



Unify Insights

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# Strategic Alignment to drive Employee Engagement

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For most organizations to be truly successful in the achievement of their missions and priorities, they must align their most valuable asset – human capital – with the organization’s goals. This means that employees must clearly understand the organization’s mission and goals, recognize their role in both, and be motivated to achieve and exceed every goal.

An organization’s Mission, Vision (i.e., North Star) and strategic priorities are typically identified through the strategic planning process conducted and formalized as a set of organization-wide strategic goals and objectives in an organization’s strategy. The goals and objectives in the Strategic Plan typically serve as the capstone for an organization performance measurement and management activities across the enterprise, as it captures the results that the organization wants to produce for its customers and key stakeholders. It also defines the critical goals that must be achieved internally to operate effectively and to manage technology, and infrastructure well. An organization strategy also usually identifies the Human, Information and Organizational Capital that must be aligned and integrated to successfully execute the strategy.

Find out how Unify can help you achieve your vision. Visit [www.unifyconsulting.com](http://www.unifyconsulting.com) or contact us at [hello@unifyconsulting.com](mailto:hello@unifyconsulting.com).

As much as an organization’s leaders might want to create an environment that motivates employees to be high performing and participate in execution of the

strategy, statistics support the fact that most organizations DO NOT know how to do this. Specifically:<sup>1</sup>

- 95% of employees have a poor understanding of their organization's strategy
- Employees waste 50% of their time on nonproductive work
- 84% of organizations believe they are not using their workforces to their full potential
- 86% of employees are not motivated to get the job done

As mentioned, organizational success must include the ability to align each and every individual and team to an organization's mission, goals and objectives. This is vital in preventing a disconnect between individual actions and behaviors, and those required to successfully meeting the organization-wide goals. A misalignment of an individual's understanding of his or her personal goals, targets, roles, and processes, versus those of the organization could lead to significant inefficiency. This generally occurs from either poor communication on what organizational goals mean to individual employees, or lack of clarity about which organizational goals are most important.

Through our work, Unify has identified several elements that should be in place so that employees can feel committed and fully empowered to contribute towards the success of the entire organization. These elements include:

- A set of clear organizational goals, objectives, and initiatives (defined in a Strategic Plan)
- A formal mechanism for aligning individual performance with organizational performance
- Frequent opportunities for managers and employees to openly discuss and agree upon how individual performance impacts the accomplishment of organizational goals
- Clear and concise communication between management and employees
- Develop guidelines that Leaders can use to work with employees to cascade organizational goals and metrics throughout the organization
- Ensure that there is 'line of sight' awareness from the top down and bottom up so that everyone in the organization understands who is

Competitive businesses are under increasing pressure to transform rapidly and to stay relevant in our fast-paced, technology-rich world.

This means making big bets on new technologies and undertaking transformational efforts to streamline processes and unlock efficiencies. In the excitement, and sometimes chaos, of these efforts, organizations underestimate the impacts on people, one of the biggest assets for any business.

That's where Organizational Effectiveness (OE) comes in!

Unify Organizational Effectiveness Practice (OE) is about optimizing the potential of people.

We shape the strategy and tools to help organizations realize change, partnering with leaders and change agents across the organization to align structures, processes, and teams to meet - and even surpass - pressing strategic business objectives.

We utilize data to achieve people-centric results.

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<sup>1</sup> Source: Turning Great Strategy into Great Performance, Harvard Business Review, Michael C. Mankins and Richard Steele

responsible for goal achievement, and how contributions are aggregated to support key priorities and goals.

Unify Consulting's Organizational Effectiveness experts use probing questions to creatively and collaboratively solve our client's Talent challenges. We help leaders align business and people strategies to co-create an actionable and measurable Talent Strategy that drives results and engagement. We've solved people and business challenges that plague all sizes and types of businesses – and position client's People Teams to deliver results. Unify's strategy is culture. We're here to help you align and position your talent to achieve today's more challenging business problems.