

## Strategic Alignment

Strategic alignment is key to elevating organizational performance. It is essential if a company is to achieve its mission and goals. Strategic alignment:

- Provides clarity of direction, agreement on the firm's mission, vision, values, unique market position, strategic direction, and overall goals
- Brings into harmony three distinct entities: strategy, culture, and processes
- Varies over time because it is a dynamic process, thus requiring periodic assessments measuring gaps between targets and results and accounting for shortfalls

### Our Approach

Having a strategic plan that drives organizational change and growth is critical to achieving success in competitive global markets. Thomas



Group helps clients develop strategic plans that provide a framework for decision making, linking actions to strategies, and providing a roadmap for achieving measurable results.

Thomas Group focuses on your organization's distinctive capabilities, competencies, and resources in the areas that your markets and customers value. We help organizations balance present and future business demands so that your organization achieves, optimally, up to sustainable performance measures. In uncertain times, alignment of goals and resources contributes a long-term strategy for building successful organizations.

How do you ensure that your goals and objectives align with the overall strategy of your firm? How can you be certain you are implementing a process that leverages lessons learned and incorporates them into your strategic planning process? The key elements in this puzzle are the dedication and commitment of top management to building upon the organization's strengths, as well as developing a firm commitment to meet the needs of clients and customers.

Strategic alignment is an ongoing process due to the ever-changing nature of the business world and the continually evolving nature of organizations. Strategic alignment is essential to achieving the purpose and goals of the organization.

Strategic alignment:

- Helps management ask the right questions
- Assists in balancing compliance and commitment
- Changes and improves the way information flows between the board, executive leadership, senior management, and throughout the organization

### How Thomas Group Can Help

Strategic alignment begins with a clear definition of organization culture and continues with an assessment of actions within the organization against that culture. Our strategic organization culture initiatives are designed to lay a solid foundation for achieving the results you want. It then evaluates and fine tunes your actions to ensure ongoing alignment and results. Our senior team provides expertise and guidance as your organization faces the challenges of adapting to today's dynamic business environment.

We are committed to working with our clients to ensure the specific strategies developed align financial and operational goals and provide a competitive advantage in the market.

Strategic alignment services include:

- Strategic plan
- Management alignment
- Growth strategy
- Post-merger integration
- Enterprise-wide strategies
- Facilitation of organization culture initiatives
- Core value definition, refinement, or integration
- Competency development
- Leadership workshops and facilitation

Let Thomas Group help you realize your organization's potential by implementing **Breakthrough Performance Strategic Alignment Solutions.**