



Aligning Your Business to New Possibilities!

**“The Missing Piece:
Achieving Sustainable Success Through Business Alignment”**

Agenda

- What is Business Alignment?
- The Business Alignment Maturity Model[©]
- Connecting the Pieces
- Greater Possibilities
- Questions

Business Alignment

- “We define business alignment as the process of matching the organization’s tactics to the available or readily acquirable resources to achieve its strategic objectives.” ~ from “*The Missing Piece – Creating Sustainable Success Through Business Alignment.*”

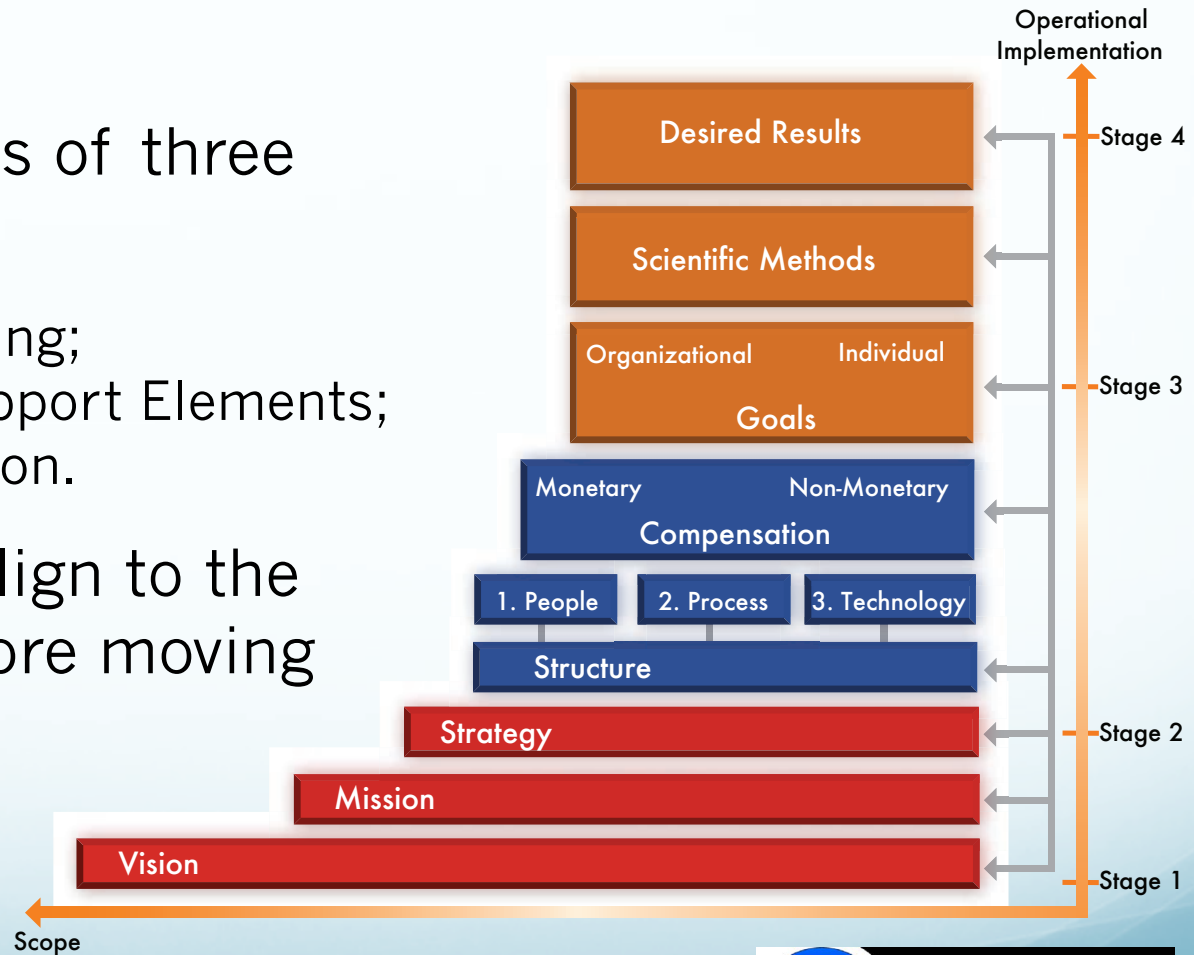


The Business Alignment Maturity Model[©]

The Model consists of three distinct sections:

- Strategic Thinking;
- Operational Support Elements;
- Tactical Execution.

