



CARPEDIA

Organizational Alignment:

Aligning your Team to Increase the Predictability and Profitability of your Business



ORGANIZATIONAL ALIGNMENT: WHAT IS IT & WHY IT'S IMPORTANT

HOW TO ACHIEVE AND MAINTAIN ALIGNMENT

VALUABLE TAKEAWAYS FOR BUSINESS LEADERS

ORGANIZATION ALIGNMENT: WHAT IS IT AND WHY IS IT IMPORTANT?

It really is lonely at the top. We help business leaders align their organization.

If you are a business leader, you know that predictable results are difficult to obtain. Alignment issues in performance management, leadership behaviors, and conflicting values systems conspire against predictability and improved profitability.

Organizational alignment is the leader's ability to optimize the performance of the team, to make their business more profitable and predictable.

To understand how to align your team, you need to analyze three concepts:

1. Performance → The creation of a singular goal for the business that is translated into goals for every individual in the company so that they are aligned.

2. Behavior → The communication of that plan to the right audience at the right cadence, and the follow-up against the plan with the right audience at the right cadence.

3. Beliefs → Establishment of core values and communication of these to the organization, listening for them in conversations, and confronting behavior that is in violation of them.

Carpedia gives organizations the tools and knowledge to align their organization in these three areas.

HOW TO ACHIEVE AND MAINTAIN ALIGNMENT

When trying to achieve alignment, some common points of resistance include: personalities, complexity, and time.

To gain alignment, people with different personalities and capabilities need to come together to agree on a single plan and translate that into a common language that the organization can understand. It often means thinking about your business in categories that you haven't done before and it will take time to instill the required discipline.

Once aligned, there are things that are always knocking businesses out of alignment: new people come into an organization, old ones leave, or competitors make you change direction.

Consistently planning and reviewing business performance with rigor is a hard discipline to maintain. With the right tools and the right behaviors, you give yourself a fighting chance to achieve alignment in your business.

CARPEDIA'S ORGANIZATIONAL ALIGNMENT WORKSHOP TAKEAWAYS

Andrew Rush, Vice President, Carpedia International, will be giving a workshop on "*Organizational Alignment: Aligning your team to increase the predictability and profitability of your business*" at Generis' 2018 American Manufacturing Summit

What will workshop participants take away?

- ▶ A raised awareness of where misalignment exists and why
- ▶ A deeper understanding on the impact of having a misaligned organization
- ▶ The introduction of the Performance Management System
- ▶ Insights into how to determine what the right number of Key Performance Indicators for your business are and how to determine when your KPIs are giving you a false sense of security
- ▶ Tips on how to properly translate the plan of the business throughout an organization
- ▶ Insights into how to ensure that the core values of your company are modeled and followed by others on your team

TESTIMONIAL

“We are always searching for ways to provide value to the business leaders who are members of our community, and for those that attended Carpedia’s workshop on Organizational Alignment, we know that they came away feeling like it was a worthwhile investment of their time. Andrew Rush [VP, Carpedia International] was succinct and knowledgeable when it came to aligning corporate beliefs and behaviors. He was able to engage our leaders to reflect and think about how they can get their people focused on moving effectively and efficiently towards a common goal and purpose.”

Leon Goren

CEO, Presidents of Enterprising Organizations (PEO)



American Manufacturing Summit

Attend Carpedia's Workshop: "Organizational Alignment: Aligning your team to increase the predictability and profitability of your business"

March 27-28 | Lombard, IL | manusummit.com



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