

FrontPace – Executive Consulting · 8-Step Framework

Strategy Alignment Analysis™

Measure alignment in a leadership or project team, then build the cohesion that follows from it

https://frontpace.net/strategy_alignment/

Strategy Alignment Analysis™ (SAA) gives a leadership or project team a precise, data-driven assessment of alignment within defined strategic focus areas, quantified by our proprietary algorithm. But the number is only half the story: behind every correlation factor is a team that is either pulling in the same direction – or pulling apart. We therefore distinguish between alignment – the measurable part – and cohesion, which is how that alignment actually plays out day to day. A team with strong alignment makes sharper decisions, executes them more consistently and holds steady in day-to-day operations. Through a structured, collaborative process, we help you translate that insight into lasting strategic cohesion.

Leaders, middle managers, project managers and employees handle large volumes of information every day, and often have to make decisions quickly. For those decisions to support the organisation's strategic direction, the team needs a shared understanding of which goals matter most. When decisions are made without being clearly anchored in the organisation's or the team's principal goals, the result can be ambiguity, weakened capacity to execute and lower goal attainment. This is precisely the gap SAA is built to close – by measuring alignment precisely and creating the conditions for the cohesion that ensures decisions are actually followed through in practice.

Strategy Alignment Analysis™ can be used with different types of groups to establish the degree of alignment and cohesion among their members:

- Boards
- Executive teams
- Departmental teams
- Project teams
- Teams in strategic business units

When to Use SAA

As the person responsible for a leadership or project team, you should consider running SAA in one or more of the following situations.

- You are establishing a new company or a new unit within your organisation, and you want strong alignment from day one.
- You are experiencing declining efficiency and productivity within the team.
- You are seeing more and more misunderstandings within the team:
 - Time-consuming debates about whether goals are being met
 - Weak action plans
 - Stalled decisions
 - Actions that run counter to the team's goals
- You want to be sure that alignment among team members is strong before the team enters a high-pressure period.
- You want team members to stay aligned with the overarching strategic focus areas at all times. That keeps efficiency and productivity high and builds a culture of cohesion.

Does any of this sound familiar? Often it's because the team's alignment – and the day-to-day cohesion that should follow from it – has never actually been measured.

What You Achieve

When you run SAA, you gain a precise picture of alignment in your leadership or project team and a concrete starting point for strengthening cohesion in the work ahead.

- **Precise assessment:** A precise assessment of the team's alignment within defined strategic focus areas. The result is stronger shared understanding and greater capacity to execute.
- **Data-driven insight:** Results are expressed as correlation factors from -1.00 to $+1.00$, calculated using our proprietary algorithm.
- **Objective foundation:** A clear and objective foundation for focused discussions within the team. It surfaces differences in priorities, perceptions and commitment, and creates room to build cohesion where it's needed most.
- **From insight to execution:** Our experienced advisors lead a structured process that takes the team from measurement to cohesion in practice – and on to sharper decisions and stronger execution.

Indicative target for high performance: around $+0.70$ – For leadership and project teams looking to strengthen their effectiveness, a level of around $+0.70$ or higher is a sound target.

How We Deliver SAA

As the leader of the organisational unit, you can expect the following process and level of service:

1. **Initial questionnaire:** The team leader receives a short and simple web-based questionnaire. We process the responses and prepare the team for the SAA.
2. **Teams meeting on focus areas:** Once the agreement is confirmed, we set up a Teams meeting with the team leader to explore relevant strategic focus areas. Optionally, we also run short individual interviews with team members.
3. **Confirmation of focus areas:** Within 1–2 days, the team leader receives five or seven relevant strategic focus areas to prioritise, and we ask for these to be confirmed.
4. **Individual prioritisation:** Within 1–2 days, each team member receives a link to prioritise the focus areas individually, with a set deadline for submission.
5. **Written SAA report:** A detailed written SAA report is sent 3–4 days after the prioritisation deadline.
6. **Presentation and workshops:** The report is presented to the whole team, and we run workshops grounded in a theoretical framework to strengthen both alignment and cohesion within the team.
7. **Summary alignment report:** We prepare a summary SAA report on the team's work, confirming both the measured alignment and the team's cohesion around the focus areas.
8. **Debrief and next steps:** In a one-on-one meeting with the team leader, we review the SAA process and agree on next steps.

We stay in touch by phone, on Teams, in meetings or by email whenever clarification is needed. Our consultant is available for a conversation free of charge for up to 7 days after the SAA process is completed.

Process Overview

SAA is designed for leadership and project teams alike, and engages their members in a concentrated analysis of the current strategic focus areas. The process creates a precise picture of the most relevant parameters for the team's alignment and shows the degree to which each individual member shares the team's priorities. It is carried out through interviews and a user-friendly, web-based interface.

The process includes a precise measurement method carried out by one of our experienced consultants, and the results are expressed as correlation factors calculated with our proprietary algorithm. Putting a number on each focus area makes the discussion more concrete and engaging.

We then run a series of workshops to build alignment within the team and strengthen cohesion in day-to-day collaboration. Finally, we review the SAA method and results with the team leader and agree on next steps.

This analysis does not assess whether the strategic focus areas to be prioritised are the most appropriate ones for your organisation. We sign a non-disclosure agreement before each SAA assignment. Our standard non-disclosure agreement can be downloaded from the website.

Questions

Common questions about what SAA measures, how the process runs and what it does not cover.

What is Strategy Alignment Analysis™ (SAA)?

SAA is a measurement method that assesses how closely the members of a leadership or project team agree on a defined set of strategic focus areas. Each member prioritises the same focus areas individually, and the results are expressed as correlation factors calculated with a proprietary algorithm.

What does the correlation factor mean?

The correlation factor runs from -1.00 to +1.00 and describes how closely team members' priorities match. A negative value means members are pulling in opposing directions, a value near zero means priorities are unrelated, and a positive value means they agree. Experience and analysis suggest that highly effective teams often reach around +0.70 or higher.

What is the difference between alignment and cohesion?

Alignment is the measurable part: the degree to which team members share the same priorities, expressed as a correlation factor. Cohesion is how that alignment plays out day to day in decisions, action plans and execution. SAA measures alignment, and the workshops that follow are aimed at turning it into cohesion.

Who is SAA for?

Leadership teams, project teams and boards. It is typically used when a new company or unit is being established, when efficiency is declining, when misunderstandings and stalled decisions are increasing, or ahead of a period of high pressure.

How long does an SAA take?

The process runs in eight steps. The team leader receives the proposed focus areas within one to two days of the scoping meeting, team members are then given one to two days to prioritise them individually, and the written report follows three to four days after the prioritisation deadline. Presentation, workshops and the closing debrief are scheduled with the team.

Does SAA tell us whether our strategy is the right one?

No. SAA measures how well a team is aligned on the strategic focus areas it has chosen. It does not assess whether those focus areas are the most appropriate ones for the organisation. That remains a judgement for the team and its leadership.

Is the process confidential?

Yes. A non-disclosure agreement is signed before each SAA assignment, and the standard agreement can be downloaded from the website for review in advance.

Can we be certified or licensed to run SAA ourselves?

FrontPace offers individual training and certification in the SAA methodology. A formal licence to use the methodology is assessed case by case and can be granted where required.

Ready to Map Alignment in Your Team?

The numbers show you the degree of alignment in your leadership or project team. It's up to you to turn that into lasting cohesion – and we're glad to help you along the way.

Send us an email to get started – or if you have questions about the process, how it is run or what it covers.

Email: [admin\[at\]frontpace.net](mailto:admin[at]frontpace.net)

Channels: Phone, Teams, meetings or email