


Chapter 1: Align with the Big Picture



Before you jump into fixing stuff, make sure you know where you're trying to go. Too many improvement efforts flop because they fix symptoms but ignore bigger goals. That's why the first step is simple: connect your process work to your organization's strategy.

Use the  **Strategic Alignment Assessment** (included in the appendix) to answer questions like:

- **What's our desired future state?**

(How do we want our company to look and run in 1, 3, or 5 years?)

- **What's holding us back right now?**


(Outdated habits? Competing priorities? Culture issues?)

- **What are our biggest threats and weaknesses?**

(Things that could trip us up if we don't fix them.)

- **What strengths and opportunities can we leverage?**

This exercise doesn't have to take weeks. Sit down with your leadership or team leads, fill out the assessment honestly, and you'll have a clear target for your improvement efforts.

 **Key takeaway:** Don't fix processes in a vacuum. Tie every improvement to a clear business goal.