

TRUE ALIGNMENT®

*Alignment is the
greatest predictor
of success.*

Edgar Papke

Consultant, Speaker & Leadership Coach
2013 Vistage Impact Speaker of the Year
2006 Vistage International Speaker of the Year
Over 2,800 Keynotes & Presentations Worldwide
Best Selling Author of the books:

Innovation By Design

True Alignment

The Elephant In The Boardroom

"High performing teams and organizations are groups of aligned individuals committed to creating extraordinary results for themselves and one another."

- Edgar Papke

TRUE ALIGNMENT is the first and only comprehensive framework for organizational design and alignment that provides a model for aligning your organization's culture and leadership to the creative and successful delivery of the customer experience.

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Why are organizations worldwide adopting the TRUE ALIGNMENT model?

Most change efforts and strategies falter not because they are poor ideas or are ill conceived. They are unsuccessful because they fail to consider the systemic characteristics and influence of organizational culture and the underlying elements of human behavior. They fail to respond to the need for alignment.

We now recognize that for organizations to sustain change and high performance, they need more than just the skill development of leaders and traditional methods for teambuilding. They require that leaders take a systemic approach and, through conscious intention, pursue strategies to develop cultures that are in alignment. It is through this alignment that organizations, and their people, attain higher levels of creativity and performance in delivering their intended value and brand intention to the marketplace.



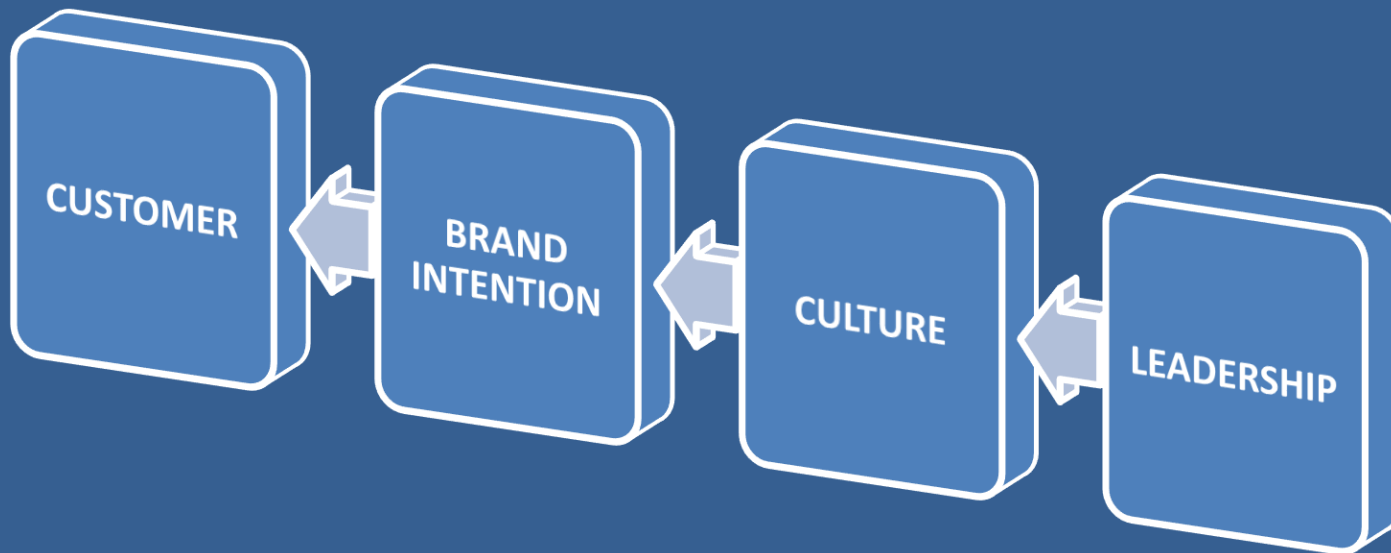
The unique framework for the True Alignment model is the result of bringing together advanced work in the fields of psychology, organizational development, leadership, and market strategy.

- Over a half-century of study and research in human behavior and motivation reflecting human psychological desires – FIRO Theory;
- Over 25 years of focus on the research and understanding of organizational and team cultures, and leadership;
- Research on the advancement of our expanding marketplace and how to create and sustain high performance through alignment to competitive advantage and brand offerings; and,
- A systemic approach to leading innovation and increased organizational performance.



