

## THE TWELVE ACCELERATORS

In 2018, Dave Ramos, the CEO of **SHIFTPOINTS**, studied over 300 companies ... he interviewed over 100 Chief Executive Officers ... and he came to One Conclusion:

*Alignment is the Ultimate Competitive Advantage™!*

Dave compiled his findings in a new book called *Drive One Direction – How to Unleash the Accelerating Power of Alignment*. Part Two of the book explores The Twelve Accelerators that exemplar companies used to align their organizations.

#	ACCELERATOR	KEY INSIGHT
1	ONE TEAM	Alignment starts at “the top” ... a misaligned executive team will <b>never</b> create an aligned company.
2	ONE THING	You must be good at lots of things ... but the way to win is to become <b>differentiatingly great</b> at One Thing.
3	ONE VISION	There are many different ways to articulate a vision: the visionary vision, the inspiring vision, the ambition, or the BHAG.
4	ONE MISSION	Mission statements are the “Rodney Dangerfield” of alignment, but many exemplar companies used them effectively.
5	ONE CODE	Values are extremely important, but many employees are cynical about them. They must be more than just words on posters.
6	ONE BRAND	You must develop a compelling brand promise ... and then you must align everyone and everything to deliver it.
7	ONE STRATEGY	Your corporate strategy must precisely answer five questions: who, what, where, how much, and how.
8	ONE PORTFOLIO	Customers <b>love</b> products that are tightly aligned into an integrated portfolio.
9	ONE WAY	You must identify, optimize, and institutionalize your mission critical processes.
10	ONE WOW!	Developing and delivering a standardized experience makes customers say “Wow!”
11	ONE PLAN	Fast-lane companies have dynamic planning and strategy management systems.
12	EVERYONE	Alignment starts with One Team ... but you must apply talent management disciplines to align EveryOne!

Alignment is a complex, multidimensional problem. Therefore, aligning your company requires an integrated, multidisciplinary approach.

The Twelve Accelerators in the **Drive One Direction®** methodology helps companies unleash the accelerating power of alignment.