

Getting Great Execution of What Matters Most to You: FOCUS Products and Services

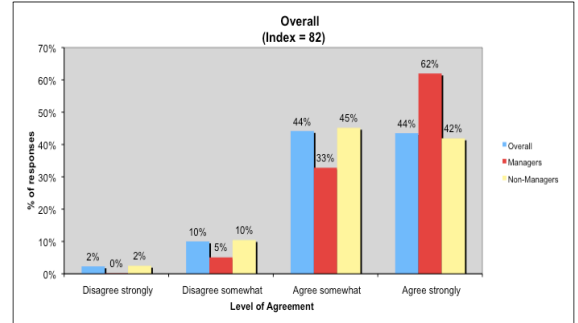
How Well-Aligned is My Organization Today?

SAMI™

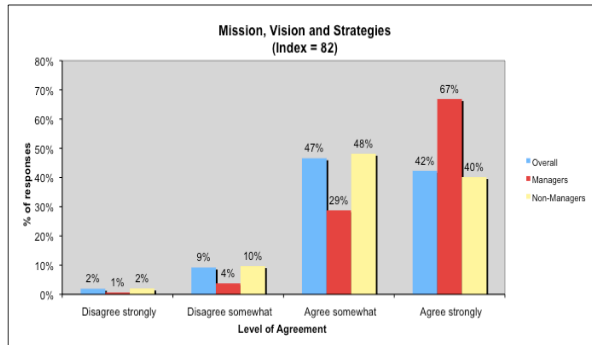
The Strategic Alignment Measurement Index™ is a web-based diagnostic survey that measures the degree to which individuals, teams and functions within your organization are aligned to your strategic direction and to the roles that each must play in execution.

SAMI measures clarity, alignment and commitment through the eyes of your employees and pinpoints areas of strength and weakness within the organization that can then be addressed through implementation of FOCUS alignment processes and tools.

SAMI results can be produced by functional area or geography, or by horizontal groupings (such as executive, mid-management, supervisory and front line) so you can see how the organization as a whole is doing, or break it down into different populations.



This approach allows you to target specific areas for action, rather than taking a “one size fits all” approach to implementing alignment processes.



SAMI results are accumulated into an overall master index, and also broken down into key sub-indices. Each sub-index tells you something important about how the different elements of strategic alignment are viewed by your employees.

SAMI™ Measures

Mission, Vision and Strategies tells you how clear your employees are on the overall direction the business is taking, and how connected they feel to that direction as individuals and collectively as teams.

Our Ability to Adapt measures your strategic and operational flexibility and adaptability to outside influences through innovation, short feedback loops and structural change.

Goals, Initiatives and Objectives looks at your organization's focus on performance and measurability, and the connection between what individuals are tasked to do and the overall business direction.

Teamwork assesses your business's capacity and capability for effective and productive teamwork, and looks for apparent gaps and overlaps in the roles and responsibilities of individuals and teams.

Individual Contribution reflects how individuals understand and feel about the roles they are expected to play and their personal accountability for achieving important business results.

Each index reveals important facts about clarity, alignment and commitment in your organization. If a deeper dive is called for, you can look right down to the responses to each SAMI question. This gives you the detailed assessment you need to target specific parts of the business and make informed decisions about what to do to leverage strengths and shore up weaknesses.

Mission, Vision, Strategies	SALES (%)				OPERATIONS (%)				etc.
	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	
I understand this organization's mission, vision, strategies and long term (2-3 year) goals	37	42	18	3	24	34	34	8	
My team serves an important role within the organization's overall mission	40	43	15	1	33	42	21	4	

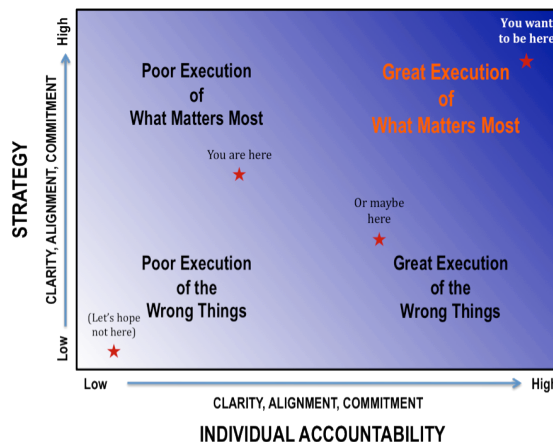
With this kind of information, you can take the next steps to ensuring that your organization is getting the very best out of the investments you have made in the business, its capital assets and its people.

So Now I Know – How Should I Feel?

SAMI™ and **GEMM™**

Working hard at the wrong things is a waste of time, money and your most precious and costly resources. Failing to deliver on your critical business priorities disappoints your customers, demoralizes your people and may jeopardize your future. SAMI provides gives you a clear picture of where your organization stands on GEMM™ – *Great Execution of What Matters Most™*. Head to head, GEMM is the most significant and sustainable true differentiator of all.

In a nutshell, GEMM provides a frame-work for examining the management practices of your organization and their impact on your ability to achieve important business results. Our 25 years of experience with hundreds of organizations of all sizes and types has proven conclusively that increasing clarity, commitment and alignment around strategy and individual accountability has a powerful affect on business performance.



With GEMM, your business will focus its resources on the few critical strategic and operational business priorities that make a real difference.

With GEMM, your business will out-execute the competition.

With GEMM, you win.