLOYEES IN THE COMPANY, WHICH INCREASED THE RESPONSIBILITIES
- 9 IMPROVED CORPORATE AFFILIATION, RESPONSIBILITY AND OWNERSHIP OF BUSINESS





## Our clients:

Vision Realization Office | Ministry of Education

مكتب تحقيق الرؤية  
وزارة التعليم



يونيكويل  
UNICOIL Universal Metal Coating Company



منتجات سعودية نوعية من لفائف وصفائح الحديد المطلية  
Saudi Quality Coated Steel Coils & Sheets

MEMBER OF:

## Testimonial

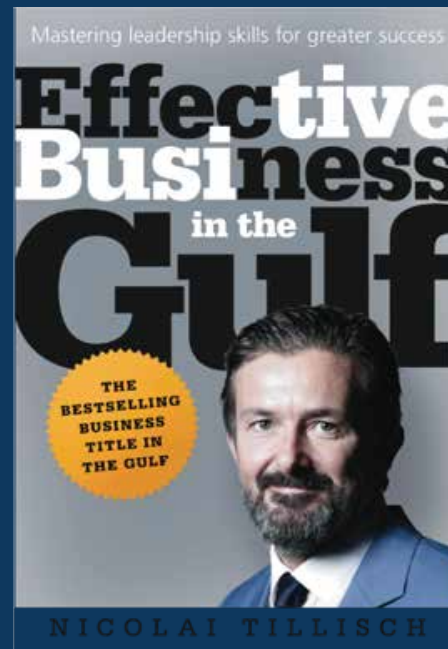
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“Dialogue Consulting is the first provider of whole-system transformations, which I have noticed in the kingdom of Saudi Arabia.”

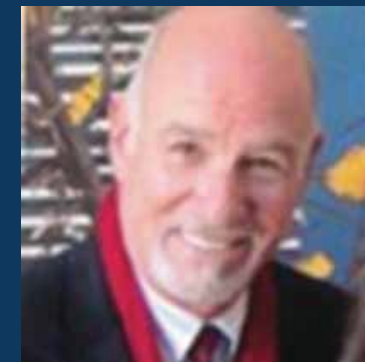
“Dear Dr. Adel, Bob and Bill will get so excited when I tell them that you exist.”

“Getting to know Dr. Adel is actually a highly capable Saudi national conducting whole-system transformations inside the Kingdom (irrespectively that Dr. Adel calls them “alignments.”)

**Nicolai Tillisch**  
Regional Partner, The Leadership Circle



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**Daniel Evak**

Senior Advisor: Vision, Strategy,  
Tactics & Implementation

I have had the pleasure of working with Dr. Adel for many years. He is a very dedicated expert in assuring that his clients' needs are understood & addressed.

His alignment program is unique and at the forefront of HR which achieves true harmonization of the organization and re-aligns it to its true north.

The AAP process he delivers also achieves multi-layered benefits that effectively and actively become essential in the transformation process of world class organizations.

You will find Dr. Adel a true professional in all aspects of his work. His engagements and alignments are always careful and thorough assessments of the entire organization in order to achieve maximum outcomes for the benefit of each project.

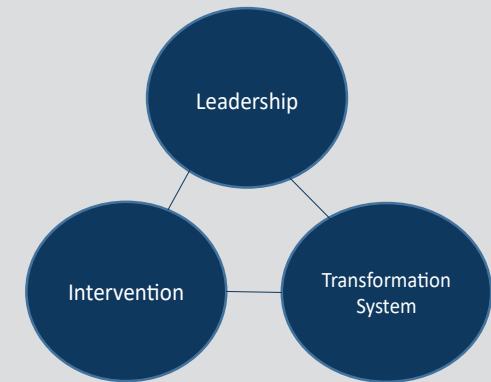
He is personable & very easy to work with. He communicates extremely well with all layers within an organization & you should expect prompt & courteous updates at each phase of his projects.



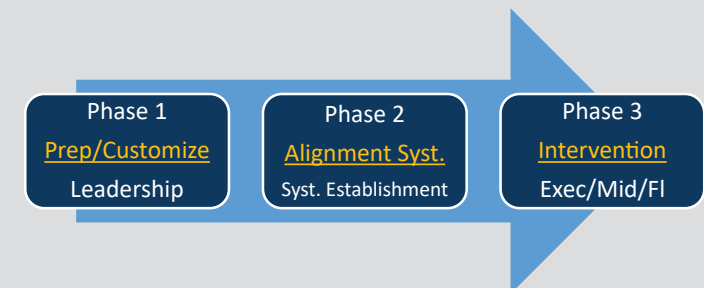
## Program Methodology:

