

Aligning what you do to business priorities

Strategic alignment links the goals for your role to the company's overall business strategy. HOWEVER, you have to be able to communicate and storytell to get the right level of buy-in.

How do you create alignment?

This coaching course has a practical focus on HOW you develop a process for designing your strategy, and then being able to articulate a simple strategy on a page to others in a way that supports delivery and achieves success.

Develop your own approach by...



Pyramid of Alignment

A clear communication approach that aligns what you want to do to the overall growth of the business.



S.O.A.P

Create a clear brand value proposition for what you need to do. Helping to prioritise projects, define objectives and being clear about success.



Harmony with external benchmarks

Ensure you can demonstrate harmony with external ideas without being driven by them.

Make a clear connection

- Align with core values
- Forward looking
- Involve stakeholders
- Active listening

Inner Confidence

- Promote what you do
- Improve collaboration
- Get to know the business
- Trusting your own judgement

Purposeful Conversation

- Master Storytelling
- Reputational risk
- Strategic foresight
- Stakeholder engagement

Building success

- Demonstrate impact
- Communicate progress
- Recognition
- Building momentum

