

SYNC

IDEAS ON ALIGNMENT FROM || DIALECT

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Who's guiding this ship?

It takes a lot to move a big ship.

People often say this when talking about change – the systemic change that will affect everyone within an organization. What they typically mean is that it takes considerable time and effort to bring about the change necessary to move a group of people in a different direction.

What some people don't refer to when they talk about change is their "rudder" - that is, the mechanism to move the big ship. Once you've set your direction on a journey, you have to make sure your rudder is positioned to get you to the place you want to go.

Your ship may be in great shape. Your engines may be finely tuned, the deck newly scrubbed, and all routine maintenance taken care of. But if your rudder is off by as much as one degree, you could end up being significantly off course.

It's similar within an organization. You may have the latest technology, gorgeous marketing collateral, and all the right people. But if your employees have different ideas about where you want to go and what you're trying to accomplish, you may end up way off course – costing you time and money.

A recent survey by The Conference Board, a not-for-profit organization that disseminates information about management and the marketplace, found that only 39% of senior leaders surveyed believed alignment within their organization was strong. If such a low percentage of leaders believe that alignment is strong, that begs the question: Who's watching alignment? Who's watching to make sure the rudder of your ship is positioned properly?

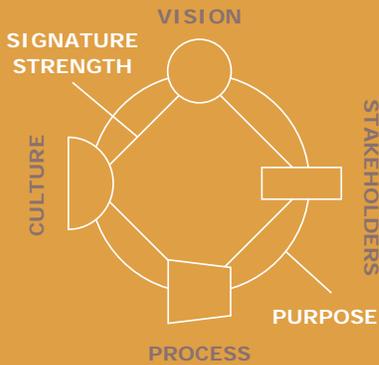
Dialect has developed a brief survey that can be completed in less than five minutes and used to find out how aligned your senior leaders believe they are. As we speak with organizational leaders, they acknowledge they don't always have effective ways of assessing the different perspectives on their executive team. We developed our survey as a confidential way for assessing the potentially divergent views of top leadership.

If you would like to find out more about the survey, just give me a call or send me an email.

Regards,



Andy Kanefield



We offer a survey that helps assess how aligned people are with the direction of your company. If you would like to test alignment among your senior executives or just want to learn more about the survey, let me know by clicking to send me an [e-mail](#).



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