

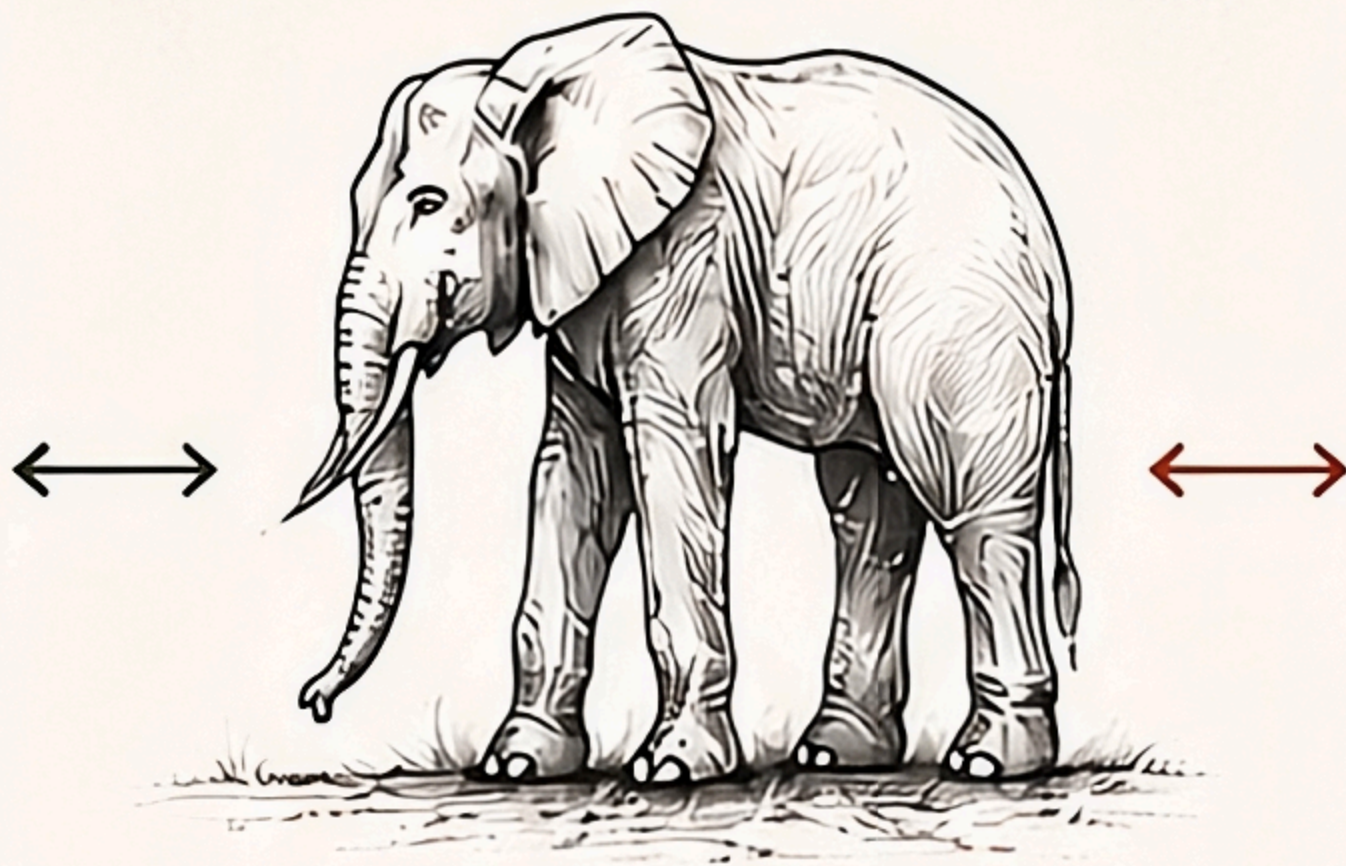
THE ORGANIZATIONAL ALIGNMENT MODEL

Connecting the outside world with the inside world.

THE OUTSIDE WORLD

The environment shapes the game.

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



THE ALIGNMENT CHALLENGE

Success depends on aligning the inside with the outside.
Small misalignments compound.
Alignment creates adaptability.

THE INSIDE WORLD

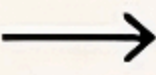
The organization designs and aligns.

- People & Leadership
- Structure & Roles
- Culture & Values
- Systems & Processes
- Incentives
- Capabilities

STRATEGY IS THE BRIDGE



We understand the context.



We choose how to compete.



We align and execute.

1 STRATEGY CONTEXT

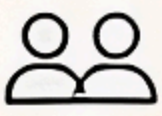
READING REALITY

We scan and interpret the outside world.

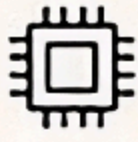
We build insight about the environment.



Markets



Competitors



Technology



Customer Behavior



Industry Dynamics



Macro Trends



Regulation



INSIGHT

We understand the context.

Outcome: Clarity about opportunities, threats and shifts.

2 STRATEGY CONTENT

CHOOSING HOW TO COMPETE

We decide where to play and how to win.

We turn insight into strategic choices.



VALUE CREATION

How we deliver superior value to customers

+



VALUE CAPTURE

How we earn value sustainably

=



COMPETITIVE STRATEGY

Where to play.
How to compete.

Outcome: Clear choices that create sustainable advantage.



DIRECTION

We choose our path.

3 STRATEGY PROCESS

ALIGNING & EXECUTING

We design the system and bring strategy to life.

We align the organization to execute and adapt.

KEY CAPABILITIES



Innovation



Speed



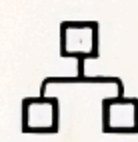
Customer Intimacy



Operational Excellence



Brand Strength



Process Efficiency



PEOPLE

Talent, leadership, incentives



STRUCTURE

Roles, coordination, hierarchy



CULTURE

Values, norms, behaviors



SYSTEMS

Processes, workflows, governance

EXECUTION → ADAPTATION → LONG-TERM SURVIVAL

We execute, learn and realign continuously.



EXECUTION

We align, execute and adapt.



CORE TRUTH

Strategy is the bridge between the outside world and the inside world. Organizational alignment determines whether it can happen.

REMEMBER

There is no permanent alignment. Only continuous realignment.

