

Reflection #1: The Promise Test

Every organization makes a promise—whether it is stated explicitly or not.

In one sentence, what promise does your organization make to customers, clients, students, patients, or stakeholders?

Now ask yourself:

- ☐ Could most employees clearly articulate that promise?
- ☐ Do departments define the promise in a similar way?
- ☐ Are leaders consistently communicating that promise?

Reflection:

Where might confusion or inconsistency exist?

Reflection #2: The Alignment Chain

Consider the following chain:

Leadership → Culture → Employee Behavior → Customer Experience

Rate your organization on a scale of 1 – 5:

Area	Score
Leadership communicates a clear direction	
Employees understand organizational priorities	
Departments work toward shared goals	
Daily behaviors support our values	
Customer experience reflects our intended brand	

Question:

Which area represents your greatest opportunity for improvement?

Reflection #3: The Friction Finder

Alignment creates momentum.

Misalignment creates friction.

Where do you see the greatest friction in your organization?

☐ Communication between departments

☐ Competing priorities

☐ Lack of accountability

☐ Unclear expectations

☐ Inconsistent customer experience

☐ Leadership messaging

☐ Other:

What is one example of this friction showing up in your organization today?

One Small Step

Based on today's webinar, identify ONE action you can take within the next 30 days to improve alignment.

If a customer spent one week observing your organization, what would they conclude your true priorities are?

Interested in going deeper?

This snapshot is designed to start the conversation.

Organizations that achieve high levels of alignment often use a more comprehensive process to evaluate leadership, culture, communication, employee engagement, and customer experience.

To discuss a facilitated alignment assessment or leadership workshop for your team, contact:

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