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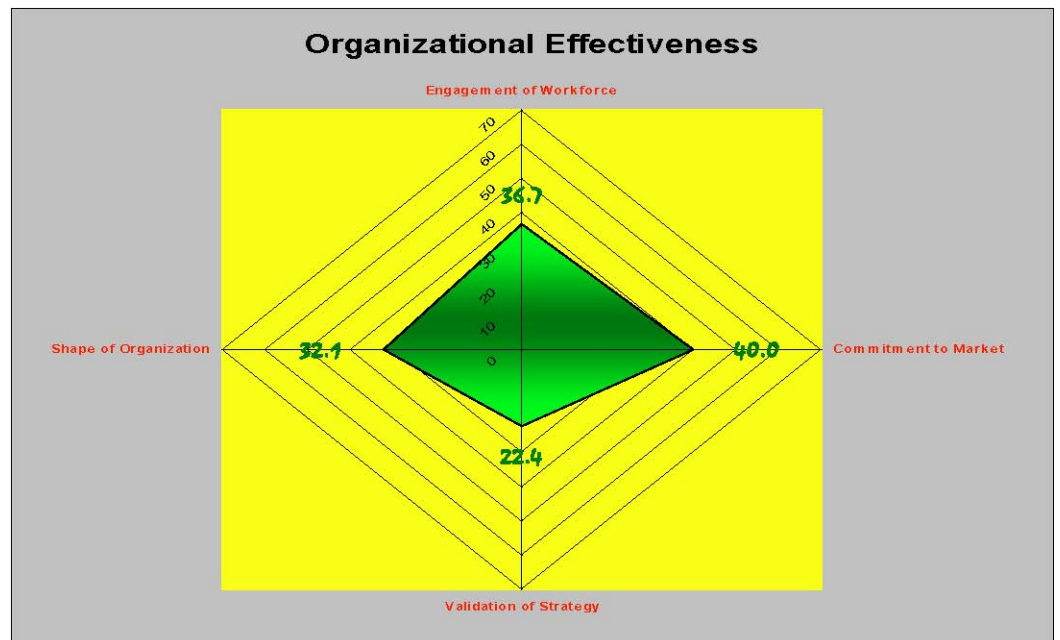
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# Organizational Effectiveness: A Matter of Alignment



An effective organization must possess a staff showing alignment on several critical dimensions. It must have (1) clarity in its commitment to its market, (2) a valid strategy, (3) an appropriate structure for the organization, and (4) an engaged workforce. Our proprietary assessment is brief yet informative in revealing the degree of alignment on these four dimensions. It requires less than 20 minutes for each staff member to complete the survey. An analysis of the results reveals which dimensions need improvement in order for an organization to achieve greater effectiveness. (The organization above, for example, shows a strong commitment to a market but lacks a clearly validated strategy to deliver on that commitment.) In addition, we can customize the assessment to enable disaggregation by length of service, age, gender ... whatever the sponsor feels better information might enable more effective proactive efforts at improvement.