Each layer must align to the layer before it before moving to the next level.



The Business Alignment Maturity Model[©]

The Strategic Thinking process creates:

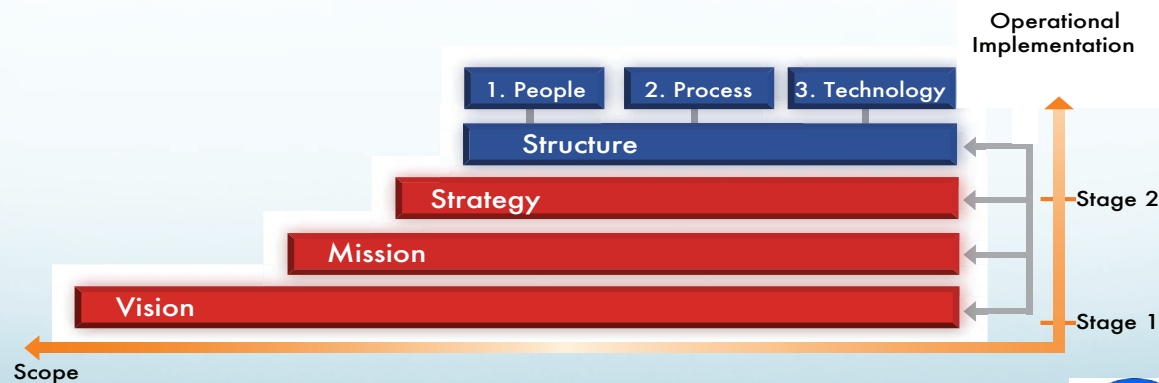
- A Vision of a desired future;
- A Mission to break the desired future into a tangible and meaningful direction;
- A Strategy identifying how the organization will compete.



The Business Alignment Maturity Model[©]

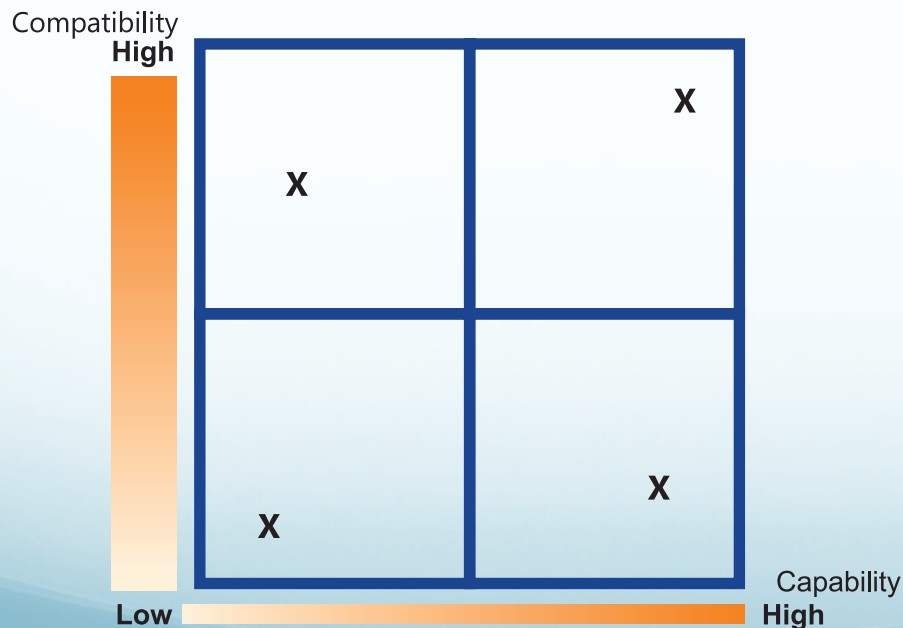
The Structure alignment process ensures:

- The right People with the right skills and attitudes;
- The Core Processes are optimized to leverage the strengths of People;
- Supporting Technology to leverage the strengths of People.



