Strategic Alignments

- Creating a balance between strategy and operations
- Building trust and teamwork

Five components

1. Compelling Vision
2. ‘**Noble cause’**
3. **Powerful value proposition**
4. Strategy for achievement
5. Metrics of success

2. Noble Cause

- The myth: A vision statement unites and aligns the organization
- Reality: Most vison and mission statements alone are ineffective

- Human spirit yearns for meaning/purpose/value and success

- Noble cause articulates the highest value of service - provides meaning and moral compass. Creates spirited culture. Guiding star for leadership. Reinforced by values.

Value Proposition: ‘Vision made Measurable’

- Crisply defines the value we aim to create in the near future . Can be replaced with a stronger or more relevant value proposition as a older one becomes obsolete
- Metrics are critical
- Measurability motivates action

- Example is this Kennedy paraphrase:
- ‘*Before the end of the decade we’ll send a man to the moon and return him safely.*’