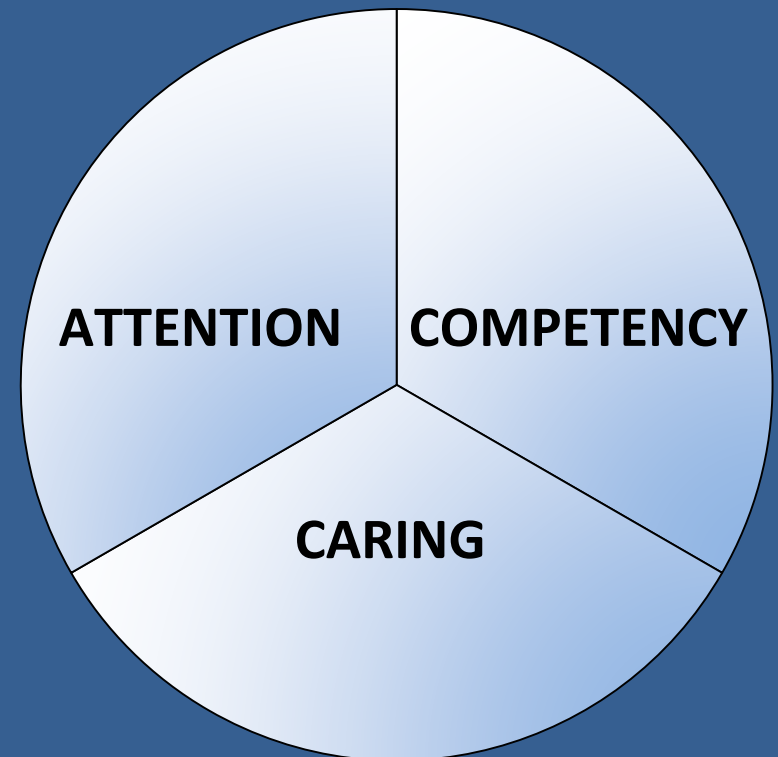
The TRUE ALIGNMENT model provides proven methods and tools for the measurement and observation of an organization's culture and leadership orientations. Through the increased knowledge of organizations and their leaders, the result is an improved capability for sustained change and growth, the realization of choice, and greater levels of collaboration and innovation throughout organizations and their teams.

THE FOUR ELEMENTS OF THE TRUE ALIGNMENT MODEL



#1: THE CUSTOMER

The TRUE ALIGNMENT model begins with a focus on the customer experience, applying what emotionally motivates the customer and how it is delivered through your product or service. Based on FIRO Theory, the model provides insight into the three things customers want: To be paid attention to; to feel competent about their decisions; and, to be cared about as individuals.



#2: BRAND INTENTION

Your brand intention communicates the emotional value you deliver through your product and service, and how you win the customer.

In alignment to the customer experience, your brand intention elevates the thoughtful and deliberate delivery of your product or service, and your unique promise.

THE SIX BRAND INTENTIONS

Community

Customization

Pre-Eminence

Low Price

Physical Wellbeing

Personal Actualization

ENGAGEMENT...

The internal alignment to your brand intention provides emotional employee engagement, ensuring that your people know *why* what they're doing matters and the benefit it delivers.

PERFORMANCE...

Alignment to your brand intention enables your employees to better innovate and deliver products and services that reflect and align with your customer's expectations and experiences. They believe in *what* is being created and care deeply about *how* it is delivered.

COMMITMENT...

Through alignment your people have a shared sense of purpose and feel responsible for their contribution to making it happen.

#3: CULTURE

Through the strategic application of three dimensions of culture and twelve strategic keys, the True Alignment model delivers a systematic blueprint for aligning internal behavior: how the people in your organization engage with one another – to external behavior: how they engage your customers.



Our research and experiences show that the articulation and communication of your organization's values and beliefs is not enough.

The alignment of your culture requires a strategic approach, influencing behaviors and ensuring that people are aligned on *how* to work together to achieve results.

THE CULTURE KEYS

Power / Influence

Planning / Goal Setting

Problem Solving / Implementation

Decision Making

Conflict Management

Incentive / Reward

Hiring & Employee Development

Customer Interface

Teamwork

Role Definition

Structure

Aligned Core Values

#4: LEADERSHIP

Applying the three primary leadership styles, the True Alignment framework provides the capability for organizations and teams to intentionally and strategically align leadership behavior and influence to culture, brand intention, and the customer experience.

This includes how leaders role model how success is attained, and what is acceptable and unacceptable behavior.



Why is the alignment of leadership behavior and action vital to the success of any organization?

When leadership behavior is misaligned to culture it results in distrust and a lack of engagement and commitment among organization and team members, negatively impacting performance.

Aligned Leadership fosters...

Trust

Core Values

Teamwork

Empowerment

Engagement

Commitment

Performance

TRUE ALIGNMENT Surveys

The True Alignment model provides a comprehensive process for assessment, planning and implementation. All supported by a set of innovative tools and processes that connects human behavior and motivation to customer experience, brand intention, culture, and leadership. The process offers leaders and their organizations a “whole picture” system that allows for the observation and measurement of customer experience, brand intention, culture, and leadership behavior.

