



Strategic Alignment Program

Burnie Group's Strategic Alignment Program can help your business gain a competitive advantage and realize value by setting clear goals, ensuring role clarity, and enabling a focused execution of your business strategy.

Our Strategic Alignment Program approach

Burnie Group's approach to strategic alignment starts with understanding each client's unique needs. Then, Burnie Group designs and facilitates workshops that enable leadership teams to make critical decisions to deliver their desired outcomes and achieve alignment with their peers and the broader organization.

Our approach results in faster and smoother execution, efficient communication within the organization, more effective decision-making, and accelerated top-line growth.

Assessment & Design

**Alignment &
decision-making**

**Strategic plan &
recommendations**

1. Assessment & design: Implementing a strategic alignment plan requires a structured approach that includes clear processes, roles, and decision rights. We work closely with you to learn more about your organization and to prepare and design an appropriate workshop that meets your unique needs. Our work during this time involves:

- Designing the workshop
- Helping your leaderships team to prepare in advance of the workshop to participate most effectively in the conversation
- Conducting internal interviews to understand your challenges and possible areas of misalignment

Our work can also include:

- Conducting an alignment survey to uncover critical differences of opinion between your leadership and board of directors
- Completing a market scan
- Conducting external interviews
- Analyzing data to develop insights to share in the workshop

