



ALIGNING STRATEGY AND CULTURE

A workshop to jump start results

One of the greatest impediments to executing a successful business strategy is the company's culture. If the two are not aligned, failure is inevitable. Fortunately, many companies have "cracked the code" on getting strategy and culture to work together to achieve strong business results. And Work Effects has developed a process to guide your company leaders to what is arguably the strongest business differentiator: a culture that's aligned with your business strategy.

The evidence is overwhelming: books abound on the subject and a quick Google search for "corporate culture and performance" results in more than 75 million hits. The John Kotter and James Heskett book, *Corporate Culture and Performance*, reports their study findings that over a period of 10 years companies that intentionally "managed their companies well" outperformed similar organizations that didn't:

	CULTURE INTENTIONALLY MANAGED	CULTURE NOT INTENTIONALLY MANAGED
Revenue	+682%	+166%
Stock price	+901%	+74%
Net income	+756%	+1%
Job growth	+282%	+36%

In a half-day session, your strategic leadership team will be challenged to take the pulse of your organization's health (the ability to function effectively), identify and prioritize the dimensions

of purposeful culture that impact the strategy most, clarify the business strategy in relation to culture, build action plans to align culture, strategy, and determine milestones to measure success.

Dimensions of Organizational Health

Part of the Work Effects process is to review your organization's health. You'll participate in discussions of the elements that determine an organization's health including:

- **Leadership** – Knowledge, Follow-through, Confidence in Management
- **Trusted Organizations** – Integrity, Strategy
- **Trusted Individuals** – Respect, Communications
- **Individual Capacity** – Job-Company Fit, Performance
- **Team Capacity** – Resources, Problem Solving, Team Effectiveness
- **Organizational Capacity** – Customer Intensity, Alignment, Quality, Resilience
- **Organizational Climate** – Fairness, Safety

Dimensions of Purposeful Culture

Work Effects will lead a discussion and analysis of the ten dimensions of culture and their impact on strategy. Through the workshop activities, you will identify and prioritize the two or three aspects of purposeful culture most important to executing your unique strategy. You'll learn about:

- **Customer** – Transactional or Intimate
- **Market Approach** – Market Adopter or Market Leader
- **Identity** – Brand Centric or Brand Neutral
- **Focus** – External or Internal
- **Risk Tolerance** – Risk Mitigation or Embrace Risk
- **Operational Approach** – Low Process Variation or High Process Variation
- **Decision Making - Information** – Facts or Intuition
- **Decision Making - Location** – Centralized or Decentralized
- **Atmosphere** – Disciplined or Social
- **Results** – How or What

Takeaways

At the conclusion of the workshop, your leadership team not only will have an appreciation for the importance of aligning culture with strategy, but also will have a blueprint for remodeling your organization into a differentiated business with a competitive advantage.

To learn more about how Work Effects can help you focus and strengthen your organization, visit our website, send us an email or call us.