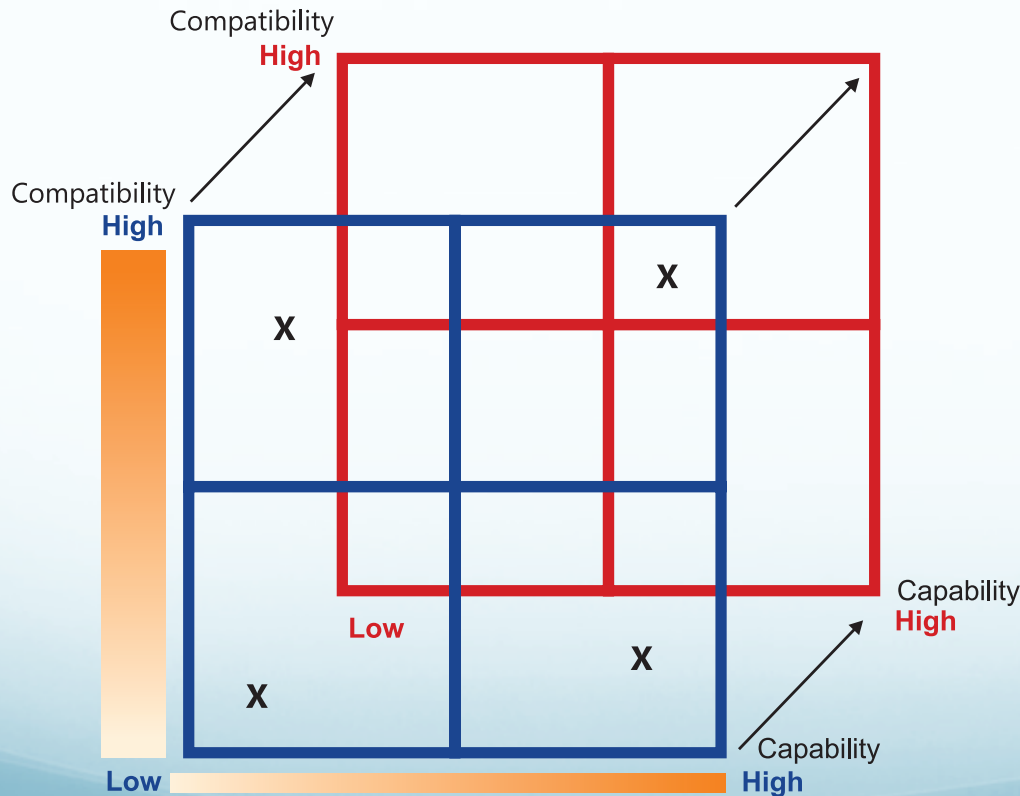
The Business Alignment Maturity Model[©]

Assess People on both Compatibility (Attitude) and Capability (Skills and Knowledge).



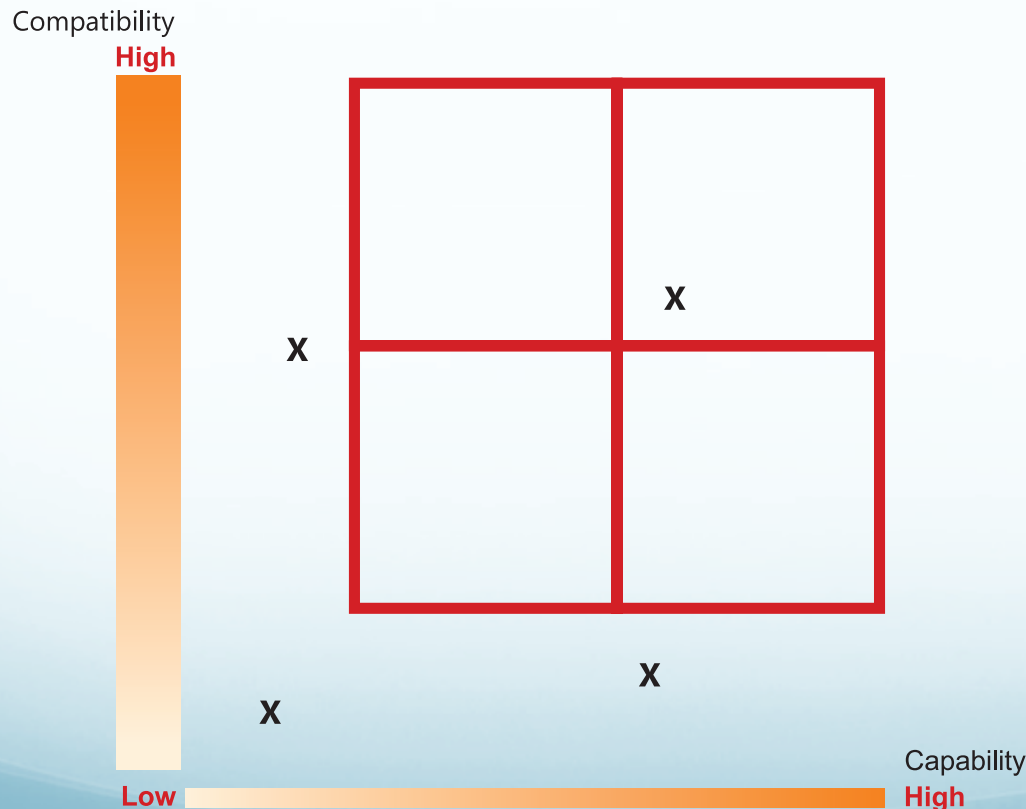
The Business Alignment Maturity Model[©]

