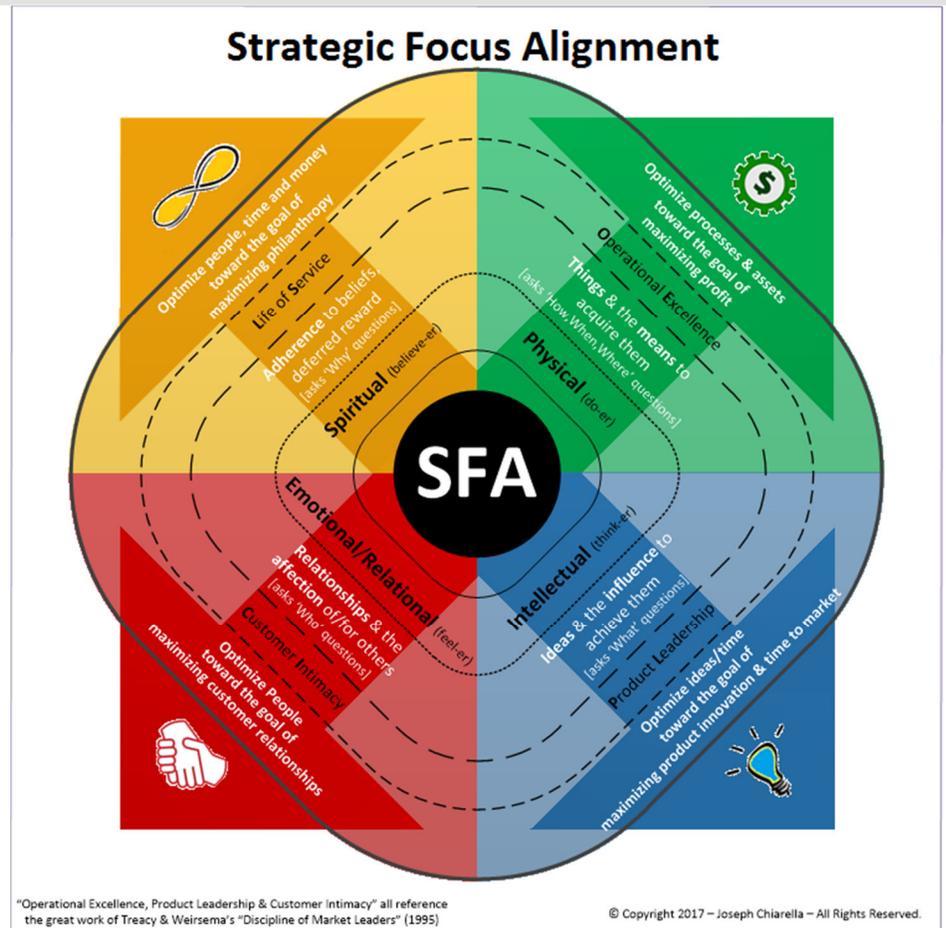


STRATEGIC FOCUS ALIGNMENT

A BRIEF INTRODUCTION

- If you are the founder or a chief executive of any business or organization – you want to achieve certain goals – and you have to do that through other people. Perhaps you are executing perfectly, or perhaps not. Perhaps there are challenges and you can't quite put your finger on why the organization isn't performing as you'd like.
- What if there was a key insight, accompanied by experts and tools, to align **you** with your **organization**, the **market** and your **competitors**? What if this insight and tools could measurably improve your outcomes?
- **Strategic Focus Alignment (SFA)** begins with illuminating and understanding what drives you and your senior team and educates you on how those diverse natures translate into behaviors and decision-making tendencies in the organization.
- SFA reduces turbulence and improves efficiency. It helps get better products to the market faster. It enables a deeper relationship between the organization and the market. It helps make more time for other personal, professional or philanthropic goals.

For a complementary first consultation, contact Joe Chiarella today at:
www.JoeChiarella.com



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"Joe Chiarella has been working with me as a business consultant for about 9 months now. Working with Joe has completely transformed my business! I've been attending executive training classes, and the classes are extremely helpful. However, those classes would have only had a fraction of the benefit without the help of Joe Chiarella. Not only is Joe brilliant, but he is articulate, compassionate, and trustworthy. He really understands business, knows how to communicate that knowledge, and helped me to translate that knowledge into almost immediate results for my business."

