THE ORGANIZATIONAL ALIGNMENT MODEL

Connecting the outside world with the inside world.

1. OUTSIDE WORLD

The environment shapes the game.

Markets | Competitors | Technology | Customer Behavior | Industry Dynamics | Macro Trends | Regulation

2. STRATEGY

We choose where to play and how to win.

STRATEGY CONTEXT
Understand realities, opportunities, threats and shifts.

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STRATEGY CONTENT
Choose how to compete, create value and the position we will build.

3. KEY CAPABILITIES

The few critical capabilities that enable us to win.

Innovation | Speed | Customer Intimacy | Operational Excellence | Brand Strength | Process Efficiency

4. ENABLED BY ORGANIZATIONAL ALIGNMENT

Our organization must be designed to deliver.

PEOPLE
Skills, talent, leadership and incentives.

STRUCTURE
Roles, responsibilities, coordination and how decisions are made.

CULTURE
Values, norms and behaviors that shape how work gets done.

SYSTEMS
Processes, tools, information and governance that reinforce execution.

5. EXECUTION

We mobilize the organization to deliver our strategy.

Prioritize | Allocate Resources | Deliver Results

6. ADAPTATION

We learn, adapt and realign for long-term success.

Measure Performance | Learn & Interpret | Adapt & Realign

7. LONG-TERM PERFORMANCE

Sustainable performance through continuous alignment.

Create Value | Build Advantage | Endure & Thrive

The environment changes.
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We scan, learn and interpret continuously.

Performance and learning inform our understanding and choices.
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We adapt and realign continuously.