

# ALIGNMENT CONVERSATION STARTER

## Activity Cards

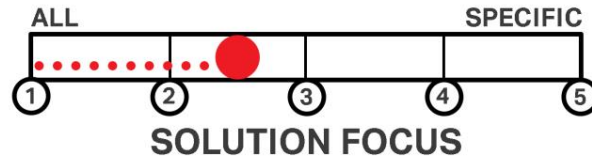
Success of any business relies on the alignment of the leadership team. Misalignment is the ultimate cause of stagnation or failure.

The “What’s Your Alignment” activity card was created by NewGround as a tool to help start a conversation around leadership alignment. This tool is designed to gather each person’s perceptions of their views on the organization’s business direction and quickly create map that reflects the alignment of the leadership team.

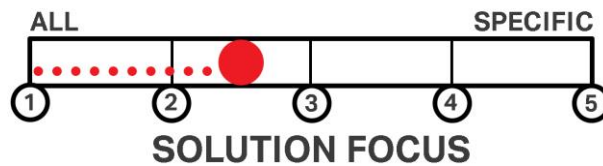
We hope you find this tool useful and insightful. Using this tool, you can create a conversation to help promote better communication and alignment within in the leadership team of your organization.

## Instructions

**Step 1:** Indicate along the “Solution Focus” graph the range of product/service solutions from “All” to “Specific” that you provide to your customers.



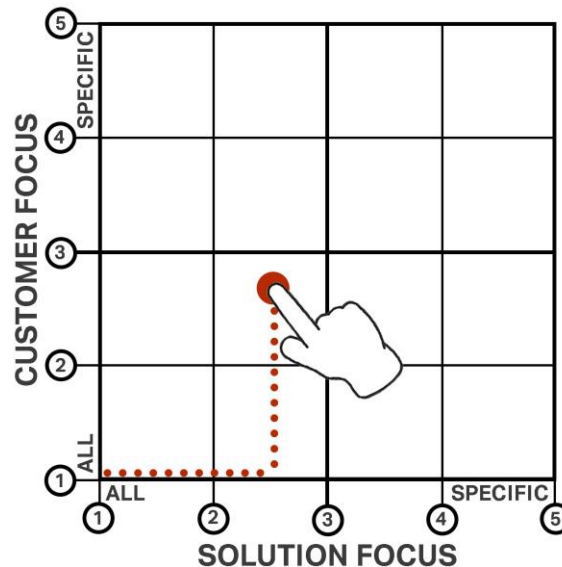
**Step 2:** Indicate along the “Customer Focus” graph the range of types of customers you target from “All” to “Specific” types of customers.



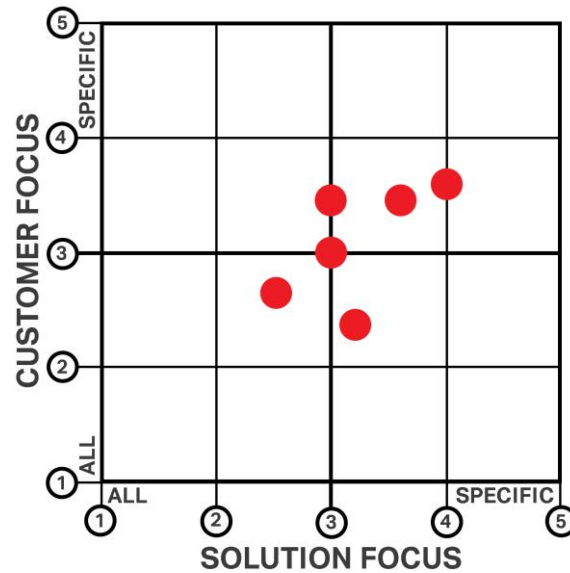
**Step 3:** Along the grid bottom, move along horizontally to the distance indicated in Step 1.

