



Start with
the Situation

Leaders often jump into change without verifying if it aligns to strategic goals, causing disjointed efforts and wasted resources.



What's Really
Going On

Transformation becomes reactive, led by trends or internal noise, rather than grounded in what moves the organization forward.



Why This
Matters

Without alignment, even well-executed initiatives can fail to deliver meaningful business value or stakeholder support.



Your Guiding
Principles

Transformation should follow strategy, not the other way around. Clarity up front prevents confusion down the road.



The Playbook

- Map initiatives to specific strategic priorities
- Pressure test with stakeholders for business relevance
- Use a strategic alignment rubric to evaluate proposals
- Clarify intended outcomes and success measures

Aligning Transformation with Strategy



Common
Pitfalls

- Chasing innovation for its own sake
- Prioritizing personal agendas over enterprise needs
- Ignoring long-term value in favor of quick wins



What Good
Looks Like

- Every initiative has a clear line of sight to strategy
- Teams are aligned around shared outcomes
- Business leaders see transformation as an enabler, not a distraction



Quick
Checklist

- Is this solving a real strategic problem?
- Who owns the business outcome?
- Do we know how we'll measure success?



Closing
Insight

Transformation without strategic alignment is like setting sail without a map. Even if the boat is well-built, you may never reach your destination.