



Start with
the Situation

The executive team says they're aligned, but their words, actions, and decisions tell a different story.



What's Really
Going On

Leaders are making assumptions, not having real alignment conversations. Mixed messages ripple across the organization.



Why This
Matters

Frontline teams take cues from the top. Misalignment at the top leads to confusion and inaction below.



Your Guiding
Principles

Alignment isn't about agreement, it's about commitment. Leaders must move together, even after hard conversations.



The Playbook

- Facilitate structured alignment sessions
- Clarify roles, responsibilities, and expectations
- Define the shared “why” and stay consistent
- Address misalignment directly and respectfully

Aligning Leadership



Common
Pitfalls

- Relying on passive agreement
- Avoiding difficult trade-offs
- Assuming alignment instead of testing it



What Good
Looks Like

- Leadership messages reinforce each other
- Conflicting priorities are resolved quickly
- Teams are confident in what matters most



Quick
Checklist

- Are leaders reinforcing the same priorities?
- Is the messaging consistent across the organization?
- Have we named and addressed any friction?



Closing
Insight

Alignment isn't one conversation, it's a discipline. When leaders are united, transformation accelerates.