

# LEADERSHIP ALIGNMENT & MOMENTUM

## EXISTING SITUATION

Fast growing midsize company looking to sustain its ability to maintain market differentiation and leading position. Senior leader focus to embody greater alignment and momentum across top leadership for the organization to grow in a more efficient manner and build greater capacity for future growth.

## SCOPE

- Coordinate a 4-5 year strategy framework growth plan to include strategic goals, assumptions, competition and milestones balanced with organization's required cultural evolution.
- Assess the organization's state of effectiveness of its culture to strategy with a process to align leadership and team on strategic and tactical actions to pursue.
- Coach top leadership and management team for alignment of strategic direction, organizational structure, ownership and execution roles with specific attention to near-term solutions.

Industry: Global Company  
Client: Senior Leaders



## RESULTS

- Leadership gained alignment, awareness and ownership of strategy & culture with pathway to achieve desired growth.
- Organizational leadership structure adjusted and clarified to match strategic growth needs.
- Senior leadership gained new time to address strategy.
- Senior management team more aligned and embracing ownership of leadership responsibility.
- Clear strategic plan for higher performance.
- Better energy and quality of work environment.

## MORSE GROUP APPROACH

- Facilitated creation of Strategy/Culture Framework.
- Implemented data visualization metric on organizational effectiveness to align leadership and team to see efficiencies and risk.
- Wholistic leadership and team coaching for senior leaders and management.

## MORSE GROUP METHODS / TOOLS

- ACCEL™ Model, SOCiT™, Strategic/Cultural Interplay™, DNA Strategy Performance / Risk Assessment, Denison Model, TRUST™, Visual Thinking, Executive and Leadership Team Coaching, Organizational Energy Matrix.

### Market Leaders Focus on Alignment (Industry Data)



The Economist Intelligence Unit

### Higher Sales Growth for Higher Denison Culture Scores



Denison Consulting LLC