**Step 4:** From the position in Step 3, move up vertically to the position indicated in Step 2.

**Step 5:** Place a dot at this intersection.



**Step 6:** Gather up all the other grids once completed and transfer all dots to a single grid.



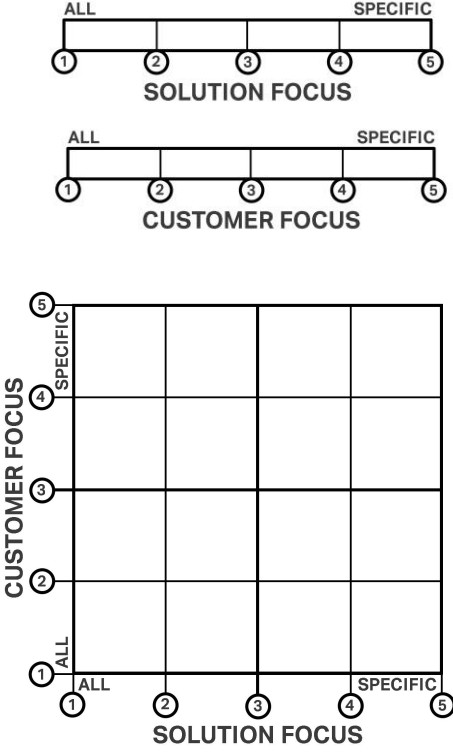
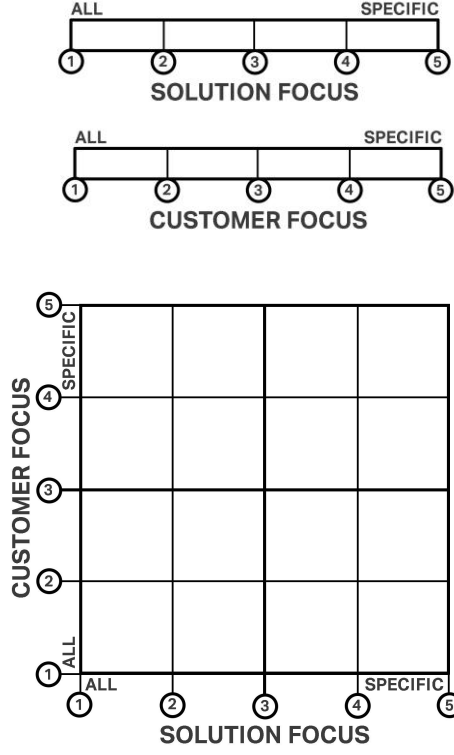
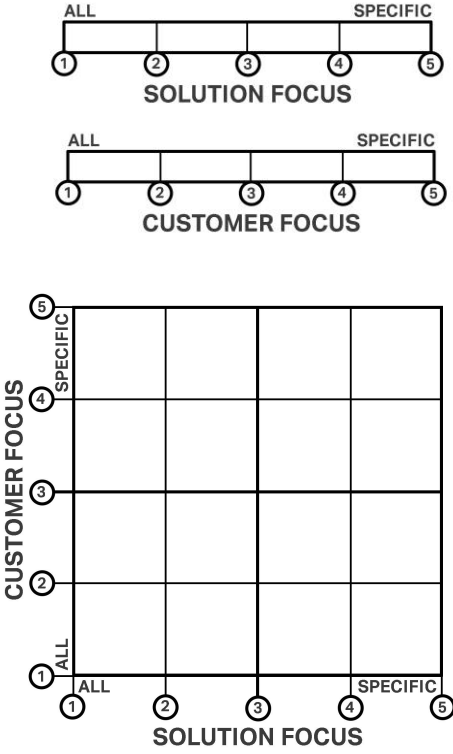
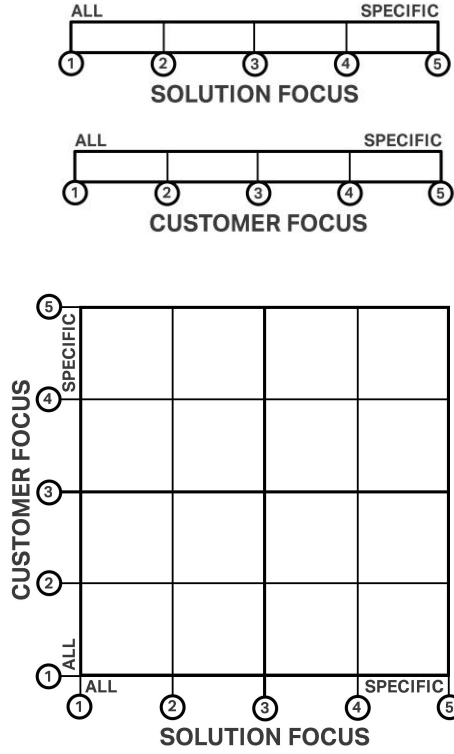
**Step 7:** Discuss in groups about observations discovered about the cluster generated on the collective grid, and possible reasons for this cluster.

