



The Cost of Misalignment

Let's take a second to think about the cost of misalignment.

How many dollars are wasted in redundant work, ideas that fail to launch, decisions reversed, and policies not followed?

You don't have to be a financial genius to figure out that the cost of misalignment is astronomical.

Let's take one of the most obvious downsides of misalignment: time wasted in meetings where nothing gets decided.

For example, if you have a management team with five people at an annual salary of \$100,000 per person and they spend an average of fifteen hours a week in meetings, the team's weekly meeting cost is \$4,076, and the annual costs are a shocking \$212,000!

If the team could reduce the time wasted in meetings by 40 percent, they would save \$85,000 per year!

While the savings is easy to calculate, the real value is the growth that happens when good ideas finally land new customers and lead to profits.

Alignment is flat-out good for business.

It still may seem like there is never enough time to get everyone aligned and on the same page.

But in business, you can't afford not to.

"If you want to go fast, go alone. If you want to go far, go together."

Any time you want to move your company in a new direction focus on these 3 levers of alignment:

1. **Set direction** - Agree on the mission, vision, values, strategy, and goals of the organization or team.
2. **Create the clock** - Agree on systems, processes, and the cadence for individuals and groups to coordinate their work
3. **Empower people** - Agree on roles and responsibilities and how to create a workplace culture where everyone can thrive

And if you want your leaders to become a master in the Art of Alignment we can help. Our CAPs (Certified Alignment Practitioners) can align your teams and organization.

Stay aligned!

Patty Beach