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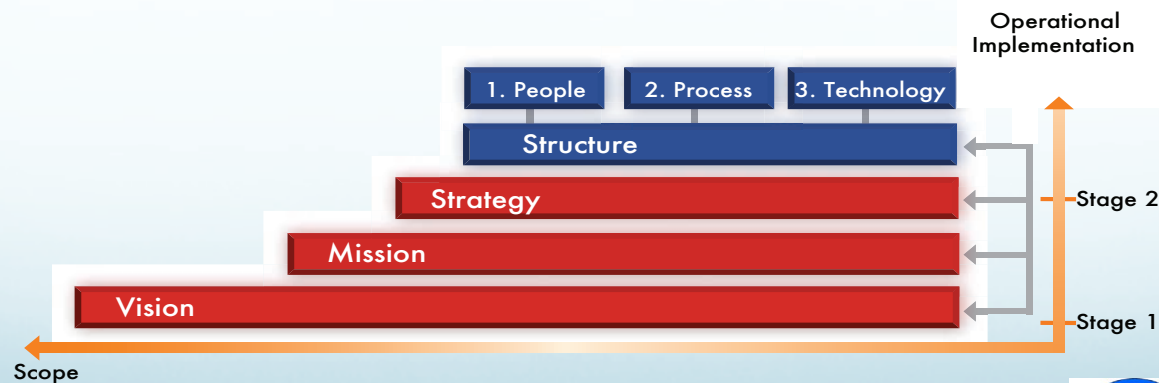
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The Business Alignment Maturity Model[©]

Assess Core Processes to ensure People strengths are effectively leveraged.

Core Processes are:

- Inbound Logistics/Taking Orders
- Operations/Manufacture Product
- Outbound Logistics/Deliver Product
- Marketing and Sales
- Service/Maintain the Customer

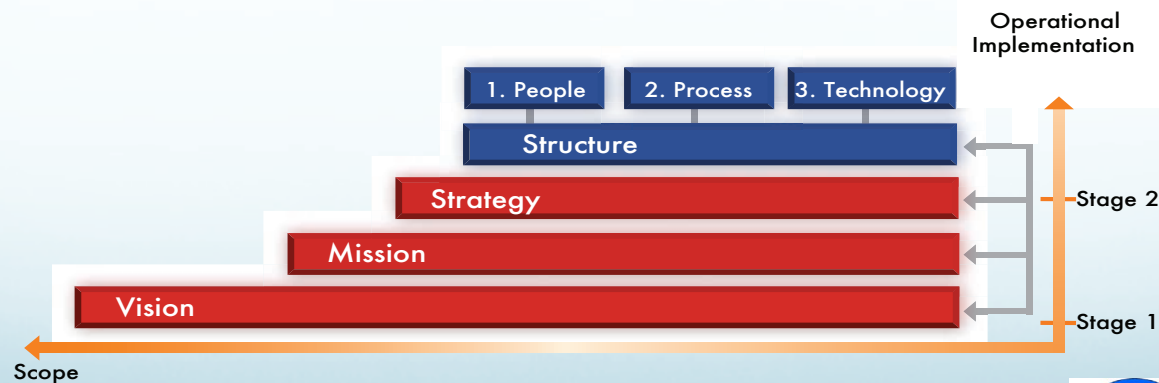
All other processes are Supporting Processes



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Assess Supporting Technology to ensure People strengths are effectively leveraged.

