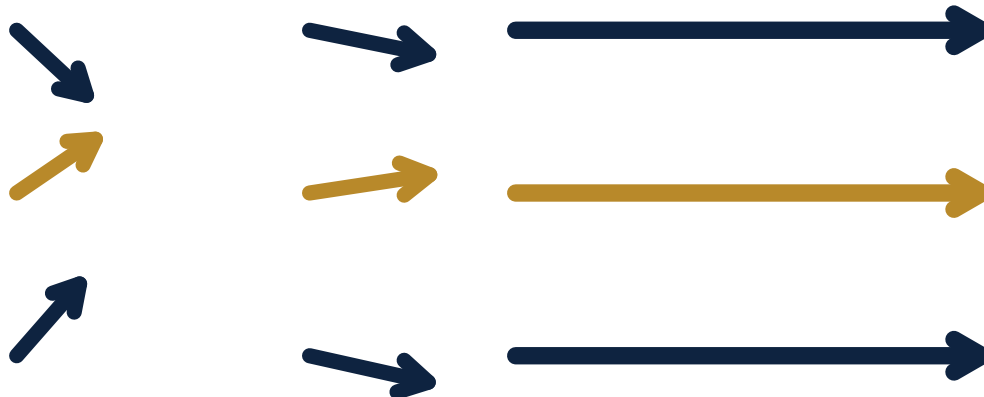


Strategic Alignment

If you asked your leaders for your organization's top three priorities this year,
how many would give the same answer?



Strategic Alignment is a consultation that helps leaders agree on what the leader wants to achieve, believe in it, and work on it together, so every effort moves toward the leader's vision.

Since 2017, with government and private organizations

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The plan is approved, the resources are there, and still the initiatives slip.

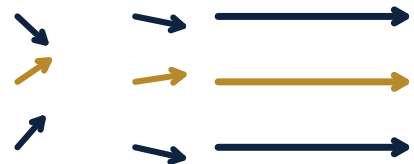
The cause is rarely the strategy itself. It lies in what happens to the vision as it moves between levels of leadership: every leader works hard, but on their own reading of what the leader wants.

How many of these do you see in your organization?

↗ Weak sense of belonging and talent loss	↗ Overlapping roles and disputed authority
↘ Projects and initiatives slow down or stall	↗ A blame culture and walls between departments
↘ Unclear goals and strategy for those who execute	↘ Loss of drive to create and innovate
↘ “Us versus them” thinking between departments	↘ Duplicated studies, contracts and departments

Eight symptoms, one cause.

Leaders do not agree on what the leader wants in the same way. Strategic Alignment treats the cause, so all the symptoms ease.



Sources: The eight symptoms were compiled from field experience in leadership development and consulting, and from the alignment literature. The following studies support some of them; they do not measure all of them:
Mankins & Steele (2005) · Milliken et al. (2003) · Gallup (2015, 2017) · CPP Inc. (2008) · Sull, Homkes & Sull (2015) · Sull et al., MIT SMR (2018)

What is Strategic Alignment?

Agreement, intellectual and emotional conviction, and ownership among leaders, around one shared understanding of where the top leader wants to go. It connects the vision and goals across senior leadership, middle management and front-line leaders.

Not a training course

Not a formal approval in a meeting

Not a new strategic plan



Vertically, from the leader to the front line

The leader's vision reaches every level with the same meaning, and every level knows its role in it.

Horizontally, across departments

Departments work on shared goals instead of each working on its own island.

Before change

Leaders agree on why change is needed before the tools and systems, which makes the change team's work easier.

With governance

Governance defines who decides. Strategic Alignment makes sure the decision is understood and executed with the same meaning.

”

There is no value in any strategic plan without alignment. I suggest combining the alignment advisory program with strategic planning programs because of its importance for execution.

Participant, National Center for Meteorology (translated from Arabic)

”

The alignment program helps an organization align its goals across its sectors, to achieve its strategic objectives with clear integration and higher quality.

Strategy specialists, Vision Realization Office, Ministry of Education (translated from Arabic)

Strategic Alignment

Four steps, starting free.

1

Quick Diagnostic

Free · 5 minutes

Short questions, no sign-up and no name. It shows your organization's level of strategic alignment and its two weakest areas.

2

Leadership Team Index

Free

Your leaders answer without names, and we draw your gap map: where they agree and where they differ.

3

The Mirror Session

1 hour · free

We show the top leader or a delegate the team's result on one page: where they agree and where they differ.

4

Interactive Strategic Alignment Consultation

Opening session + 3 days

An opening session with the top leader or a delegate to set the goal and brief the Alignment Officer, then three days of interactive consultation with the leaders.



What does your organization gain?

Clarity and agreement

Leaders understand the leader's goal in the same way

Awareness of challenges

Raised and discussed openly, in a safe setting

A culture of innovation

Ideas from participants, with their expected return

Sustainability and measured impact

An executive summary, and measurement after 90 days

Find out where your organization stands.

Scan the code to start the Quick Diagnostic: free and confidential, no sign-up and no name.

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