- The program uses a structured methodology together with HR based theories in a facilitated plan to ensure maximum impact on attendees
- Application of processes, techniques & advanced cognitive means designed for organizational development, of which is not available in this market profession.
- The use and application of a high-impact center which uses a controlled environment setting focusing on three areas:
  - **Focus area I (Phase one) :**
    - Leadership of the Organization  
(Preparation & Customization)
  - **Focus area II (Phase Two) :**
    - Creation of a Transformation System within the Organization for self monitoring & sustainability
  - **Focus area III (Intervention) :**
    - Executives, Middle Management, and Frontline Leadership
    - Coaching and Alignment workshops and forward feedback (unlike traditional methods)

## Alignment Advisory Components



## Process for the three phases



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“Leading to a greater synergy, alignment, cohesiveness and a shared understanding that all organizations hope to achieve, but many don’t”

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## Why Choose Alignment Advisory Program?

- Dialogue Consulting is the first provider of Whole System Transformations in KSA and the only provider of Alignment Advisory Program
- We deliver and implement on the spot alignment, not by providing hard to implement tools and walking away leaving you to struggle with complex applications
- Results are instantly achieved with a paradigm shift, innovative solutions.
- Our program is cultural fit
- Innovation is a major part of the program which makes it rich and unique, and as a result, advanced and innovative ideas are produced
- It covers the immense need by organizations & consulting for alignment that requires years of training and experience in this unique field
- Most programs if not all are theoretical (training), class based taught method, and consulting is giving expert advice and most management systems are tools and frameworks.
- It is the new frontier (the science of alignment)
- It covers the need for the coming transformational change; affecting current trends and developments, in order to be ready, combatable and adaptive with the new vision and ceasing opportunities ahead of competitors
- Alignment is our passion

## Example issues include:

- ALIGNMENT OF ORGANIZATIONAL VISION, GOALS, AND STRATEGIES
- SUCCESSFUL IMPLEMENTATION OF STRATEGIES
- OPERATIONAL PLANS TO SECURE BUY-IN OF ALL LEVELS OF MANAGERS
- PRIVATIZATION
- MANAGING CHANGE
- DIGITAL TRANSFORMATION
- HR TRANSFORMATION PROJECTS
- ORGANIZATIONAL RE-STRUCTURING
- MERGING AND ACQUISITION
- IDENTITY
- INNOVATION
- CULTURE, VALUES AND ETHICS
- WORK EFFICIENCY
- DIVERSITY IN THE WORKPLACE
- PASSION TO EXCEL

## Preparation:

The Alignment Advisory Program contains preparation consultation sessions and coaching.



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# Alignment Programs

The Alignment Advisory Program (AAP) is customized according to organizational requirements and comes in three levels with increasing intensity and depth resulting in a transformational impact and shared understanding for all attendees:

1. Alignment Advisory Program, I
2. Alignment Advisory Program, II
3. Alignment Advisory Program, III
4. Organizational Alignment & Whole System Transformation.

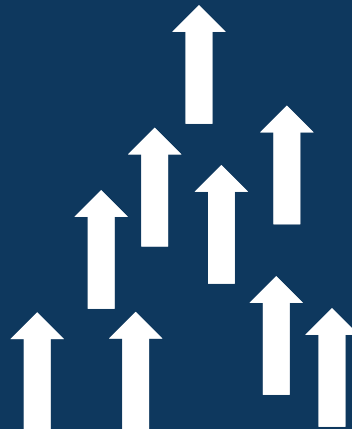
# Documentation

- CURRENT ORGANIZATIONAL PROFILE AND STATUS
- ORGANIZATIONAL STRUCTURE AND CHART
- BREAK DOWN OF DIVISIONS
- NUMBER OF: 1) EXECUTIVES 2) MIDDLE MANAGEMENT 3) FRONTLINE LEADERSHIP 4) HIGH POTENTIALS IF REQUESTED
- MAIN OBJECTIVES (GOALS)

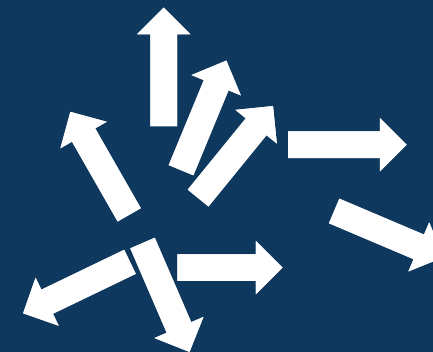


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One Direction (Aligned)



Different Directions (Misaligned)