Technology supports alignment through:

- Operations Technology – resources, knowledge and techniques that creates a product or service.
- Information Technology – systems used to gather, store, analyze and disseminate information to create knowledge.

How is technology advancing your business's core processes?

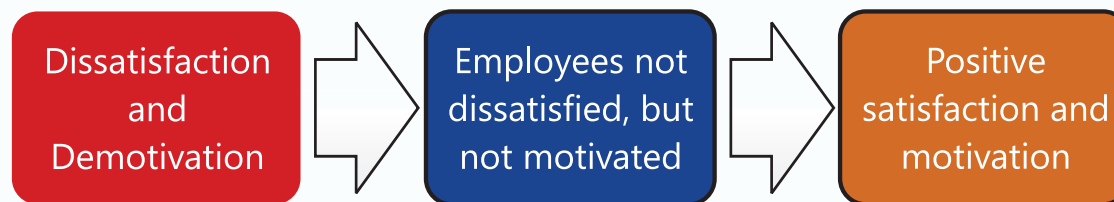
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The Compensation alignment process ensures effective monetary and non-monetary rewards systems are in place to motivate towards desired results.



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Motivation is a force within a person that directs the level, direction and persistence of effort expended at work.



Herzberg's Two-Factor Theory of Motivation

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Hygiene Factors in the job context are those that affect job dissatisfaction such as:

- Organizational Policy and Administration
- Wages and Salaries
- Quality of Supervision
- Interpersonal Relationships
- Working Conditions
- Feeling of Job Security

Hygiene Factors may eliminate job dissatisfaction, but do not create job satisfaction.

The Business Alignment Maturity Model[©]

Motivator Factors in the job context are those that affect job satisfaction such as:

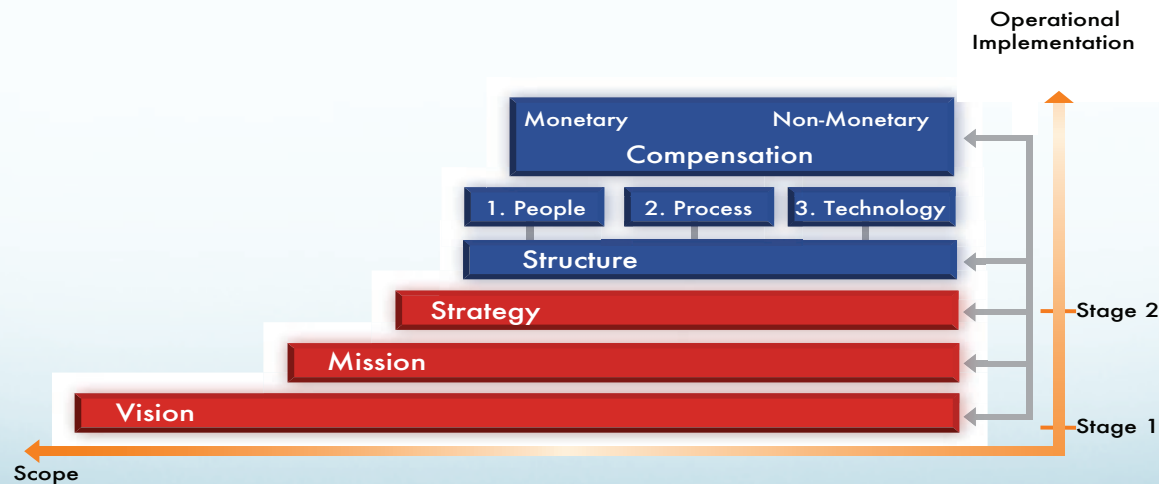
- Status
- Opportunity for Advancement
- Recognition
- Responsibility
- Challenging and Stimulating Work
- Sense of Personal Achievement
- Personal Growth

Motivator Factors create and advance job satisfaction.



