



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**

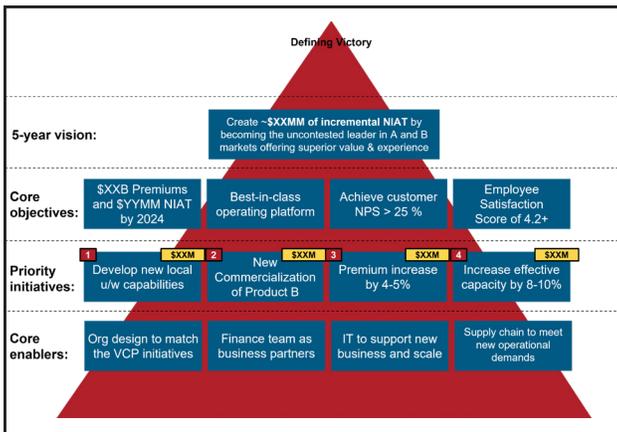
**Strategic plan &
recommendations**

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



Sample deliverable: summarizing the corporate strategy in a value creation pyramid

2. Alignment & decision-making: Our experienced consultants facilitate a strategic alignment workshop, where we share the insights and implications we glean during our planning phase. The workshop is typically one to three days, depending on the agenda. We customize the workshop agenda based on your needs.

3. Strategic plan & recommendations: We document the insights from the workshop, including decisions, actions, and questions. Our work during this time also involves:

- Delivering a cohesive summary that tells the story of the strategy supported by the decisions made by the executive team
- Following up with workshop participants to support next-level planning and communication, if required
- Realigning strategic objectives as needed

How we can support your organization

- Define a clear vision of what you want to achieve
- Communicate and establish goals to align your team
- Prioritize initiatives that will most help your business and understand what your organization shouldn't continue
- Establish the right processes, decision rights, and structures to enable collaboration and productivity
- Monitor meaningful performance metrics to ensure accountability
- Understand potential risks and how they will be handled
- Foster a culture of continuous improvement

How Burnie Group creates value

- We use flexible and adaptable frameworks to fit your specific organizational requirements.
- We work independently and confidentially with all key stakeholders to successfully identify the root causes behind misalignment and enable a better understanding of different perspectives.
- We take the pain out of your planning process so you can focus on decision-making, not the process of getting there.

Our Strategic Alignment Program leaders



David Burnie
Principal & Founder



Graeme Hartlen
Practice Leader,
Strategy & Operations



Thomas Brazill
Engagement Manager,
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• Burnie Group

Burnie Group is a management consulting firm that helps clients improve their performance by applying innovative strategy, process excellence, and world-class technology.