## Facilitator Experience:

- DR. ADEL A. AL-AJAJI IS AN ALIGNMENT SPECIALIST AND THE FIRST PROVIDER OF WHOLE SYSTEM TRANSFORMATION AND THE ONLY PROVIDER OF AAP IN SAUDI ARABIA
- HRD & PROCESS IMPROVEMENT CONSULTANT
- 20 YEARS SAUDI ARAMCO EXPERIENCE IN MANAGEMENT & LEADERSHIP TRAINING AND HUMAN RESOURCES DEVELOPMENT AND AN OVERALL 37 YEARS OF EXPERIENCE
- PREVIOUS DIRECTOR OF SAUDI ARAMCO BUILT GOVERNMENT SCHOOLS
- PREVIOUS ADMINISTRATOR OF THE LEADERSHIP CENTER AND MANAGEMENT TRAINING CENTER AT SAUDI ARAMCO
- HELD MANAGEMENT POSITIONS IN SAUDI ARAMCO AND LED KEY PROJECTS WITH (MINISTRY OF LABOR, MINISTRY OF EDUCATION, SAUDI UNIVERSITIES, AND SIEMENS)
- SUCCESSFULLY LED AND IMPLEMENTED SIEMENS DISCOVERY BOX TO TEACH CHILDREN ACROSS KSA TO DISCOVER AND TO DEVELOP A PASSION FOR RESEARCH AND EXPLORATION THROUGH THE CONCEPT OF "EDUTAINMENT". THIS WAS DISTRIBUTED TO GOVERNMENT SCHOOLS- IN COORDINATION WITH THE MINISTRY OF EDUCATION.
- INITIATED AND LED OPERATIONAL EXCELLENCE PROGRAMS
- INITIATED AND LED PERFORMANCE IMPROVEMENT CONSULTANT PROGRAM



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## Facilitator Credentials:

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Licensed to deliver variety of leadership & management workshops by:

- ACTION MANAGEMENT
- KEN BLANCHARD
- FRANKLIN COVEY
- ZENGER MILLER WORKSHOPS
- LEADERSHIP CIRCLE PROFILE -360 DEGREES
- MEDEX INTERNATIONAL - LJI SEMINARS (ACCREDITED PROFESSIONAL INTERNATIONAL TRAIN THE TRAINER)



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## Facilitator International Achievements

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- ADMINISTRATIVE REFORM SEMINARS
- MEMBER OF THE SAUDI EDUCATION BOARD
- PRINCE MOHAMMED BIN FAHAD GOVT. EXCELLENCE AWARD
- KING ABDULLAH II EXCELLENCE PROGRAM, JORDAN
- GOVERNMENT OF DUBAI EXCELLENCE PROGRAM, UAE

## Facilitator Academic background:

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- DOCTORATE IN ADMINISTRATION OF HIGHER EDUCATION FROM "THE GEORGE WASHINGTON UNIVERSITY", WASHINGTON D.C. USA.
- MASTER DEGREE IN HUMAN RESOURCES DEVELOPMENT FROM "THE GEORGE WASHINGTON UNIVERSITY", WASHINGTON D.C. USA.
- BSC IN BUSINESS ADMINISTRATION FROM "THE UNIVERSITY OF TAMPA", FLORIDA, USA.
- AA DEGREE FROM ST. PETERSBURG JUNIOR COLLEGE, ST. PETERSBURG, FLORIDA, USA.



2017 Participation at Conference Speaking Events IFTDO, Oman



8th Management Forum, Jeddah, March 2017



9th Business & Management Conference-Jeddah-March-3-2018



(Abu Dhabi Digital Transformation Summit)



للموارد البشرية نحو وظائف المستقبل  
بدول مجلس التعاون الخليجي  
**18th GCC HR. Transformation Conference**  
April 4-5, 2018 • Ritz Carlton Hotel, DFC | Saloon-2 | Dubai, UAE  
العمالة وتوظيف إدارة بعنى الوظائف الدالية فى المستقبل  
New employees, new designations, new legislations, new knowledge, capable leaders.



ABOUT ABU DHABI DIGITAL TRANSFORMATION SUMMIT 2017



World Quality Day Jeddah 2018

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“We execute strategy,  
implement it and cascade it  
down:

- 1) Successfully
- 2) In Record Time
- 3) Culturally Fit”

We Make Change Happen.

We Transform and Realign.



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## Strategic Alignment & Whole System Transformation

This Program is only offered by Dialogue Consulting. The program is conducted by a professional who understands the subject and has many years of experience. He can explain the concepts and process in a very simple and easy way to maximize the benefits and understanding of the participants, enriching it with his experience in the field of leadership and development.

## Dialogue Consulting Profile

Dialogue Consulting Office was established in 2015, Al-Khobar, Saudi Arabia. It provides Organizational Alignment & Whole System Transformation services for clients including public and private organizations in various industries. It has arisen out of a need for programs that help develop human resources and address pressing issues at all organizations.



P.O.Box 2768 Al Khobar 31952,  
Kingdom of Saudi Arabia  
[www.DialogueConsult.com](http://www.DialogueConsult.com)  
Email: [info@DialogueConsult.com](mailto:info@DialogueConsult.com)  
Phone: +966 539 191 967