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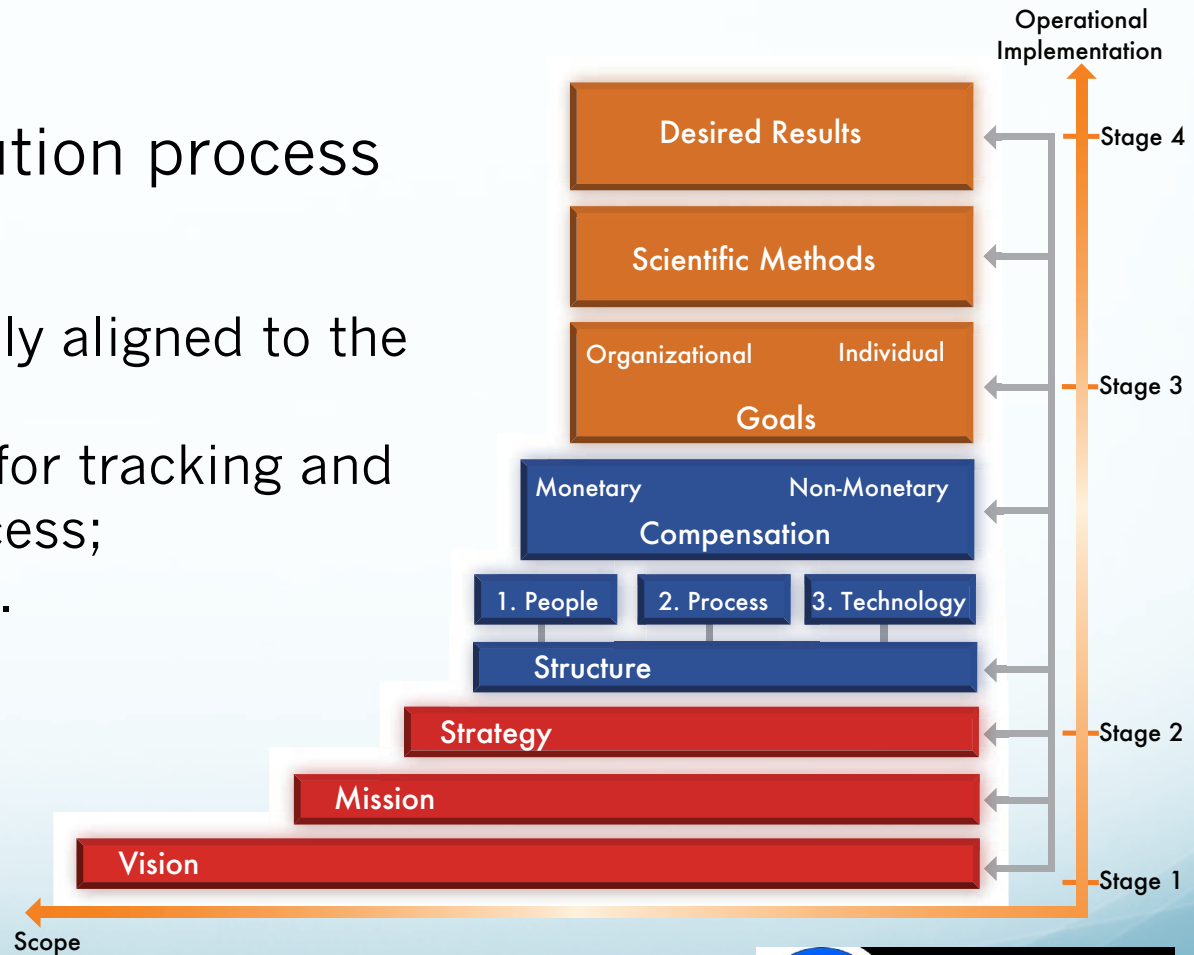
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The Business Alignment Maturity Model[©]

The Tactical Execution process creates:

- Goals specifically aligned to the Strategy;
- Methodologies for tracking and measuring success;
- Desired Results.



