

# OPTIMIZING YOUR STRATEGIC PLANNING PROCESS

## A 5-Alignments™ Approach

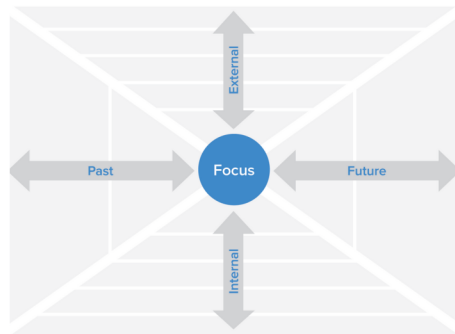
When your strategy and people are properly aligned, no other organization can deliver the unique value yours was designed to deliver.

Is your strategic plan keeping you focused on that unique value?

Organizations, teams and individuals are all governed by the same principles. Each must seek:

- **Future Alignment**—a clear line of sight from the short through the long-term
- **Internal Alignment**—where principles, values, thinking, and climate drive peak performance
- **External Alignment**—where proximal and distal circumstances clarify opportunities and threats
- **Historical Alignment**—cultivating wins, harvesting losses, and challenge assumptions

All of these dimensions serve your strategic Focus in the here and now—on your WIN's.



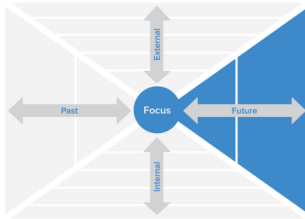
**Net/Net: There are 100 things you could do but only 3 things you should do.**

In order to optimize your strategy and the culture that drives it, it is vital to know where and when to place your organization's time, attention, and resources to deliver on these 3 things. This is what it means to place your attention with intention on What's Important Now (WIN)—the essence of Attentional Leadership®.

Through the 5-Alignments™ Framework, we help develop Attentional Leadership at every level and corner of your organization.

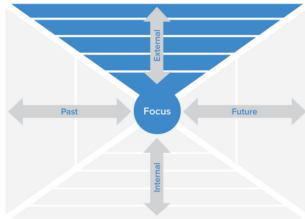


## Future Alignment



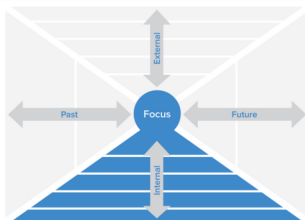
- Clarify the ideal future state (CoverStory) to envision new possibilities
- Invite new considerations for Mission, Vision & Values
- Explore future assumptions (STEEPI) and scenarios

## External Alignment



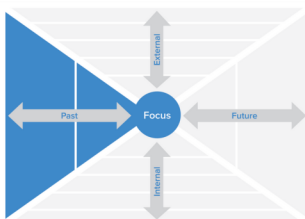
- Understand your current markets, customers and stakeholders
- Identify direct & indirect competitors, alliances and collaborators
- Investigate new Opportunities & Threats for optimal positioning

## Internal Alignment



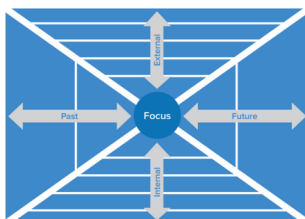
- Horizontal & vertical alignment between leadership and staff
- Horizontal & vertical alignment between Board, committee's & leadership
- Clarify Strengths & Weaknesses individually and collectively

## Historical Alignment



- Cultivate historic wins to foster organization capacity & confidence
- Harvest historic losses to minimize redundant errors
- Challenge historic assumptions to maintain learning agility

## Focus (Strategic WIN)



Each alignment offers a more complete understanding of your organization's current state—setting the stage for designing the right strategic, action, metrics, even capacity plans needed to keep everyone focused on WIN's that support your evolving mission, vision and values—together delivering on the distinct value and promise your organization was designed to fulfill. This is the 5th Alignment.

