FOR COMMUNICATION PROFESSIONALS

Strategic Alignment Quick Start Guide

Clear Leaders.

As communication professionals, we often see, sense and hear misalignment before anyone else. That's why we play a critical role in enabling strategic alignment.

We can start the process, but we can't do it alone. So, the first steps focus on earning the support and cooperation of our colleagues. Or, in other words, winning the mandate.

THE FIRST STEPS

1 Build an alignment coalition

Bring together the partners who can influence strategy, people, structure, transformation, tech and execution. Think particularly of People and Culture, Strategy, Transformation, Technology and the Chief of Staff, if you have one. You can use the alignment business case two-pager to help you start the conversation.

2 Run the pre-scans

These surface a preliminary view of where misalignment is showing up. There are two different scans. One captures what your coalition partners see and hear across the organisation. The other provides a different view from an anonymous cross-section of leaders — from senior to middle managers. (Before you send anything out, check who needs to give the go-ahead.)

3 Build the Executive Business Case

Use the data you have gathered, background information from our website and *"From Groupthink to Governance: Leadership, alignment and the courage to close the gap"* to build a business case to help you win a strategic alignment mandate.

What's next… use the QR code to access all our support material

We've also provided a more extensive guide to help you plan how to enable strategic alignment across your organisation. It's built on the four shifts:

1. From **a group of leaders** to **a leadership group**
2. From **proxies** to **proof**
3. From **cascade** to **conversations**
4. From **annual** to **agile**

SCAN FOR SUPPORT MATERIAL

Let's go!

You don't need to solve everything at once. Take the first step. And if we can help, reach out to:

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