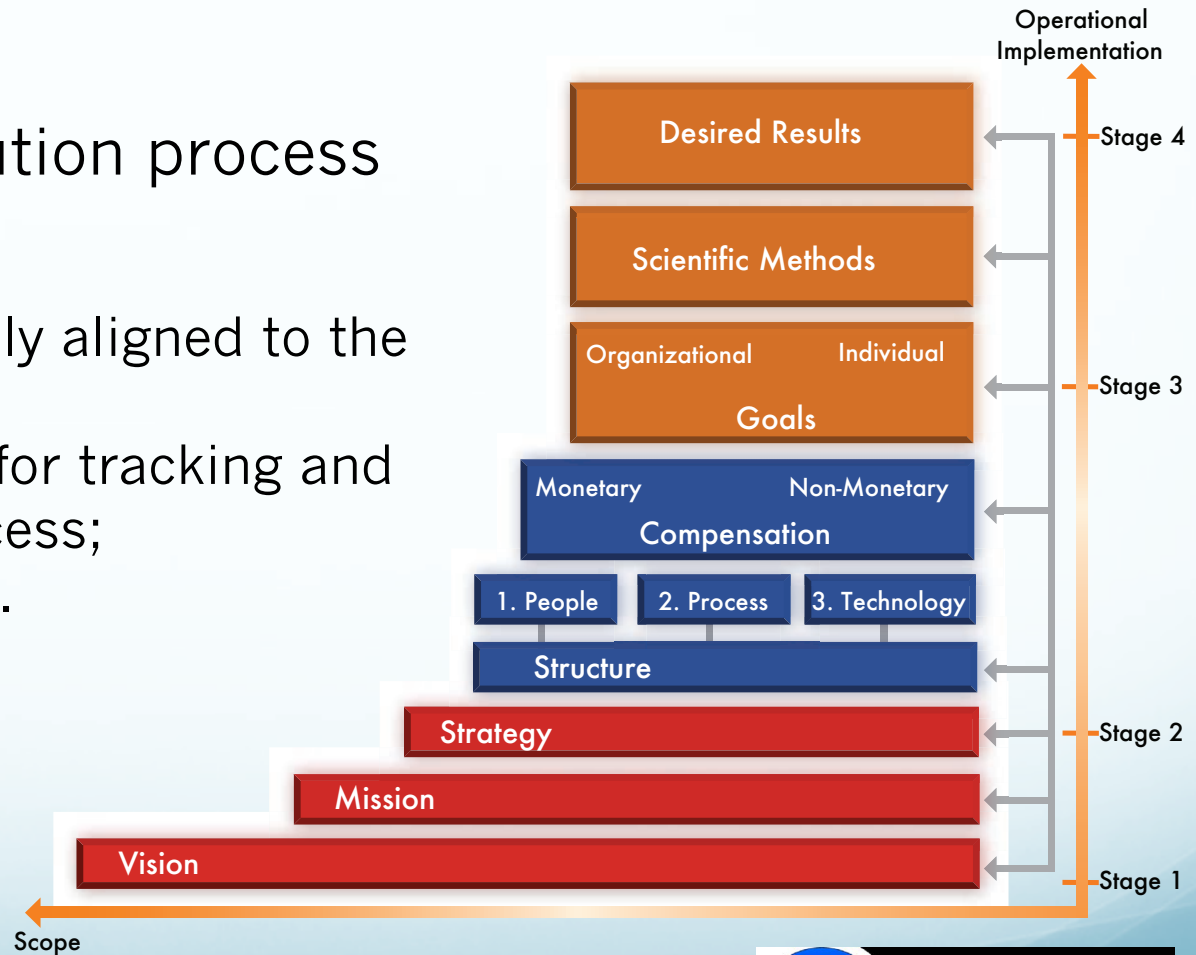
The Business Alignment Maturity Model[©]

- Write a WAY-SMART Goal
- Determine Rewards and Consequences
- Identify Potential Obstacles – they are always there
- Find Possible Solutions – always more than one
- Establish Action Steps – interim steps to success
- Create Target Dates – leading up to success
- Assign Responsibility – Who is Accountable?
- Affirmations

The Business Alignment Maturity Model[©]

