

## Alignment Assessment

Measuring organizational alignment is the essential first step to creating congruity between all of your varied activities and the operational pressures dictated by larger strategic initiatives. This is an abbreviated version of one of our most popular assessments. Take a few moments and rate each statement. The rating scale follows.

1                      2                      3                      4                      5  
 never                seldom                regularly            frequently        always

<i>Rating</i>	<i>Statement</i>
	People in our business units understand the goals of the unit and the larger organization.
	Most staff typically view their function from the customer's perspective.
	Business unit goals are clearly compatible with the goals of the larger organization.
	Our goals are compatible with the strategic direction of the larger industry.
	Instead of using a lot of technical jargon, our people are conversant in the language of the business.
	Rewards, bonuses and compensation have a customer service component.
	Participatory strategies are used to formulate business unit goals.
	We have formal and informal methods for maintaining dialogue throughout the organization.
	We gather feedback from our internal customers.
	We use feedback from internal and external customers to improve our business model and services.
	<b><i>TOTAL</i></b>

***Rating Scale:***

Add up all of your responses.

- 10 - 20     Time to abolish the organization---or at least this part of it...
- 21 - 30     Your organization needs external expertise correcting its misalignments! Get to your professional association for resources...
- 31 - 40     You are well on your way to creating strategic alignment. But don't get cocky because there is still room for improvement...
- 41 - 50     Your organization is modeling principles of strategic alignment...

***Request the complete assessment!***

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