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We support leaders in both public and private-sector organizations. With every leader, in every organization there is one common and important theme: Organizational Alignment. Leaders need understanding and buy-in to their strategy in order to achieve long-term success. When it comes to sustainability, Organizational Alignment is no longer “lip service” - Organizations need to measure levels of alignment and the levers that drive their success over time – allowing organizational leaders to use actionable insights that produce better results.

While most organizations are measuring engagement, alignment adds purpose to the equation. (Alignment = Engagement + Purpose) The mission, vision and strategic plan of the organization are really the purpose for its existence. The evolution is clear: Engagement is good. Alignment is better. Through this work we are seeing the difference firsthand. Alignment focus (and intentional work) is allowing leaders to progress from leading "people working together for an organization", to leading a single organization aligned in purpose and on purpose.

We recommend that Organizational Alignment be included in the factors of success and measured as a component of value and predictable, long-term success.