



GPS - The 5 Steps to Building Alignment in Your Business

This is Andrew from Growth and Profit Solutions, welcome!

I want to talk to you about the 5 steps to build alignment in your business.

Think of a business being in alignment as being similar to a well-practiced symphony orchestra. Together, they play a piece of music with the strings, wood instruments, percussion and every member of the orchestra doing his or her part. If any section or player in the symphony is playing out of tune or rhythm, the whole symphony suffers as well as for the listeners.

In business, like in music, you can only fully achieve our purpose when all the parts within your business are working together in harmony, unity and with great intention.

Alignment is important as it ensures that your people and work is flowing smoothly, easily, efficiently and effectively.

So, what are the 5 steps?

1. *Start with an Inspiring Vision* - you need to have a clear purpose, which you can consistently articulate and share so that people know the goals, where there they are going and the greater purpose that they are part of.
2. *Make the Vision Relevant to Them* – help them to understand what's in it for them, and how they can contribute to your purpose and goals in their roles and responsibilities.
3. *Support Your People* – give them the tools, the skills, the information and authority that they need so that they can perform and be all that they can be.
4. *Reward People* – publicly acknowledge and recognize those who demonstrate real alignment and who have gone the extra mile in doing so.
5. *Communicate, Consistently & Continually* – be clear and regular in both what you say and how you say it in terms of setting expectations and what you expect them to do in aligning themselves with the business.

Just because you shared it once doesn't mean that it's always understood or that it will be remembered. And even if it is understood, it doesn't mean it will be acted on.

So, consistent communication is essential. Remind your people, in every conversation, of the vision and purpose of the business.



If you found this useful, then come and join us in our Facebook group, the Growth and Profit Dojo for business owners and leaders looking to grow their business and you can find more useful tools, tips and techniques. Just [click here](#), and make sure you answer all 3 questions to get in!



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