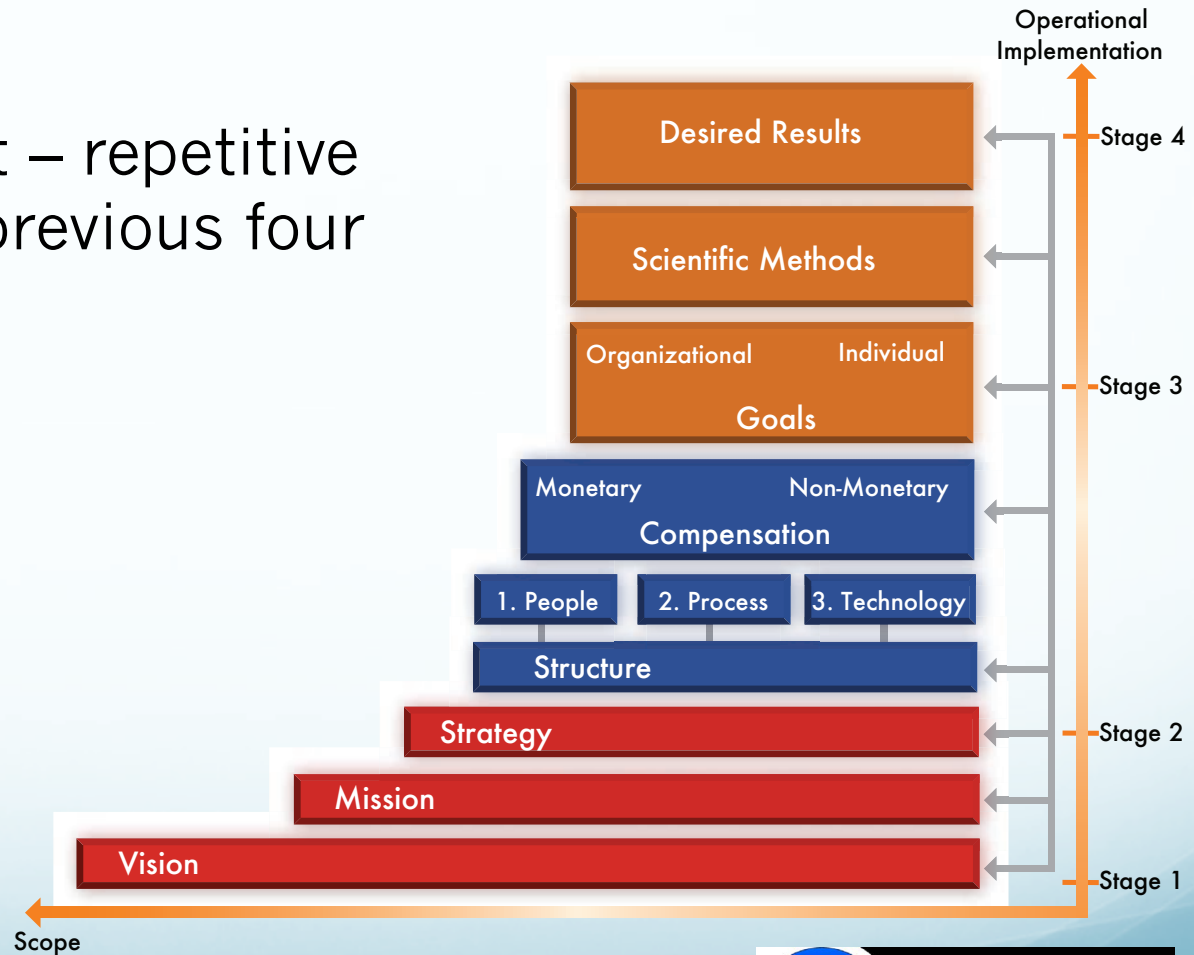
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Stage 5 Alignment – repetitive success with the previous four stages over time.

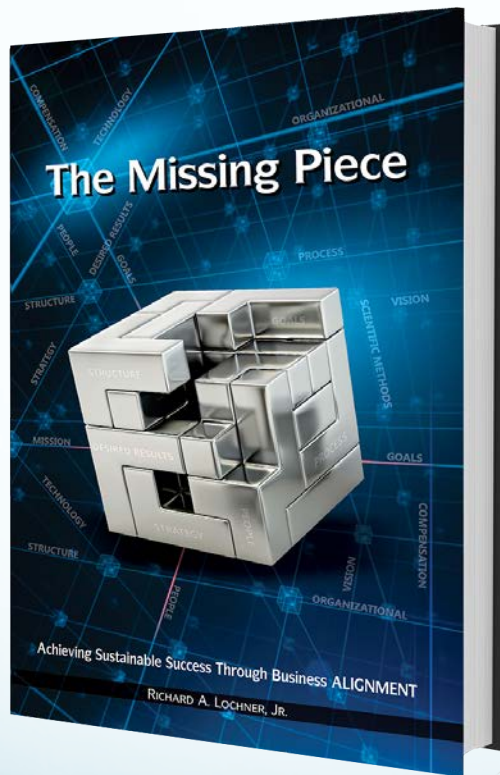


Greater Possibilities

- What does 10% growth mean for your business?
- What does 15% growth mean?
- Business Alignment is ensuring all the pieces all fit together to realize greater possibilities!
- Questions?
- Thank You!



Additional Information!



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www.rpcleadershipassociates.com/Food/BusinessAlignmentModel.aspx

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Thank You!

