

## THE TWELVE DISCIPLINES

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 Three of the book explores The Twelve Disciplines ... twelve best practices that exemplar companies have used to unleash the accelerating power of alignment.

#	DISCIPLINE	KEY INSIGHT
1	<b>Make Alignment Job One.</b>	Creating alignment is not a tangential, tertiary, nice-to-have issue for your company. It is <i>Job One</i> .
2	<b>Run a One-Company Campaign.</b>	If your company is massively misaligned, you may need a One-Company Campaign.
3	<b>Build a One-Company Culture.</b>	Companies with One-Company cultures leverage the full breadth and depth of the firm to win and serve customers.
4	<b>Develop One System.</b>	To effectively manage the business, companies must create an Alignment Management System.
5	<b>Leverage One Model.</b>	We strongly the “debate, decide, and align” model to deal with tough, deep-seated issues.
6	<b>Deliver One Message.</b>	Mixed messages kill alignment. Your internal and external communications must deliver One Message.
7	<b>Apply One Process.</b>	Your company must apply the discipline of pruning to shed the things—and people—that hinder your progress.
8	<b>Work as One.</b>	Leading edge companies are leveraging the power of technology to improve alignment.
9	<b>Utilize One Style.</b>	When it comes to alignment, leadership style really matters. You lead change, but you inspire alignment.
10	<b>Meet One-on-One.</b>	Many exemplar companies have institutionalized One-on-One meetings to optimize alignment.
11	<b>Plan on One Decade.</b>	It takes unwavering leadership and irrational perseverance to create organizational alignment.
12	<b>Start with One Person.</b>	Alignment ultimately starts with One Person ... <i>you</i> .

If I had to summarize the process of creating alignment with just one symbol, it would be the curly bracket. That is why we use it as shorthand for the ***Drive One Direction***® methodology.

The Twelve Disciplines will provide the } you need to transform and align your company.

Contact us at [start@SHIFTPOINTS.com](mailto:start@SHIFTPOINTS.com) to learn more.