



People Alignment



An **organisation** needs effective human capital guidelines to harness the skills and expertise of its employees, to achieve business outcomes.

Our **people alignment** offering assists organisations to identify, plan and execute strategies focused on creating environments that attract and retain the best talent by using values, culture, strategic communication, and the performance process.

We help organisations to **define their values** and translate them into meaningful behavioural statements that can be measured over time.



1. Solution Context

An organisation needs effective human capital guidelines to harness the skills and expertise of its employees, to achieve business outcomes. It also needs to identify critical elements that support a business strategy, such as:

- Effective leadership
- Change resilience
- Employee engagement
- Aligned remuneration
- Incentives
- Performance measurement
- Values
- Culture alignment

These elements enable an environment to cultivate a culture of high performance that will create sustainable business outcomes. An organisation's strategy is of no value unless employees understand it and can integrate it into their daily operations.

2. Solution Overview

Our people alignment offering assists organisations to identify, plan and execute strategies focused on creating environments that attract and retain the best talent by using values, culture, strategic communication, and the performance process. The people alignment solution assists in creating agile organisations that are able to adapt to internal and external changes.

We specialise in the following areas:

- Change leadership
- Change management
- Strategic engagement
- Human capital alignment
- Strategic communication

People Alignment



Change Leadership

Change leadership functions include:

- Define the vision for the change and related business objectives
- Change leadership assessment
- Leadership alignment around the change
- Change leadership coaching (group and individual/executive to supervisor level)

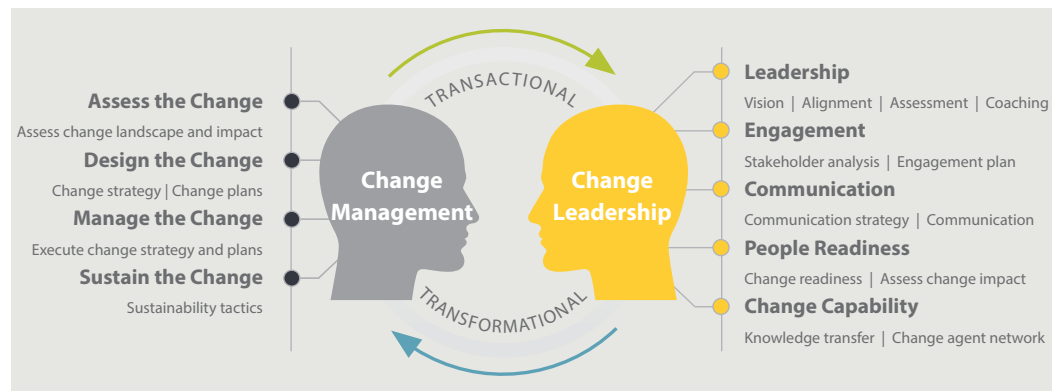
Change Management

Change management principles include:

- A fit for purpose change methodology and approach
- Alignment with the detail of the change to be implemented
- Consideration of all stakeholders and required communication needs

Our approach ensures the successful adoption of sustainable transformational change in an organisation, and focuses on Leader's ability to direct, sustain and support change.

The following diagram demonstrates the change management approach which encompasses Change leadership to sustain the change:



Strategic engagement

Our strategic engagement offering assists clients to identify, plan and execute strategies that focus on attracting and retaining the best people in an organisation. We assist business leaders to understand employee engagement, as well as the gaps and challenges in the client's environment. We also provide strategies and interventions to create and embed sustainable solutions in the organisation's culture.

Our solution covers the following areas:

- Engagement gap analysis
- Engagement strategy design
- Internal communication strategy design

Human capital alignment (strategy, culture and values)

We help organisations to define their values and translate them into meaningful behavioural statements that can be measured over time. While substantial investments are made to position



a positive external image of an organisation, a misalignment between the organisation's values and actions can harm credibility, and result in a diminished ability to attract, engage and retain employees.

Building and maintaining a value system that inspires commitment, is critical to engagement and alignment.

Our approach is based on the following actions:

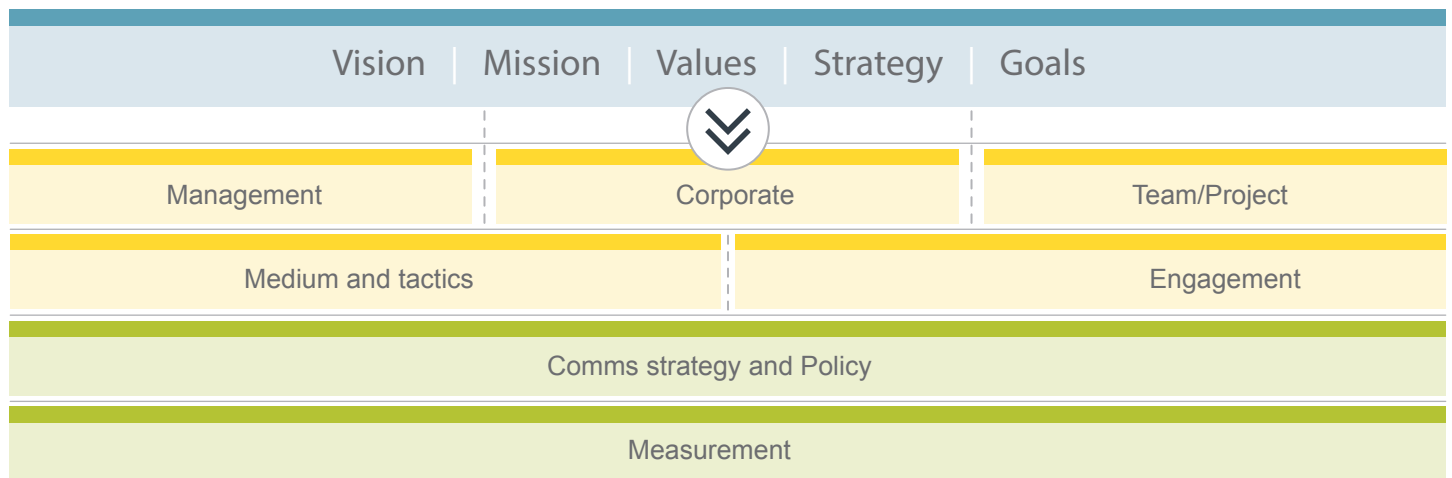
- Diagnose cultural alignment
- Define organisational values and translate them into behaviours
- Develop corporate value statements to strengthen organisational credibility and employee engagement
- Support managers to connect values to daily activities, thereby embedding and promoting a culture of values
- Define implementation and evaluation methods for these corporate values

Strategic communication design

Effective and dynamic communication is an integral part of an organisation's overall engagement strategy. Without a clear communication strategy and plan, endorsed by an organisation's leadership, communication efforts will be haphazard, lack focus and credibility. This will have a negative impact on both the brand and the employee value proposition.

We assist clients to design a communication strategy, tactics and platforms that can be used to empower and raise employee awareness of the strategy and business information. Our service also includes internal communication at strategic, operational and inter-personal levels.

The strategy focuses on three communication directions:



3. Key Benefits

The key benefits of a people alignment design include the following:

- The value of managing change is realised by reducing business disruption
- Clients become leaders at achieving and sustaining business excellence through engaged employees
- Effective strategy execution
- Building engagement capital
- Enhancing talent retention
- Promoting sustainable organisational performance
- Increased employee morale, brand and team identity
- Culture change is supported



True alignment

changes the way team members **view their actions**;
they **embrace team decisions**
and **organizational actions** as if they were their own.

Talent Gear