The TA Culture Survey™:
3rd Edition

The TA Aligned Team Survey™

The TA Leadership Survey 360™

Consultant's Interview Guide

The True Alignment model can be applied to the myriad of development needs and improvements that are commonly addressed separately from one another.

Visioning

Leadership Development & Succession

Strategic Planning

Team Development

Market Strategy & Development

Compensation & Incentive Planning

Organization Design & Structure

Continuous Improvement Processes

Brand Identity & Development

Culture Fit Hiring / Onboarding

Culture Assessment & Design

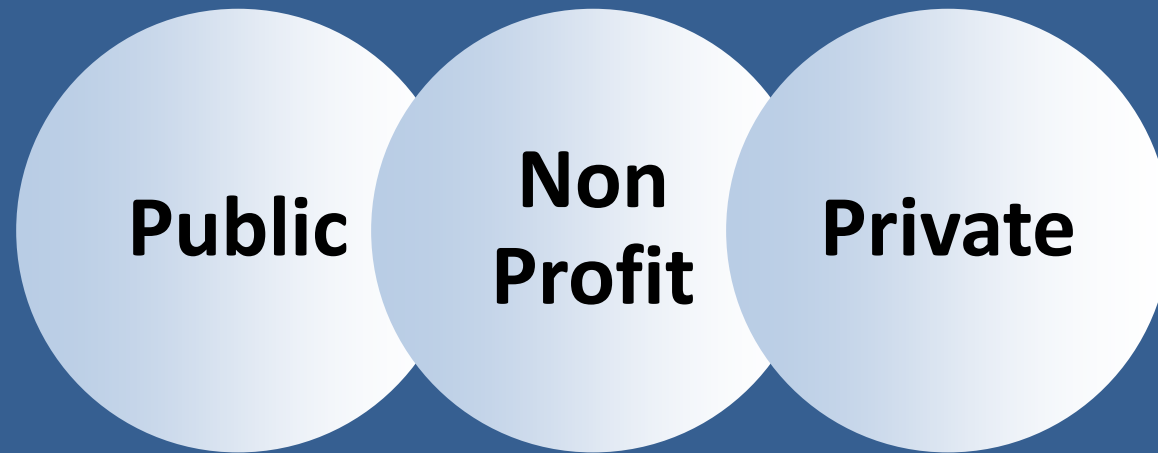
Customer Service Training

Product & Service Design

Conflict Management & Cross Functional
Collaboration

Mergers & Acquisition: Due Diligence &
Integration

Role Definition & Empowerment



In a broad range of industries, TRUE ALIGNMENT has benefited organizations in the range of small to large multinational corporations throughout the world. This includes private, public and not-for profit sector organizations.

PARTIAL CLIENT LIST...



The Gazette Company™



AUBERGE RESORTS
COLLECTION





backcountry



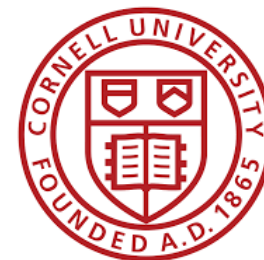
Mentor
Graphics®



Crelogix



Vision Care Specialists





LIVEPERSON



Colonial Pipeline Company

ENSIGN

International Energy Services



The ESOP Association



CEA
Consumer Electronics Association



CFA Institute



STELLAR
MANUFACTURING CO.



HUMANE
RESCUE
ALLIANCE

Animals. People. Community.



Founded in 1995, True Alignment works with a global network of certified and licensed practitioners providing consulting and coaching services, and delivering solutions and strategies to further your organizational and leadership alignment.

Edgar Papke and TRUE ALIGNMENT is available to help you align your team and organization to reach greater levels of success.

- Alignment Workshops
- Team Coaching
- Surveys
- Executive Coaching
- Practitioner Licensing
- Training Programs

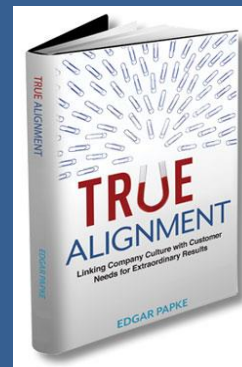
Over 21,000 executives and leaders have attended workshops worldwide.

Keynotes : Schedule founder and author Edgar Papke to provide a keynote address or interactive presentation and deliver immediately applicable solutions. An award-winning speaker, Edgar consistently ranks worldwide by over 22,000 CEOs as one of the most impactful speakers, providing unique views on business, leadership, and innovation: 2013 Vistage Impact Speaker Of The Year & 2006 International Speaker Of The Year.

For further information:

Website: www.edgarpapke.com

Email: info@edgarpapke.com



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