

ANNUAL GOAL SETTING AND PRIORITIES



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Annual goal setting surfaces discontent with a recently revised business strategy.

One year into their corporate re-positioning, leadership of this national retail organization determined they needed to take stock of the situation and select a few core objectives for the next 12 to 18 months.

With an overall Alignment Index of 78, AO identified strong alignment amongst the 8 senior executives around the more tactical, operational activities that were underway (AI's in the 80's), but weak alignment around their core strategy and go-forward operating model. (AI's in the 60's). The visual display of alignment across the strategic to tactical subjects lead the COO to declare 'Houston, we have a problem here.'

There was distinct misalignment around the implementation of one aspect of their revised strategy, plus one of the revised operating policies, which several leaders were pleased to have out on the table in full view.

This led to a re-evaluation of their competitive positioning and brand differentiation driven by their branded and non-branded product strategy.

Revised go-to-market priorities were set, and the organization is in its third year of revenue and EBITDA growth.

CONSULTANT SERVICES:

Consultative: Creating a pathway in achieving your results with your business members input and employee observations of what is key for the benefit of your clients.

Advisory: Bringing diverse perspectives from unrelated industry operations and processes in seeking new opportunities in efficiencies.

Collaborative: Alignment optimizations delivers on a full spectrum of progressively engaging and impacting methodologies that deliver the results you and your clients expect.

KEYNOTE SPEAKER/WORKSHOPS

TRAINING & FACILITATION

COACHING & MENTORING

STAY CONNECTED



Ronald M. Allen
Managing Director
Managing Change, LLC



Cell: 609-247-2799
Office: 609-556-9816
Fax: 609-283-0217

website: www.RonaldMAllen.com
E-Mail: ronald@managingchange2.com
Aligning Performance Improvement w/Corporate Strategy