Are you as aligned as you think?

align

Alignment is a crucial indicator of how well your company is organized and positioned to meet its quarterly and annual goals. There's no one size fits all solution to scaling successfully, but executives at the most effective organizations prioritize alignment as step one to getting there.

The list below gives you a quick diagnostic tool to gauge alignment in your company. Rank how you feel your company performs on a scale of 1-10 for each of the statements below. The bullet points for each statement give context to evaluate your rating. Average your score and share with your team to open the conversation around alignment.

Rank

1. The executive team is healthy and aligned.
- Team members understand each other's differences, priorities, and styles
- The team meets frequently (weekly is best) for strategic thinking
- The team participates in ongoing executive education (monthly recommended)
- The team is able to engage in constructive debates and all members feel comfortable participating

2. Everyone is aligned with the #1 thing that needs to be accomplished this quarter to move the company forward.
- The Critical Number, or leading indicator of success, is identified to move the company ahead this quarter
- 3-5 Priorities that support the Critical Number are identified and ranked for the quarter
- The Critical Number is posted throughout the company and employees are aware of the progress each week

3. Communication rhythm is established and information moves through organization accurately and quickly.
- All employees participate in a daily huddle that lasts less than 15 minutes
- All teams have a weekly meeting
- The executive and middle managers meet for a day of learning & resolving big issues each month

4. Every facet of the organization has a person assigned with accountability for ensuring goals are met.
- The exec team evaluates an accountability chart to ensure the right people are in the right roles to meet company goals
- Financial statements have a person assigned to each line item
- 4-9 key processes that drive the business are identified with KPIs and someone is accountable for each

5. Ongoing employee input is collected to identify obstacles and opportunities.
- Employee input about obstacles and opportunities is being collected weekly
- A mid-management team is accountable for the process of closing the loop on all obstacles and opportunities
- The insights from employee conversations are shared at the weekly executive team meeting

Continue with the items below. Rank how you feel your company performs on a scale of 1–10 for each of the statements below. The bullet points for each statement give context to evaluate your rating. Average your score and share with your team to open the conversation around alignment.

Rank

6. Reporting and analysis of Customer Feedback data is as frequent and accurate as financial data.
- All employees are involved in collecting customer data
- A mid-management team is accountable for the process of closing the loop on all customer feedback
- The insights from customer conversations are shared at the weekly executive team meeting

7. Core Values and Purpose are "alive" in the organization.
- Core Values are discovered, Purpose is articulated, and both are known by all employees
- All executives and middle managers refer back to the Core Values and Purpose when reviewing employee performance
- HR processes and activities align with the Core Values and Purpose (hiring, orientation, appraisal, recognition, etc.)
- Actions are identified and implemented each quarter to strengthen the Core Values and Purpose in the organization

8. Employees can accurately articulate the following key components of the company's strategy:
- Big Hairy Audacious Goal (BHAG) – Progress is tracked and visible
- Core Customer(s) – Their profile in 25 words or less
- 3 Brand Promises – And the corresponding Brand Promise KPIs reported on weekly
- Elevator Pitch – A compelling response to the question "What does your company do?"

9. All employees can answer quantitatively whether they had a good day or week.
- 1 or 2 Key Performance Indicators (KPIs) are reported on weekly for each role/person
- Each employee has 1 Critical Number that aligns with the company's Critical Number for the quarter (clear line of sight)
- Each individual/team has 3-5 Priorities/Rocks that align with those of the company
- All executives and middle managers have a coach (or peer coach) holding them accountable to behavior changes

10. The company's plans and performance are visible to everyone.
- A "situation room" is established for weekly meetings (physical or virtual)
- Core Values, Purpose, and Priorities are posted throughout the company
- Scoreboards are visible and displaying current progress on KPIs and Critical Numbers
- There is a system in place for tracking and managing the cascading Priorities and KPIs

/ 10 = Your Alignment Score

Rank Total