– Mike Kreamer, Founder/President, PsyTech Solutions

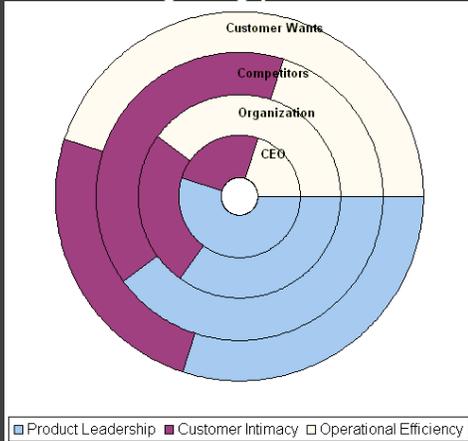
"Most would agree that without a vision you will perish. Not just personally, but professionally. I have had the privilege to work with some great minds in my InfoSec career. No one has helped me understand, decide, and move forward with a vision like Joe. If you have an opportunity to spend time with him, take heed to his counsel as it is very sound. What is unique about Joe is the models are based in his experience in and around companies in different stages in business life cycle, as well as playing many different roles. This isn't just about theory, it is learning where you are at so you can adjust and get to where you want to go. It is no surprise that Joe would rather spend his time sculpting. For now, he is busy providing the tools and the confidence for executives to face the big rock they are staring at and make one cut at a time. Each one with the awareness of what the business will look like when you have completed the work set before you."

– Scott Markle, Owner/CEO, WestCoast Labs

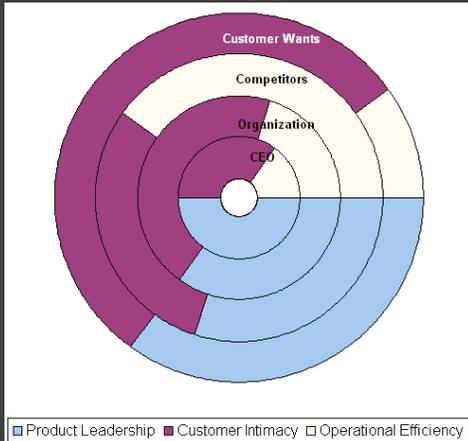
STRATEGIC FOCUS ALIGNMENT

A BRIEF INTRODUCTION

It's about getting you from here:



To here:



And the competition?

Competitor:	PL:	CI:	OE:
Acme Auto Parts	1	0	-1
The Auto Guys	0	-1	1
Monster Auto	-1	-1	1
Peppy Guys	0	-1	1
AAA Auto Parts	0	0	0
Minnie, Ma & Jane	0	0	1
Totals:	0	-3	3
Averages:	0	-1	1
My Company:	1	-1	0
Delta from Comp:	1	-1	-1

What does a typical engagement look like?

1. Quantify the c-suite, organization, competition and market
2. Assess Alignment
3. Set Goals
4. Develop Change Plan
5. Execute Change Plan
6. Re-Evaluate after 9-12 Months

Q: What does "Strategic Focus Alignment" actually mean?

A: Let's answer it with just three pictures (sure, there are more than that – but this is a flyer – not the white paper. <wink>)

The two charts on the left show a striking difference in alignment between two companies.

In the top one, none of the four "layers" are aligned. The Market primarily wants the kinds of things that are typically delivered by an Operational Efficient company. The competition appears focused on Customer Intimacy and Product Leadership at the expense of Operational Efficiency. This is a great opportunity for this company if they can capitalize on it. The Organization : Market alignment is very good. However, the 'c-suite' has a very different view and this could represent a problem that is sapping profits invisibly.

Alternatively, the second shows a great alignment! The CEO and the organization are in near lockstep with a strong Product Leadership focus. This is fairly well aligned with the market, which values Product Leadership – but desires more Customer Intimacy. So, there is some work to do there. But the best news is that the competitors, taken as a whole, are equally divided among the three possible focuses. This means that with just a little adjustment, this company is poised to expand their dominance of the market.

The question is: do you know where you are at all four layers? Are you leaving profits on the table?

The Strategic Focus Alignment practice engages you, the CEO, first. Through a simple assessment survey, followed by some in-person observations and interviews, we quantify your Leadership Focus Driver and, if appropriate, other key c-suite players.

Then through some less in-depth, but very similar activities, the organization is assessed right down to the proverbial rank and file.

Your team, as well as external data, allows us to assess the primary, secondary and tertiary demands of the market.

Finally, a competitive review then highlights the general and specific ways your competitors approach the market. This enables you to spot opportunities to better compete.

Together, we then formulate a plan to adjust the alignments you can control: yourself and your organization to improve organizational efficiency and effectiveness internally and externally. And that means **faster growth, better product-market fits, more profits** and a **happier everyone – including you!**