

5 Pillars for Business Alignment

What does it take to build an organisation that has a commitment to a Culture that will ensure it achieves its full potential?

How do you go about motivating and totally engaging every member of your company to have their commitment to achieve a common Purpose?



Businesses have attempted to address these questions for many years, with a small number finding the answer, but in most cases the mystery continues.

There are Five Key Pillars for any business to enable them to achieve true Business Alignment. They are the foundations of building a business based on growth not just maintaining the status quo. It takes Courage and Vision for a leader and his/her team to subject themselves and their company to the 5 Pillars for Business Alignment, but the rewards both financially and non financially far outweigh remaining with the status quo or half-heartedly attempting to change an organisation. So, what are the 5 Pillars for Business Alignment and why are they important? It is best depicted by the following diagram.



Underpinning these five pillars is your team or your people. People surround you in all facets of your business. You can't do anything without someone else.

Your people create your culture - how they work together, what they do, their standards of performance, interpersonal skills and camaraderie. In other words how they fit into your core values, and how they align themselves to the purpose, vision and mission of your business.

Our model clearly shows that your culture is your business foundation. Everything else is built on this culture therefore your culture must be strong for business success.

On top of a strong culture, you must have clear strategy, strong leadership, effective teamwork, loyal customers and systems that consistently deliver high value results.

A culture that works together in alignment with the five pillars will without doubt provide business success.

The 5 Pillars are distinct components of business alignment and as such are broken in to their separate parts, however for total alignment each pillar should be completed in their relevant order, as one leads on to the next.

Each of the five pillars is explained in more depth as follows.

Strategy Alignment:

The Strategy Alignment Pillar is the first step in building a total business alignment. It gives the business a focus and clarity and enables all team members to identify where the business is heading and what goals need to be achieved to get there.

The Strategy Alignment Pillar comprises two stages.

Stage 1 deals with defining the CPVMB™ (Core Values, Purpose, Vision, Mission, Brand Promise) for your organisation

Stage 2 deals with SAIP™ (Strategic Alignment Implementation Plan) and SAAP™ (Strategic Alignment Action Plan) through the setting of Corporate and Business Unit Goals. We finish with GAS (Goal Action Sheet) to ensure that accountability is known and execution is completed.

Once this area of your business is aligned, you are then ready to move on to Pillar 2.

Leadership Alignment:

Once you have your strategy aligned you need to work on ensuring your leadership is aligned to enable a strong and committed approach to achieving your Strategy.

Leadership Alignment also has two stages:

Stage 1 involves looking at what leadership is, what are the criteria to good leadership and how and why we should develop an organisation of leaders instead of followers.

Stage 2 involves looking at how we lead. This looks at different leadership models, what works and what does not work and how best to deliver and implement the correct model.

To enable you to work on aligning your team, you must first have an alignment in leadership. Without leadership being aligned you will never

have team alignment and will always be working on alleviating internal issues and politics etc.

Team Alignment:

Although Team Alignment is the third Pillar in the 5 Pillars of Business Alignment™, without alignment in this area you will struggle in all areas of your business.

Many organisations talk about their team being their greatest asset, yet they constantly act in a manner that says just the opposite.

In most cases the team are not aligned due to poor Strategy Alignment and weak Leadership.

In this Pillar you will discover the steps involved in building a team that is aligned and engaged. You will find out what the 5 indicators are to determining if you have a team or just a group of individuals pretending to be a team and what you need to do to overcome these inhibitors to building a successful team.

Once your Strategy, Leadership and Team are aligned you are then in a position to start growing your business through the Customer Alignment Pillar.

Customer Alignment:

One thing is for certain these days and that is ... that customer loyalty is declining.

We compete in a global market, where we can obtain goods and services either by online or offline opportunities which were not available to consumers/purchasers even just a few months ago.

Brands which have been in existence for decades are now obsolete e.g. Gowings, The Bulletin, Retravision. Other brands continuously have to innovate e.g. McDonalds, Fisher Paykel, Mercedes Benz etc, to stay in the game.

The common message is ... you need to know and understand your customers today and tomorrow because things can change quickly. Your business must be in alignment with customer needs and your customer service.

Your Marketing Department must keep in touch with the market place i.e. talking to suppliers, discussions with regulators and stakeholders, surveying the landscape and most importantly know and understand what the customer needs both now and in the future.

This Pillar provides alignment between your business and your customers well into the future.

System Alignment:

One of the main reasons a customer leaves a business for a competitor is due to inconsistency in a service, a product or both.

Everything we do in life is a process. To ensure that we consistently do the same thing it is crucial that we detail that process to enable us to follow it each and every time.

In business if something goes wrong, it is usually due to one of the following:

There was not a system detailing how to do it correctly.

There was a system but it was not thorough and correct

There was a correct and thorough system but the individual is the issue

If you are looking for assistance with any of the Key Pillars of your business, then contact Darren Wedge from Wedge Consulting International on 1300 323 133 or darren@wedgecorp.com.au

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