**Example Discussion Questions:**

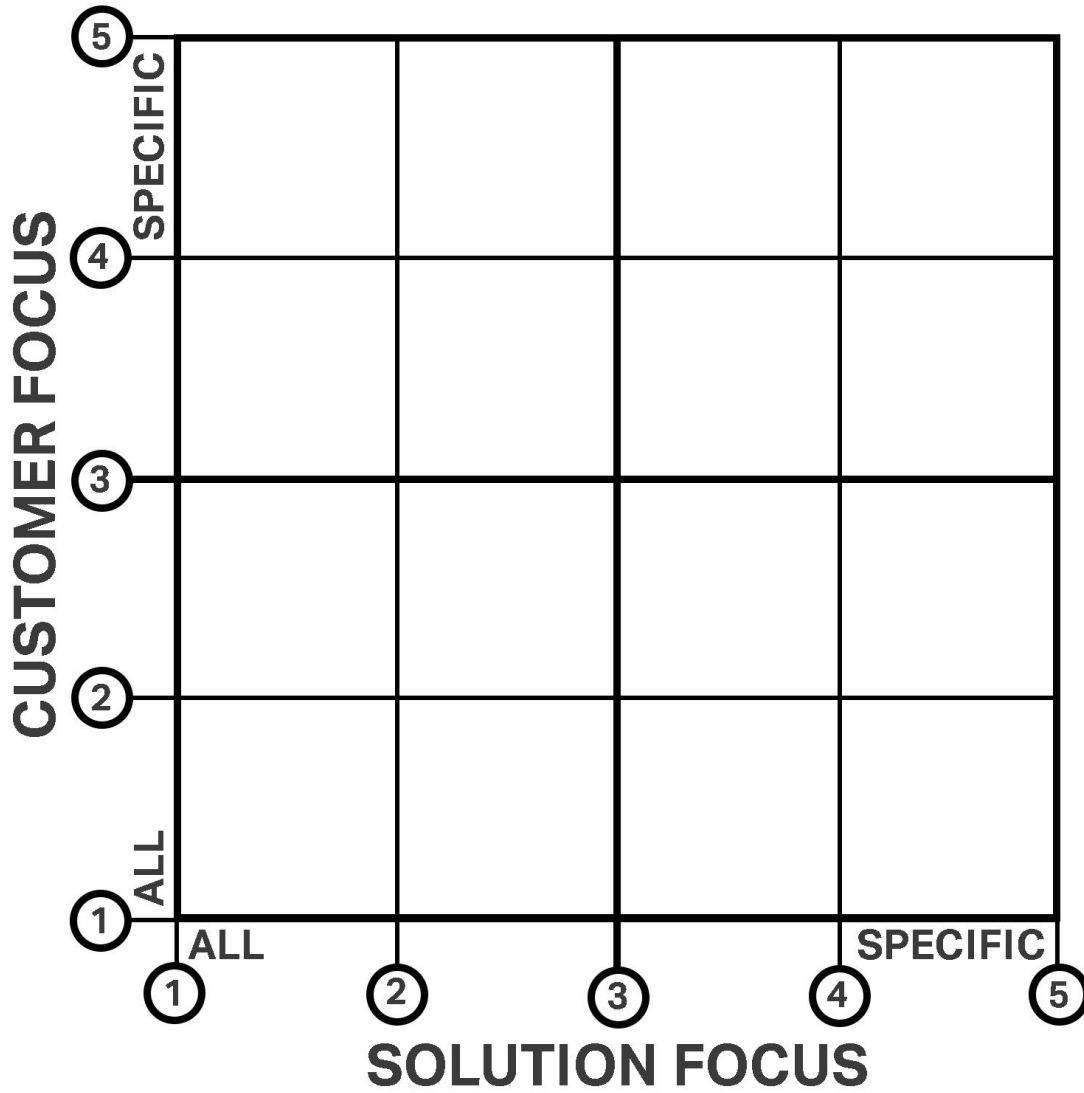
- What could be the reason(s) for the scatter pattern?
- How aligned or misaligned is our leadership team?
- How does this reflect on our organization?
- Where do we want/need to be to improve for the future?

*The following pages include printable copies of the activity.*

## Activity Cards

 <p>Diagram 1: A horizontal scale from 1 to 5. 'ALL' is above 1 and 'SPECIFIC' is above 5. Below the scale is the text 'SOLUTION FOCUS'. A second identical scale is below it with the text 'CUSTOMER FOCUS' below it.</p> <p>Diagram 2: A 5x5 grid. The vertical axis is labeled 'CUSTOMER FOCUS' with numbers 1 to 5. The horizontal axis is labeled 'SOLUTION FOCUS' with numbers 1 to 5. The corners are labeled: (1,1) 'ALL', (1,5) 'SPECIFIC', (5,1) 'ALL', and (5,5) 'SPECIFIC'.</p>	 <p>Diagram 1: A horizontal scale from 1 to 5. 'ALL' is above 1 and 'SPECIFIC' is above 5. Below the scale is the text 'SOLUTION FOCUS'. A second identical scale is below it with the text 'CUSTOMER FOCUS' below it.</p> <p>Diagram 2: A 5x5 grid. The vertical axis is labeled 'CUSTOMER FOCUS' with numbers 1 to 5. The horizontal axis is labeled 'SOLUTION FOCUS' with numbers 1 to 5. The corners are labeled: (1,1) 'ALL', (1,5) 'SPECIFIC', (5,1) 'ALL', and (5,5) 'SPECIFIC'.</p>
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### Collective Grid



Learn more about WayPoint and leadership alignment at [OurWayPoint.com](http://OurWayPoint.com).