

Leadership, innovation, execution, and change management are just a few of the competencies that rely on strategic alignment as a critical success factor.

Strategic alignment is the process of linking each employee's work to the organization's vision and goals. Alignment clarifies purpose and direction, maximizes work efforts, and increases efficiencies – especially important in a time of dwindling resources.

At Eastman & Guare Consulting, we work with you to achieve strategic alignment in multiple ways:

- Developing a dynamic vision
- Building a comprehensive strategic plan
- Identifying core competencies
- Maximizing human performance opportunities
- Implementing processes that integrate strategy into the every day work of employees at all levels in the organization

Strategic Alignment Benefits

- Brings energy and purpose to the vision
- Crystallizes the key skill sets needed by employees
- Targets training and development efforts
- Achieves results quicker and faster

Strategic Alignment Components

- Planning - Determine the best approach
- Involvement - Engage people in the process
- Organization - Create a work plan
- Implementation - Facilitate the strategic alignment process